

# Peterborough Independent Podcasters' 2019-2022 Strategic Directions

The Peterborough Independent Podcasters (PIP) board of directors met on Saturday, June 8, 2019 for a strategic planning session. The board reviewed the results of the stakeholder engagement process, analyzed the current media landscape and context in which PIP operates, identified PIP's strengths, weaknesses, opportunities, and threats, and ultimately reached consensus on the key areas of strategic focus moving forward. The board has committed to moving the organization in three strategic directions:

## 1) Building a sustainable and resilient organization

We are committed to developing PIP as a community establishment with the fiscal management and governance to last. This includes:

- *Strengthening our overall staff, volunteer, and governance operations;*
- *Creating a strategy to build and diversify revenues;*
- *Developing a strategy for engaging our membership; and*
- *Building and enhancing partnerships to support our sustainability.*

## 2) Serving the local podcast community

We are committed to providing value to the community of podcasters based in the Peterborough area. This includes:

- *Reviewing and defining our member services;*
- *Establishing an accessibility framework;*
- *Developing, implementing, and monitoring a programming strategy;*
- *Conducting an annual evaluation process;*
- *Becoming a more member-driven organization; and*
- *Exploring the feasibility of a local podcast resource hub idea.*

## 3) Fostering strong relationships

As a nimble but small organization, we must foster the relationships that allow us to do our mandated work. We are committed to:

- *Developing a communications plan;*
- *Exploring and developing strategic partnerships; and*
- *Advocating for creative space and accessible podcast resources.*