

**STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2013 - 2014 Unit Action Plan – Year Four**

Unit Name: RSU Public TV

<p>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.</p>
<p>Goal (1): (Advance Academic Excellence) This <i>Unit Action Plan</i> Specifically Supports Commitment(S) <u>1.4, 2.2, 4.4</u>.</p>

Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
1.4 Provide effective faculty and staff development in support of intellectual, professional and personal development	Offer all station staff RSU classes to increase knowledge of their skill set and work toward a degree	Increased knowledge and work performance	Class or course work completion 10%	Station Business Manager has enrolled in the 2014-2015 MBA degree program at RSU. Through our association with the National Education Television Association, the station's Program Manager and Production Manager participated in professional development training in Atlanta. Training attended was for Pledge show and programming development, FCC legal matters, Maintaining Corporation of Broadcasting Compliance, Sustaining Memberships, Innovations to Engineering and Technology, Broadcast Spectrum policy and update. RSU TV Producer traveled to KEDT to work with station producers for show development training. Three out of eleven employees have participated in webinars about industry issues concerning Crisis Management and Social Media; engaging teens and you adults; want better hires; immigration and your community.	Achieved
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	FY 13-14 Increased sustaining membership 18%	Through RSU TV marketing efforts, sustained giving has increased by 18%. FY 13-14% a. the station has presented marketing plans to more than 100 potential underwriters b. applied for 4 grants. c. gained 15 new underwriters.	Achieved

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Unit Mission					
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Goal (2): 0 This <i>Unit Action Plan</i> Specifically Supports Commitment(S) <u>6.3</u> ____.					
Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
4.4 Update the capital project master plan based on a needs assessment	Apply with USDA Grant	Work closely with RSU Foundation to apply for grant	Implementation of grant	RSU TV has learned due to the metro population of Tulsa, Bartlesville, Muskogee and the surrounding metro the station does not qualify for any USDA Grant. However 4 additional grants have been applied for totaling \$75 thousand dollars.	Ongoing

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Budget Request Supplement for Academic Year 2013-2014
 Year Three – Strategic Planning Cycle

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							