

## KCKK Strategic Goals FY2007

**Category: Institutional Effectiveness**

*Strategic Goal: Increase annual giving, corporate underwriting and planned gifts by 20% of the 5-year goal (\$215,000 for FY 2007).*

<i>Success Indicators</i>	<b>2007 Progress</b>
<ul style="list-style-type: none"> <li>• Fund Drives and Underwriting meet income goals.</li> </ul>	<p><b>\$207,300 in Contributions &amp; Underwriting</b></p>
<ul style="list-style-type: none"> <li>• Hire Fund Drive Consultant, purchase/implement Pledge Driver fund drive producing software.</li> </ul>	<p><b>Implemented</b></p>
<ul style="list-style-type: none"> <li>• Taste of Jazz Under The Stars increases income by 10% to \$35,000.</li> </ul>	<p><b>\$3,000 net income for this event.</b></p>
<ul style="list-style-type: none"> <li>• New Special event created (may not be held till FY2008)</li> </ul>	<p><b>“Jazz to World” scheduled for 12/1/07</b></p>
<ul style="list-style-type: none"> <li>• Decision made on adding Underwriting salesperson</li> </ul>	<p><b>No staff addition in Underwriting at this time</b></p>
<ul style="list-style-type: none"> <li>• Emphasize acquisition of potential new members at all outreach events. Capture names and addresses of as many attendees as possible.</li> </ul>	<p><b>Names, addresses &amp; emails captured at JUTS, Jazz Fest and also from on-air contest winners</b></p>
<ul style="list-style-type: none"> <li>• Two new Ellington Society members (\$2500+), Four new Blue Note Society Members (\$1000+), 1 new planned gift.</li> </ul>	<p><b>Two New Ellington Society Members, 10 new Blue Note Society members.</b></p>

**Category: Institutional Effectiveness**  
**Strategic Goal: Technology Upgrades**

<b>Success Indicators:</b>	<b>2007 Progress</b>
• Install 2 <sup>nd</sup> Channel of HD audio	<b>PTFP Grant Pending for funding</b>
• Purchase/install remote broadcast equipment.	<b>Done</b>
• Take Musicmaster music scheduling system live.	<b>In progress, scheduled for 10/07</b>
• Upgrade ENCO hard drive capacity	<b>Done</b>
• Upgrade office computers for staff who have oldest machines	<b>1 replaced in FY 07</b>
• Explore Webinar/MS Live Meeting software for artist interviews.	<b>Not feasible at this time</b>

**Category: Institutional Effectiveness**  
**Strategic Goal: Increase audience by 10% to 17,000 cume**  
**Spring '07 Cume: 15,800**

<b>Success Indicators</b>	<b>2007 Progress</b>
• Re-design kcck.org.	<b>Done</b>
• Renew Billboard campaign used in 2006, with cable/broadcast TV component (if funds are available)	<b>Cable Advertising, April-May 2007</b>
• Execute ad trades with Des Moines Civic Center, Gallagher/Bluedorn, Great Sounds Promotions, Dubuque/Cedar Falls Jazz Festivals, Bix Festival, to extend reach into Des Moines, Dubuque, Waterloo/CF and Quad Cities.	<b>Trade with Great Sounds Promotions executed. Some interest from DM Civic Center.</b>
• Make contact with DM Public Schools, possible partnership	<b>No contact</b>
• Begin marketing HD radio.	<b>Internal (on-air) promotion begun, FAQs online. HD Demo at Barnes &amp; Noble Bookfair.</b>

**Category: Community Responsiveness**

*Strategic Goal: Increase impact & participation in KCKK community outreach events.*

<b>Success Indicators:</b>	<b>2007 Progress</b>
<ul style="list-style-type: none"> <li>• Volunteer committees to help plan/work all KCKK events.</li> </ul>	<b>Not implemented</b>
<ul style="list-style-type: none"> <li>• Increase Taste of Jazz Under The Stars attendance to 350-400.</li> </ul>	<b>Attendance 227</b>
<ul style="list-style-type: none"> <li>• Work with CRPL to roll out new Jazz video/lecture series. Use to increase interest/attendance to Jazz At The 'Brary.</li> </ul>	<b>Implemented. Three CRPL series held.</b>
<ul style="list-style-type: none"> <li>• Live Broadcast of a minimum of six community/school jazz concerts.</li> </ul>	<b>Not implemented. No interest from schools.</b>
<ul style="list-style-type: none"> <li>• 20<sup>th</sup> Anniversary of Jazz Under The Stars- Theme? National act? Students? Patron Packages (parking/meal) for sale.</li> </ul>	<b>20<sup>th</sup> anniversary focused on event history. Gazette in-tab purchased, musicians honored at event. Attendance at an all-time high. Patron packages used as pledge drive premiums, sell them next year.</b>
<ul style="list-style-type: none"> <li>• Implement a KCKK Blog</li> </ul>	<b>Implemented</b>
<ul style="list-style-type: none"> <li>• Hold in-studio concerts featuring student musicians again during April Jazz Appreciation Month</li> </ul>	<b>No implemented. Not enough independent student bands, no interest from schools.</b>
<ul style="list-style-type: none"> <li>• Schoolhouse Jazz Program given 16 times.</li> </ul>	<b>Schoolhouse Jazz given 12 times.</b>
<ul style="list-style-type: none"> <li>• Middle School Jazz Band Camp increases to 100 students in 2007</li> </ul>	<b>2007 attendance 45. 50 will be maximum we can handle with existing facilities.</b>
<ul style="list-style-type: none"> <li>• Implement "School of Jazz" High School CD/Concert project.</li> </ul>	<b>In progress for FY 08.</b>
<ul style="list-style-type: none"> <li>• Involve at least six student producers each semester, combination of DJs/News producers.</li> </ul>	<b>Total of four for 07 academic year</b>
<ul style="list-style-type: none"> <li>• Add Jazz Education area to kckk.org</li> </ul>	<b>Implemented</b>
<ul style="list-style-type: none"> <li>• Prepare "Jazz Cats" Kids Club for Fall 2007 rollout.</li> </ul>	<b>Not implemented, focused on School programs.</b>

**Category: Stakeholder Service**

**Strategic Goal: Provide appropriate return to Kirkwood's continuing investment in KCCK.**

<b>Success Indicators:</b>	<b>2007 Progress</b>
<ul style="list-style-type: none"><li>• Kirkwood receives a dollar for dollar return on its \$210,000 (in FY 2006) cash investment in KCCK.</li></ul>	<b>Kirkwood ROI: \$270,704 (146%)*</b>
<ul style="list-style-type: none"><li>• Continue to use KCC faculty for expert commentary where appropriate in news and other programs.</li></ul>	Ag Instructor Rhonda Clough guest at area broadcasters' Community Issues Ascertainment meeting at invitation of KCCK. 12/5/06
<ul style="list-style-type: none"><li>• Track and report KCC coverage in KCCK news.</li></ul>	<b>Tracking in place for FY08.</b>
<ul style="list-style-type: none"><li>• Debra Umbdenstock serves on Special Events and Freedom Festival committees.</li></ul>	<b>Implemented</b>
<ul style="list-style-type: none"><li>• Roll out Kirkwood Focus Program or Kirkwood News Service (depending on interest/involvement of KCC Marketing)</li></ul>	<b>Not implemented. Would need this to be a priority for Marketing</b>

**\*See ROI Breakdown on following page**

