

WTJU Strategic Framework: 2024 Action Plan

Adopted January 2024

Members of WTJU's staff, Leadership Team, and Advisory Board conducted an organizational review and met for a retreat in January 2024. We developed the following action items for the coming year. We will engage in a full planning process for a 3+ year Strategic Framework in the second half of 2024.

KEY PRIORITIES:

Tech. Review stream settings, devices in our streaming audio chain, and internet service provider. Carry out improvements that lead to lasting durability of our digital audio streams.

Development / Fundraising. Consider creating a new Development Officer position. Weigh job structures (e.g. part-time, full-time, full-time shared) and job functions (e.g. grants, major donors, alumni cultivation, events, other).

Engagement. Develop a more formal engagement strategy and plan for consistently showing up for and inviting younger and ethnically diverse people and community organizations.

Younger Audience Development. Establish a Young Alumni Advisory Board and organize engagement event(s) for Young Alumni Reunions in fall 2024.

ADDITIONAL PRIORITIES:

Education. Continue to build on WTJU's educational offerings – college-credit, teens, youth, and adult learning.

Improved tech resilience. As grant funding becomes available, install solar electricity system at O-Hill site and new transmitter at Carter Mountain site.

Improved Soundproofing. With a consultant, assess feasibility of improved soundproofing in air studio(s) and between Prod/WXTJ.