

# Access Humboldt

## Strategic Plan 2008 - 2010

### **Our Mission:**

Access Humboldt  
Local Voices through Community Media  
Engage – Connect -- Educate

### **Our Vision of Success:**

Access Humboldt is an innovative, self-sustaining and trusted media resource for residents of Humboldt County.

Diverse community members utilize local access media resources to engage in meaningful conversations that increase participation in civic life.

Local governments, educational institutions and community-based organizations find AH's services to be indispensable.

Digital media production is a growing industry that supports a continually improving quality of life.

North Coast residents are among the most media literate people in the world – sharing new ideas and advanced methods to empower local voices for significant positive impact on society.

### **Strategic Plan Directions:**

- A. Program Development**
- B. Facilities & Infrastructure**
- C. Outreach & Advocacy**
- D. Human Resources**
- E. Funding Development**
- F. Future Planning**
- G. Board Governance**



# **Access Humboldt**

## **Strategic Plan Directions, Goals and Strategies**

Adopted 26 February 2008

Revised 24 February 2009

### **A. Program Development**

- Develop sustainable projects to meet community needs
- Collaborate with public agencies and non-profit organizations
- Create partnerships with other local media – broadcast, print and online
- Train community members to participate in the digital media industry

Goal I. Access Humboldt will develop programs and projects to meet the needs of all stakeholders in the community

Strategies:

1. Manage channels, facilities & equipment for use by community
2. Offer training, mentoring and internship opportunities to build media skills
3. Facilitate a corps of volunteer producers for non-profit programs

Goal II. Access Humboldt will provide channels with distinct identities

Strategies:

4. Develop channel identities with distinct P-E-G and related brands
5. Create a Marketing/Public Relations campaign for channels and services

Goal III. Access Humboldt will engage the community to build sustainable programs

Strategies:

6. Develop interactive online consumer-rated registries for digital media resources - ie. Humboldt Interactive Pool
7. Evaluate services to constantly improve quality and diversity of programming

### **B. Facilities & Infrastructure**

- Develop facilities for community use
- Partner with local governments and educational institutions
- Develop network connectivity across Humboldt County
- Improve function and quality of existing cable TV channels
- Provide innovative online services
- Extend media access through satellite facilities and mobile production equipment

Goal I. Access Humboldt will operate a functioning media center

Strategies

1. Complete renovation of CMC and move into new facility
2. Develop specifications, purchase and install facility-based equipment
3. Design and install new playback system

Goal II. Access Humboldt will provide studio & field production resources e.g., hotline studio.

Strategies

4. Develop specifications and purchase equipment for studio and field production

Goal III. Access Humboldt will manage a non-commercial community broadband network

Strategies

5. Coordinate efforts with various agencies to develop sustainable community network design and activation
6. Develop specifications, test, purchase and install active elements of PEG Network

Goal IV. Access Humboldt will develop web based, interactive online media services for recording, storage and transmission of local voices

Strategies

7. Collaborate with open source program developers to share community media solutions
8. Focus local infrastructure on multi-platform solutions that integrate wireless (esp. Wi-Fi and Wi-Max) and optic fiber network solutions

Goal V. Coordinate efforts with various agencies to utilize new media including broadcast.

### **C. Outreach & Advocacy**

- Ensure outreach to all geographic areas and diverse communities
- Encourage more participation in creating local media
- Represent local interests in broadband and media regulation
- Improve understanding of public policy issues for community media

Goal I. Access Humboldt will reach all geographic areas & diverse communities

Strategies:

1. Invite participation and offer memberships to anyone in the community

2. Communicate and promote programming opportunities
3. Work with local cultural groups to help record local event coverage
4. Gather community feedback - including viewers and producers

Goal II. Access Humboldt will advocate for community media and broadband infrastructure

Strategies:

5. Inform public policy deliberations of local, State and federal jurisdictions
6. Convene open stakeholder discussions of regulatory policy governing broadband media
7. Articulate policy principles for advocacy of community needs and public interests - esp. Localism

#### **D. Human Resources**

- Develop highly effective and motivated staff
- Build volunteer participation and support

Goal I. Access Humboldt will fully engage human resources available to support the organization - including staff, directors and other volunteers.

Strategies:

1. Provide staff and volunteer training and education opportunities
2. Communicate goals and needs of the organization
3. Develop incentives for staff and volunteers

#### **E. Funding Development**

- Create a fund development plan with diverse and sustainable revenue sources

Goal I. Access Humboldt will have a sustainable funding base

Strategies

1. Identify & apply for funding through grants
2. Offer services for a fee utilizing available human resources, facilities, and other assets
3. Attract sponsorship and underwriting to support programs and activities
4. Create a fund development database

#### **F. Future Planning**

- Develop and maintain a current strategic plan

Goal I. Access Humboldt will have a visionary, creative, strategic plan to guide the organization for the next 3 years.

Strategies

1. Review and revise '08 – '10 Strategic Plans
2. Create mechanisms for ongoing evaluation and needs assessment
3. Plan for innovation and continuous quality improvement

**G. Board Governance**

- Be responsive and accountable to the community

Goal I. Access Humboldt will have successful relationships among board, staff and volunteers.

Strategies

1. Create and maintain an environment of mutual respect and support.
2. Clarify and ensure an understanding of the roles of board and staff
3. Create an environment which supports our volunteers

Goal II. Access Humboldt will have a diverse, passionate, and creative Board providing responsible leadership and excellent governance.

Strategies

4. Expect high standards of performance and participation from Board members
5. Develop a job description, including committee responsibilities, for Board members and officers
6. Provide board members with appropriate training and tools to do their job
7. Form and maintain effective committees
8. Develop and maintain an effective nominating committee to assure the continuity of excellent Board of Directors

Goal III. Access Humboldt will be open and accountable to the community.

Strategies

9. Board meetings will be open, efficient and effective
10. Governance process will ensure that all legal and contractual obligations are met