

# DRAFT

## CHAPTER 11: Implementation Strategy

KBOO is at a crossroads in its evolution. Indeed, the organization's ability to successfully implement this plan is at the heart of its success as it moves into the 21<sup>st</sup> century. The following outline provides a list of the broad priorities for each year of this five-year implementation.

### Year One: June 2011- June 2012

- Internal focus on policy development and formalizing of protocols, procedures and expectations for all groups within KBOO.
- Submit first round of grant funding for capacity building efforts.
- Conduct community surveys and audience assessment to identify marketplace.
- Create comprehensive training schedule with priorities and specializations.
- Revise membership structure to increase benefits, opportunities, and to increase KBOO revenues
- Instigate production quality, programming and engineering action steps as a primary facet of long-term success.

### Year Two: August 2012- July 2013

- Implement training programs throughout the organization
- Increase public presence through community event participation
- Implement first phase of Media Center initiatives
- Implement year two grant writing plan
- Formalize policies and internal protocols through adoption by board and members
- Realize member targets for year two through Fund Drive and community outreach
- Develop plan for secondary product development

### Year Three: August 2013- July 2014

- Implement year three grant writing plan
- Implement second phase of Media Center initiatives
- Formalize policies and internal protocols through adoption by board and members
- Realize member targets for year three through Fund Drive and community outreach
- Implement first phase of plan for secondary product development
- Develop training program for community radio stations in the region

DRAFT

## **DRAFT**

### Year Four: August 2014- July 2015

- Implement year four grant writing plan
- Implement third phase of Media Center initiatives
- Formalize policies and internal protocols through adoption by board and members
- Realize member targets for year four through Fund Drive and community outreach
- Implement second phase of plan for secondary product development
- Implement training program for community radio stations in the region

### Year Five: August 2015- July 2016

- Implement year five grant writing plan
- Implement final phase of Media Center initiatives
- Formalize policies and internal protocols through adoption by board and members
- Realize member targets for year five through Fund Drive and community outreach
- Implement final phase of plan for secondary product development
- Implement training program for community radio stations in the region

**DRAFT**

**DRAFT**

**CHAPTER 12: Conclusion**

*To be written after the community meeting.*

**DRAFT**