

Strategic Plan 2012-2014 ACTION PLAN

KWA1: COMMUNICATIONS

Share what we are doing/opportunities to use the station to outside organizations and programmers

Objective	Activities	Benchmarks
Provide a platform for sharing information related to programming content AND skill sharing for volunteers and staff	Earmark space on website for this development – could be listserve, messageboard, google docs or BDS	-volunteers contributing content to website -post resources on website (programming standards, show proposal etc)
Consistent, meaningful internal communication	Volunteer Newsletter –to be sent out once per month (categories: programming, fill ins, technology)	- create a schedule for release (e.g. 1st friday of the month) -build team of contributors -develop template of newsletter
Increased external communication	More press releases. Goal: 3 per year	-identify events to promote (Funding Drive, Live Remotes, Auction) -develop a calendar for releases

KWA : VISIBILITY

In 2014 CHUO is in Ottawa's top 6 "go-to" frequencies

Objective	Activities	Benchmarks
To become known as trusted source of alternative music and information	Increase visibility in the community	<ul style="list-style-type: none"> - Street team training - Ensure volunteer presence at events (CHUO banner, table, promoting CHUO) - table at 6 events per year - have a table at 101 week - create list of events to table at, include costs of tabling at each event, include community events & partners - distribute tabling list to staff - prioritize events (stick to small events & partners) -Postering for CHUO/shows/events
To provide resources to enhance marketing department ability	Strengthen marketing ability through promotional product	<ul style="list-style-type: none"> - earmark merchandise for promos - free T-shirts for volunteers (goal: 10 for volunteers, 25+ shirts for giveaways) - coasters - give away 3 t-shirts at every event
To become a widespread and easily recognizable brand in the city	Branding campaign	<ul style="list-style-type: none"> - Secure ad placement on local blogspots, websites, etc. (posting on event listings) (Goal: 5 per year) - Ad exchanges (Sales & marketing) - Approach restaurants/cafés/businesses to promote CHUO in their space (thru handing out poster & program guide) a. - Investigate return to handbill sized program guide b. - Select 1 business per region, 25 in total c. - Replenish guide supply every month

KWA3: PARTNERSHIPS

In 2014 CHUO has consistent long-term, mutually beneficial partnerships in the community

Objective	Activities	Benchmarks
Nurture strong meaningful partnerships that build visibility	Identify 5 priority partners	-partner with Student Orgs/on campus 3-5 times/year (SFUO – i.e. have banner @ lunch concert events) -partner w/Show Promoter to co-present 6 shows/year, have table with merch, record sets for re-broadcast, have live remote
Nurture strong meaningful partnerships that diversify recruitment	Discover and optimize resources for volunteerism within the community	-Investigate Volunteer Ottawa as partnership -Partner with/recruit from relevant department at the University of Ottawa such as Communication, Music, Translation
Nurture strong meaningful partnerships that build resources for programming	Identify individuals & organizations as sources for programming expertise to build relationships with	-Create list of potential orgs: multicultural groups, arts organizations, new media/technology companies, local artists, UofO clubs/admin/student gov, community orgs (Ecology Ottawa, Arts Court, CAO, festivals) -contact orgs and invite to contribute on specific topics/shows -maintain list of experts contributions (date, topic, program etc)

KWA4:VOLUNTEERS

By 2014 CHUO Volunteers...

1. Will have defined responsibilities
2. Will be well trained
3. Will reflect the diversity of our environment
4. CHUO will have excellent volunteer retention and recruitment

Objective	Activities	Benchmarks
To develop strong ownership within the volunteer base	Increased opportunities for involvement	-volunteer appreciation (giveaways etc.), -regular meetings, social activities, -monthly workshop in each department
To provide volunteers with all the training needed to benefit from their volunteer experience	Training & Workshops	-Develop & test training workshops -Design training certificates -provide regular feedback for volunteers -workshops/conferences with experts
Provide new volunteers with resources to guide their involvement	Develop and distribute volunteer handbook	-collect brief description from each department -design layout -have booklet printed -distribute to new volunteers (25/year)
To create relationships within our volunteer base and to support skill sharing	Volunteer buddy system/mentors	-build list of experienced volunteers interested in mentoring new volunteers -introduce new volunteers to buddy -meet with mentors&buddy to assess progress
To be prepared when volunteers come to the station	Build teams within departments	-Street Team (must be bilingual or include Franco) -production team (techs, writers, voices etc) -New Technology Volunteers -Volunteers as trainers

KWA5:GOVERNANCE

By 2014 CHUO governance (Board of Directors)...

- 5. Will have defined responsibilities
- 6. Will be well trained and informed
- 7. Will reflect the diversity of our environment
- 8. Will be actively engaged in CHUO

Objective	Activities	Benchmarks
To clarify the role of volunteer	Participation in the AGM	-attend information session -available resources on website
To increase transparency & accountability of Board of Directors	Meetings & Minutes	-Announce meeting in advance -Have minutes available with briefest delay -Attend CHUO events
Provide new members with resources to guide their involvement	Develop and distribute directors handbook	-collect/develop content -design layout -have booklet printed -distribute to new and existing members