



September 11, 2015

TO: CPB Board of Directors

THROUGH: Pat Harrison

FROM: Vinnie Curren

SUBJECT: FY 2015 Strategic Priorities

The Business Plan is organized around a set of “strategic priorities.” These strategic priorities provide a framework for implementing the Goals and Objectives in the coming year, applying a shorter time frame and a more tactical perspective to reflect the current environment of challenges and opportunities for both CPB and public media.

Typically, the Board approves the strategic priorities when it completes its review of the Goals and Objectives, before management presents the Business Plan. Since this year’s review of the Goals and Objectives is nearly complete, management is taking the opportunity to present a set of strategic priorities for FY 2015 to the Board for its consideration.

We propose to continue the same set of strategic priorities in the new year that the Board approved for FY 2014. These are:

- Digital and Innovation,
- Diversity,
- Dialogue and Engagement,
- Healthy Stations and System,
- Education,
- Journalism, and
- Transparency and Integrity.

Once the Board accepts the strategic priorities, the priorities will remain in place to guide management’s work for the entire fiscal year. On the other hand, we expect the Business Plan to continue to evolve as the year progresses since many of the projects that we outline in the plan are in an early planning stage. For this reason we ask the Board to “approve” the strategic priorities but only “endorse” the Business Plan. We will update the Board on management’s progress in achieving important elements of the business plan throughout the year. We will seek Board approval before modifying the strategic priorities but not for adjustments that we make to the Plan.

The Business Plan contains confidential information about potential grantees and grant amounts while the strategic priorities contain no confidential information. Therefore, we will ask the Board to discuss and approve the strategic priorities in public session and the Business Plan in executive session.