**Unit Name: \_\_\_\_\_\_\_\_\_\_\_\_\_RSU Public TV\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Unit Mission**  RSU Public TV serves as Oklahoma’s only University licensed Public Television station and exists to serve its members, the University, students and citizens of Green country with innovative media content and services of the highest quality, to advance education, culture and citizenship. |
| **Goal (1): (Advance Academic Excellence)**  **This *Unit Action Plan* Specifically Supports Commitment(S) \_\_\_1.4, 2.2, 4.4 \_\_\_\_.** |

| **Plan for 2014-2015**  **This section due by May 17, 2014.** | | | | **Report for 2014-2015**  **This section due by May 1, 2015.** | |
| --- | --- | --- | --- | --- | --- |
| **Objective** | **Action or Activity** | **Evaluation Measure** | **Performance Standard** | **Data/Findings** | **Status\*** |
| 4.2 Pursue optimal staffing throughout the university | Create one additional 30 minute program for broadcast | One additional program will allow station to hire one additional freelance producer | $300,000  Syndicate program nationwide on other public TV stations | Due to staff changes this activity will be an ongoing status. When staffing changes conclude, the station will be in a position to review adding additional programming including freelance producer. | Ongoing |
| 2.2 Develop, implement, and advance a comprehensive marketing plan | Increase market share, and brand awareness | Present proposals of underwriting to more potential clients, grants and speak to more civic groups in the effort to increase viewership | $35,000 in additional underwriting | RSU TV has increased brand awareness while increasing revenues and trade agreements. Revenues increased by the $75,000.  Trades increased by $40,000 | completed |
| 4.5 Develop, implement and advance comprehensive fundraising | Apply for 3 new grants | Apply for 3 new grants that aid in equipment replacement funds or programming costs | $25,000 | Station has identified two new grant opportunities but have not applied for them due to the grants not being open at this time.  Grant #1 – Mid America Industrial Park  Grant #2 – USDA | Ongoing |

\*Appropriate **Status**  descriptors include the following: Completed, Ongoing, In Progress, Rescheduled for next year, Action/Activity withdrawn, or Other. If Other, please briefly describe whether the action or activity is completed, will continue, or has been modified for the coming year.

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| **Unit Mission**  RSU Public TV serves as Oklahoma’s only University licensed Public Television station and exists to serve its members, the University, students and citizens of Green country with innovative media content and services of the highest quality, to advance education, culture and citizenship. | | | | | |
| **Goal (2): ()**  **This *Unit Action Plan* Specifically Supports Commitment(S) \_\_\_6.3 \_\_\_\_.** | | | | | |
| **Plan for 2014-2015**  **This section due by May 17, 2014.** | | | | **Report for 2014-2015**  **This section due by May 1, 2015.** | |
| **Objective** | **Action or Activity** | **Evaluation Measure** | **Performance Standard** | **Data/Findings** | **Status\*** |
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**Budget Request Supplement for Academic Year 2013-2014**

**Year Three – Strategic Planning Cycle**

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| **This section due by May 17, 2013.** | | | | | | | **This section due by May 1, 2014** |
| **University Objective** | **Action for 2013-2014** | **Requested Resources** | | | | **Estimated Cost** | **Was the Budget Request Approved?** |
|  |  | **Human** | **Financial** | **(Enter Amount Approved)** | **Other (e.g., Technology** |  | **(Enter Amount Approved)** |
| Insert rows as needed |  |  |  |  |  |  |  |
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