

NET Strategic Plan Summary (2007)

Mission Statement

The mission of NET is to enrich lives and engage minds, connecting communities and celebrating Nebraska with services that educate, entertain and enlighten.

Vision Statement

As one of our state's most trusted and unifying institutions, NET will:

- Promote civic engagement.
- Enhance the educational environment.
- Deliver anytime/anywhere access to quality content and services.
- Foster partnerships that advance our mission.
- Empower Nebraskans to make informed decisions by serving as an independent source of information.
- Enable Nebraskans to learn, grow, connect, and contribute, improving the quality of life in our state.

Core Values

- Our highest value is service to others.
- We invite, honor and respond to all ideas.
- We provide high quality content and services.
- We address the needs of our diverse communities.
- We strive for the highest degree of editorial integrity and independence.
- We use and manage public and private resources responsibly.
- We foster an environment that attracts, develops and retains a diverse, motivated and creative staff.
- We pursue excellence in the application of techniques, procedures, and technologies.

Goals

I. Content and Services

Acquire and produce quality content that will increase civic awareness, public interaction and connect Nebraskans.

Objectives:

1. NET will deliver content by expanding the use of alternative delivery channels.
 - a. We will develop a plan to migrate cleared Heritage Library and other repurposed content for multiplatform delivery.
2. NET will enlarge its efforts to encompass content created through community partnerships and user-generated content.
 - a. NET will create meaningful high-impact outreach projects and services with key partners across Nebraska.
 - b. Research and develop new business and partnership models for public media initiative.
3. NET will propose restoring the hours in the television broadcast day that were eliminated during budget reductions.
4. NET will develop a written strategy for the next generation education service

II. Public Awareness

Increase the use and recognized value of our services

Objectives:

1. NET will prepare the public for the end of analog television broadcasting.

III. Financial Resources

Improve organizational sustainability through increased revenues and operational efficiencies.

Objectives:

1. Maintain and improve the overall financial integrity of NET and our financial reporting, compliance and internal control systems.
2. Work on existing database and software system integration projects.
 - a. Secure sensitive data to reduce the potential liability to NET.
3. Evaluate and address possible implementation of a more formalized matrix management and project management process.
4. Gross \$475,000 for television and \$27,000 for radio in local production grant contracts and production.
5. Gross \$275,000 national television & local television grants.
6. Gross \$400,000 for television in federal grants and production.
7. Gross \$90,000 for television and \$260,000 for radio underwriting.
8. Gross \$55,000 in television and \$30,000 for radio in underwriting trade.
9. Gross \$375,000 in contractual services production.
10. Research and apply for capital and programmatic support from any appropriate federal resource.
11. Plan and implement new contract administration processes, procedures and documentation. Maintain a system for logging and administering NET-wide contractual obligations.
12. NET will raise \$10 million in Endowment support, minimum, \$5 million in cash and \$5 million in deferred gifts.
13. NET will raise \$15 million in annual giving and special gifts while increasing its net revenue 10% annually to Television and 5% annually to Radio.
 - a. As part of this objective, the NET will increase annual revenue to \$ 550,000, minimum (50% increase) in the Omaha Metropolitan region (Douglas and Sarpy Counties)
 - b. We will increase the television and radio membership base through improved on-air television “pledge” programming, overall drives and reinforcement of industry best practice in on-air membership events.

IV. Human Resources

Improve workforce experience and satisfaction and assure continuity in key positions through succession planning.

Objectives:

1. Provide leadership and support for the Gallup process and subsequent Action Plans to improve the working environment.
2. Develop and implement a broader, more active management training plan and process, along with investing more in training for all NET employees.
3. Research compensation and salary equity issues resulting in a written report.
 - a. Enlist UNL, State and/or outside entities to help us evaluate and analyze the issue.
4. Evaluate the Internship program.
 - a. Develop a plan to address the sustainability of the current University of Nebraska - Lincoln program

- b. Analyze the potential for the expansion of an internship program across the organization.

V. Technology

Continue to provide content on current technology and expand access to content anytime and anywhere on new technologies.

Objectives:

1. Conduct the necessary research to create a five year technology plan.
 - a. Develop a plan for the resources necessary for equipment replacement reflecting the shorter life cycle.
 - b. Review, purchase and implement new technologies.
 - c. Reexamine the process for prioritizing NET's equipment replacement process
2. Develop a multi-year plan to determine the network operations technical needs including automation.
3. Create a working document to determine content workflow, partners and metadata structure toward the creation of a public media archive.
4. Request an interim study of NET's interconnection, operations facility and production needs.