





## 2007 Strategic Plan –Year 3 Review Wallingford Public Access Association, Inc

### Major Goals

Secure decisions on funding risks and respond according | **In Process; Positive so far**  
 Relocate to sustainable location | **Accomplished**  
 Increase and diversify volunteer base | **In Process; Positive so far**  
 Become a Media Center | **Far enough along to be adopted as Policy direction**

Strategy	TEMPURATURE CHECK –Year 3
Seek New Home via a Community Building Committee	
Community Building Team: Appoint to pursue 41 So. Main St. as new home and align overall plan with actionable tasks	Purchase 28 So Orchard 12.29.2009 Renovate 1 <sup>st</sup> floor Occupancy July 1 2010
Pursue Funding stability via available regulatory processes	
Treasurer: Seek clarification on Funding via Dept of Public Utilities Dockets or Inquiries	Docket 08-04-09 confirmed status as Wallingford Community Access Provider eligible for 100% of Wallingford allocation Docket 10/03/02 in process on 60/40 allocation
Establish new funding sources	Igive.com/wpaa charity portal activated GFGNH Matching grant of \$2,500 awarded Policy on Sponsorship review underway
Review and Revise elements critical to Outreach: Branding, Web, Social Media via Marketing Team	
Marketing Team: Appoint to review Brand elements and outreach potential	New Logo adopted with WPAA-TV call letters-being deployed in documents Documentation of History in process
Strengthen web presence and expand media toolkit	<b>www.wpaa.tv</b> launched independent of CACSCC PEGPETIA Grant for mobile Toolkit – Awarded PEGPETIA Grant for upgraded portable package – submitted but program suspended by State Legislature (future status unknown)
Transition community role to be a Media Center	Approved Transition to Media Center Created Performance Space – Black Box Theater Created Community Space with extensive electrical installation for media flexibility
Expand Volunteer base and local partnerships	
Register Volunteer Recruitment Organizations and review organization touch points with community to identify new volunteers.	Registered with United Way Extend small pool of dedicated volunteers – by 2 Board eligible and a few with intent
Groom new volunteers for leadership roles	New Executive leadership at 2010 Annual Meeting

Updated 8.22.2010

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## **2007 Strategic 5 Year Plan** **Wallingford Public Access Association, Inc**

This document sets out a strategic plan for Wallingford Public Access Association, Inc.(WPAA) It reviews strengths, weaknesses, threats and opportunities; presents a series of statements relating to WPAA vision, mission, values and objectives; and sets out its proposed strategies and goals.

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### **Strengths, Weaknesses, Threats & Opportunities**

This strategic plan addresses the following key strengths, weaknesses, threats and opportunities for WPAA (See Critical Issues Assessment):

<p style="text-align: center;"><b>Strengths:</b></p> <ul style="list-style-type: none"><li>• 30 Years of some level of participation in Community Access</li><li>• Committed volunteers</li><li>• Producer volunteers have solid knowledge of potential of organization</li><li>• Early digital adoption</li><li>• In-town location</li><li>• One guaranteed funding source – cable customer fees</li></ul>	<p style="text-align: center;"><b>Weaknesses:</b></p> <ul style="list-style-type: none"><li>• Uncommon Community Access model – difficult to explain</li><li>• Too Few committed volunteers</li><li>• Board of Directors is too narrow</li><li>• Need to relocate to more sustainable location</li><li>• Absence of strong outreach plan</li><li>• Funding threats</li></ul>
<p style="text-align: center;"><b>Threats:</b></p> <ul style="list-style-type: none"><li>• Funding Sources</li><li>• Funding Levels</li><li>• Built in Operating cost increases</li><li>• Limited community commitment</li><li>• Lack of support from town officials</li><li>• Keeping current with technology</li></ul>	<p style="text-align: center;"><b>Opportunities:</b></p> <ul style="list-style-type: none"><li>• Openings on Board can be filled with other than Producers</li><li>• Active In-town property Request for Proposal</li><li>• More User friendly technology increases prospective User base</li><li>• Value of well-functioning Community Access can leverage Internet-Web and new media technology</li></ul>

### **Vision**

The Boards' vision of WPAA in 5 year's time is:

WPAA will be operating from a 3,000 plus sq. ft. in-town location. It will have predictable budget no less than \$80,000 and ideally \$100,000 and new ongoing funding streams. WPAA will have presence on the Web. The Board will be more diversified and include new members with strong roots in community.

