

YE20 Update on the 2019-2022 Strategic Directions

In YE19, Peterborough Independent Podcasters underwent a strategic planning process which identified 3 main priorities for the organization for the next three years. Below is an update on what progress has been made towards each goal in YE20.

1. Building a sustainable and resilient organization

COVID-19 has accelerated a process of developing internal capacity for PIP operations. We've been able to take some time this year to formalize our record keeping practices and utilize more tools for digital operations.

Part of the intention for this strategic direction is building regularity in operations and increasing capacity for further growth, and despite setbacks with our in-person operations, we're on track towards this goal.

2. Serving the local podcast community

Until COVID-19 hit, PIP was on track for a stellar year in hosting successful workshops and in delivering member services. Since March, we have been struggling to adapt to new models for online program delivery, though given the strides towards building a sustainable organization, the capacity for new forms of programming is building and will be utilized in YE21.

3. Fostering strong relationships

PIP continues to have a strong relationship with local organizations including Trent Radio, Sadleir House, and the local arts community. YE20 also represented a moment of remarkable strides building relationships with local public libraries with several custom workshops for their patrons.