Arkansas Educational Television Network

FY 2018–FY 2019 Strategic Plan
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MISSION: To enrich and empower all Arkansans with compelling, highly accessible programming and statewide services that educate, inform, engage and inspire, through innovative and efficient use of the resources entrusted to AETN.

VISION: AETN is an indispensable asset for generations of Arkansas educators and learners, and a trusted, creative source of media for all Arkansans, encouraging a flourishing culture of citizen engagement, awakening curiosity, and revealing stories of the people, history, culture, and ideals that make the Natural State a remarkable place to live.

CORE VALUES:

INTEGRITY—We are committed to earning public trust through honesty, balance, and impartiality.

EXCELLENCE—We promote a culture of excellence in Arkansas by pursuing the highest standard of quality and productivity in our work.

EFFICIENCY—We seek to prioritize effective, up-to-date methods of operations and problem solving, remaining fiscally responsible through the conservation of state and other resources in order to better serve Arkansas.

STEWARDSHIP—We commit to the responsible management of the relationships and resources with which we have been entrusted.

INCLUSION—We celebrate differences and embrace the diverse perspectives reflected in our audience, staff, and partners, and in the programs and services we offer.

EDUCATION—We place the empowerment of educators and learners of all ages at the heart of what we do.

INNOVATION—We take risks and embrace new ways to accomplish our mission.

COLLABORATION—We encourage and celebrate teamwork, partnership, and open communication.

ENGAGEMENT—We connect individuals, communities, and institutions in the addressing of common issues and the seeking and implementing of solutions, contributing to the betterment of Arkansas on multiple levels.
GOAL 1: EDUCATION—Expand educational opportunities and learning successes for Arkansas educators and learners

This aligns with the Governor’s goals for the State of Arkansas: Educate and Grow

**Measurable Objective 1:** Increase impact of online professional development content and services offered for educators through the AETN ArkansasIDEAS learning management system (LMS):

- **Strategy 1** - In partnership with the Arkansas Department of Education, increase innovation and creativity of original courses and classroom resources available for teachers and school leaders
- **Strategy 2** - Maintain production pipeline of required courses tied to new Arkansas legislation
- **Strategy 3** - Continue growth of online teacher training in computer coding and STEM education in support of Arkansas’s Computer Science Initiative
- **Strategy 4** - Increase professional development content available for ALE teachers, paraprofessionals, and administrators
- **Strategy 5** - Increase arts education content and explore ways to integrate the arts into all learning
- **Strategy 6** - Continue to provide courses and programs of study necessary during the teacher licensure and licensure renewal process

**Measurable Objective 2:** Improve user experience for teachers and administrators using the AETN ArkansasIDEAS LMS:

- **Strategy 1** - Increase number of public school, charter school, and homeschool educators accessing AETN’s LMS while maintaining the level of active users at fifty percent or greater
- **Strategy 2** - Improve reporting capabilities and increase monitoring of user feedback and data
- **Strategy 3** - Use social learning tools and strategies to promote collegial discussions, job-embedded professional development, and the exchange of information, resources, and feedback

**Measurable Objective 3:** Increase impact on community education by providing resources for Arkansas PreK-12 students and adult learners:

- **Strategy 1** - Create a plan for the distribution of new early childhood resources to aid Arkansas children in building skills necessary for success in school and in life
- **Strategy 2** - Maintain pipeline of thousands of hours of free PBS early childhood education programming via television, live-streaming, apps, and video games
- **Strategy 3** - Create a plan of action that supports the Arkansas Campaign for Grade-Level Reading
- **Strategy 4** - Launch a Healthy Families initiative to assist in creating home environments that foster lifelong learning
- **Strategy 5** - Continue to offer resources and workshops for family engagement, parental involvement, STEM learning, and other community education initiatives
GOAL 2: CONTENT—Deliver highly relevant, top-quality content statewide through the use of emerging technologies and platforms

This aligns with the Governor’s goals for the State of Arkansas: Educate and Healthy

Measurable Objective 1: Increase audience across all platforms:

**Strategy 1** - Deliver accessible PBS and AETN programming “anytime, anywhere” via television, the web, and social media, evolving to a true cross-platform organization

**Strategy 2** - Develop expertise in mobile and web-native storytelling

**Strategy 3** - Increase mobile and web-native original videos and services through the growth of community-contributed content to enhance our content and coverage

**Strategy 4** - Integrate participation components across content areas to encourage audience engagement and learning

**Strategy 5** - Repurpose broadcast content to provide compelling web or mobile experiences

**Strategy 6** - Increase AETN’s audience on PBS digital platforms by delivering content with appeal to a broader audience demographic

**Strategy 7** - Collaborate with other public media organizations on select content and marketing

**Strategy 8** - Maximize integrated marketing strategies to increase awareness and drive donations

Measurable Objective 2: Increase local content, focusing on topics of strong interest to Arkansans statewide:

