

LEXINGTON COMMUNITY RADIO 2019-2021 STRATEGIC PLAN W/ METRICS

- SPACE
 - a. 2019: identify and commit resources to help us relocate from STEAM Academy into new space
 - b. 2019: plan and execute move
 - c. 2020: optimize space usage
 - i. Expand access by increasing studio hours for live programming from 60 hours/week to 84 hours/week (7-days a week)
 - ii. By end of 2020, min 70% all available show slots filled
 - iii. Determine method and measure foot traffic—total people engaged in space each day throughout the year. Track.
 - d. 2021: evaluate space usage
 - i. If first increase successful, expand live studio hours from 84/week to 126/week
- INCREASE OPERATIONAL CAPACITY
 - a. 2019: Renew station licenses, verify compliance with all regulations
 - b. 2019: Create volunteer departments/teams—production, social media management, news
 - c. 2019: start requiring all show hosts to volunteer time assisting the agency as a condition of maintaining show eligibility
 - d. 2020: hire a bilingual Volunteer Coordinator
 - e. 2020: 75% of all show hosts trained and volunteering assisting the agency as a condition of maintaining show eligibility.
 - f. 2021: Volunteer Coordinator fully managing volunteer recruitment, placement, and training
 - g. 2021: 100% of all show hosts trained and volunteering assisting the agency as a condition of maintaining show eligibility.
- BOARD DEVELOPMENT
- INCREASE OUR AUDIENCE
 - a. *PEOPLE*
 - i. 2019: increase audience size by 30%
 - ii. 2020: increase audience size by 20%
 - iii. 2021: increase audience size by 10%
 - b. *TOUCHPOINTS*
 - i. 2019: implement editorial calendar
 - ii. 2019: acquire basic equipment to increase video presence (eg. steady cam sticks, 360 cameras, etc.)
 - iii. 2019: 35% of all shows available for online streaming (Apple Music, Spotify)
 - iv. 2019: produce editorial calendar for 2020
 - v. 2020: implement editorial calendar
 - vi. 2020: 70% of all shows available for online streaming (Apple Music, Spotify)

- vii. 2020: offer 10% of total content through video/multi-media/social media outlets
- viii. 2020: produce editorial calendar for 2021
- ix. 2021: implement editorial calendar
- x. 2021: 100% of all shows available for online streaming (Apple Music, Spotify)
- xi. 2021: offer 33% of total content through video/multi-media/social media outlets
- VISIBILITY
 - a. *MARKETING/BRANDING/PR*
 - i. 2019: Implement 25% of marketing plan strategy- start teasing new space
 - ii. 2020: Implement 50% of marketing plan strategy - lots of noise about new space, exciting things happening
 - iii. 2021: Implement 25% of marketing plan strategy - move to a standard, sustainable annual marketing plan
 - b. *OUTREACH & NETWORKING*
 - i. 2019: participate in/promote four third-party events during year
 - ii. 2019: increase number of new community partnerships/collaborations by 30%
 - iii. 2020: participate in/promote eight third-party events during year
 - iv. 2020: increase number of new community partnerships by 20%
 - v. 2021: participate in /promote twelve third-party events during year
 - vi. 2020: increase number of new community partnerships by 10%
 - c. *EVENTS*
 - i. 2019: grow event attendance by 10%
 - ii. 2019: increase event revenues by 10%
 - iii. 2020: grow event attendance by 10%
 - iv. 2020: increase event revenues by 10%
 - v. 2021: grow event attendance by 10%
 - vi. 2021: increase event revenues by 10%