**Strategy 1** - Increase production of local stories that capture the authentic culture, history, and values of Arkansas while addressing the interests and concerns of her citizens

**Strategy 2** - Evaluate AETN-produced and branded properties against strategic plan goals, and use additional research metrics to build a lineup of highest relevance to Arkansans

**Strategy 3** - Develop a nimble production workflow, from concept to green light to end distribution, that encompasses in-house and freelance producers for more efficient and timely delivery

**Strategy 4** - Investigate a C-Span type, aggregated web presence for Arkansas State Government, helping provide transparency

**Strategy 5** - Partner with state agencies on content about Arkansas that educates while fostering economic development

**Strategy 6** - Study the feasibility of providing enhanced online access to Arkansas high school events

**Strategy 7** - Promote healthy lifestyles and healthy family initiatives through broadcast and online content

**Strategy 8** - Work to identify stories and themes in content production that will resonate strongly with Arkansans as well as with regional, national, and international audiences to increase AETN content distribution opportunities
GOAL 3: ENGAGEMENT—Empower individuals and communities through focused, long-term partnerships

This aligns with the Governor’s goals for the State of Arkansas: Educate and Quality of Life

Measurable Objective 1: Grow the number of people interacting with AETN:

- **Strategy 1** - Connect with Arkansans statewide through promotable public events
- **Strategy 2** - Improve outreach and engagement services to underserved and rural communities
- **Strategy 3** - Develop the capacity to understand Arkansas’s media needs through expanded research and audience initiatives
- **Strategy 4** - Form community advisory committees, including a millennial advisory committee
- **Strategy 5** - Optimize marketing and public communications functions through innovation
- **Strategy 6** - Inspire participation in public discourse by providing civic leadership models and resources

Measurable Objective 2: Increase the number of public-private partnerships:

- **Strategy 1** - Collaborate with state and private colleges and universities on content and events
- **Strategy 2** - Increase engagement with Arkansas’s vibrant creative community
- **Strategy 3** - Expand and retain creative and event partnerships with community organizations
GOAL 4: SUSTAINABILITY—Ensure financial sustainability through new and recurring funding streams

This aligns with the Governor’s goal for the State of Arkansas: Efficient and Responsive

**Measurable Objective 1:** Increase number of supporters and overall foundation revenue:

**Strategy 1** - Increase potential donor interactions through the impact of expanded local productions and engagement activities

**Strategy 2** - Grow existing major and planned giving campaigns

**Strategy 3** - Escalate digital revenue-generating activities

**Strategy 4** - Examine live pledge presentation with an eye towards innovation

**Strategy 5** - Engage with PBS around development resources and services to optimize innovative public media fundraising practices

**Strategy 6** - Modernize data and communication practices used in fundraising

**Measurable Objective 2:** Increase the number of revenue partnerships:

**Strategy 1** - Explore new revenue streams through the application of innovative business models

**Strategy 2** - Expand number of underwriting partnerships statewide

**Strategy 3** - Pursue funding through philanthropy and grant writing for production, projects, capital, and operations
GOAL 5: OPERATIONS—Strengthen operations through finding efficiencies and positioning AETN for the future of media

This aligns with the Governor’s goals for the State of Arkansas: Safe and Efficient and Responsive

Measurable Objective 1: Increase productivity by optimizing AETN’s human resources:

- **Strategy 1** - Improve onboarding and orientation of new employees
- **Strategy 2** - Expand in-house professional development and job cross-training opportunities, including professional mentorship for AETN developing filmmakers and producers
- **Strategy 3** - Provide training and coaching for AETN leadership team
- **Strategy 4** - Expand volunteer staff and volunteer opportunities
- **Strategy 5** - Celebrate innovation in individuals and teams

Measurable Objective 2: Create efficiency and reduce expense through organizational restructure and consolidation:

- **Strategy 1** - Explore efficiencies in non-mission functions and operations
- **Strategy 2** - Create and implement a new strategic organizational structure for improved workflow
- **Strategy 3** - Develop and maintain a set of company success metrics

Measurable Objective 3: Use AETN’s skills and scale to help the State of Arkansas achieve its goals:

- **Strategy 1** - Help educate the public on the functions of state government through media partnerships with other state agencies
- **Strategy 2** - Explore all-in-one approach to professional development efficiency across Arkansas state agencies, utilizing AETN’s scalable ArkansasIDEAS LMS and media streaming expertise
- **Strategy 3** - Continue and enhance AETN’s contributions to public safety and security through our media tools
- **Strategy 4** - Contribute to Arkansas’s economic development through collaboration on creative projects with the Arkansas Department of Parks and Tourism, Arkansas Game and Fish Commission, the Department of Arkansas Heritage, and others