## Mission Statement

The central purpose and role of WPAA is defined as:

WPAA believe Community Access Television is a non-commercial opportunity for the free expression of ideas, opinions and announcements which can inform, connect, and involve all in 'community building'. Through the medium of television our mission is to empower our community with both tools and an 'accessible' place for video creation & distribution. .

## Community Access Principles

Fundamental Community Access principles adopted as key by Wallingford Public Access Association, Inc's include the following:

Enhancing First Amendment rights

First-come, first-serve on a non– discriminatory basis

Providing for the dissemination of diverse views and for a marketplace of ideas and information

Capitalizing on the possibilities inherent in "narrow casting," as contrasted with broadcasting thereby providing for viable alternatives to commercial programming

Embracing a sense of community

## Organization Objectives

Longer term objectives of WPAA are summarized as:

To relocate in-town to sustainable location (preferably owned by WPAA).

To increase awareness and value to community.

## Key Strategies

The following critical strategies will be pursued by WPAA:

1. Seek New Home via a Community Building Committee
2. Pursue Funding stability via available regulatory processes
3. Review and Revise elements critical to Outreach: Branding, Web, Social Media via Marketing Team
4. Expand Volunteer base and local partnerships

The following important strategies will also be followed:

1. Establish new funding sources
2. Groom volunteers for leadership roles
3. Strengthen web presence and expand media toolkit
4. Transition community role to be a Media Center

## Major Goals

The following key targets will be achieved by Wallingford Public Access Association, Inc over the next 5years:

Secure decisions on funding risks and respond accordingly

Relocate to sustainable location

Increase and diversify volunteer base

Become a Media Center

## Strategic Action Programs

The following strategic action programs will be implemented:

1. Community Building Team: Appoint to pursue 41 So. Main St. as new home and align overall plan with actionable tasks
2. Treasurer: Seek clarification on Funding via Dept of Public Utilities Dockets or Inquiries
3. Marketing Team: Appoint to review Brand elements and outreach potential
4. Register Volunteer Recruitment Organizations and review organization touch points with community to identify new volunteers.
5. All: Keep commitment to tasks identified as core group is small with large interdependencies

WPAA Assessment - Critical Issues Worksheet 2007	
<p>Certain critical issues, conditions, or difficulties may have a significant impact on the function of the coalition or its ability to achieve its desired future. List the critical issues that the coalition must manage to be successful in the future.</p>	
1.	Funding is under threat: Town of Wallingford claims that each channel is an Access provider eligible for 1/3 of the funding distributed by cable. When SNET was alternate provider they convinced local WPAA Board to have this split applied to SNET applied. The had cable check-off account go to WPAA. Check-off was eliminated in 2002 and Public Act 07-253 established SNET turned ATT into a Video provider. Must get clarification on Community Access Provider Status and within Wallingford Allocation.
2.	Funding Review for 2012 within franchise renewal process in limbo due to Public Act 07-253 creating cable-lite landscape. Franchise agreements terminated by the law. The law and public statements of commitment to current PEG infrastructure is basis of all PEG requirements and expectations. Most direct impact is the 60/40 allocation will not get the anticipated unbiased review via contracted assessor which historically was engaged for franchise renewal. Framework for formulae review for elimination or modification no longer mandated.
3.	Sustainability of current location due to cost: Lease arrangement is unstable. Board recently negotiated back from a 60% increase to a 3 % annual increase and service reductions with complete review without limits effective 7.1.2010.
4.	Functionality of current location: WPAA did design a flexible handicap accessible space for which it was recognized within the PEG community; but the store front eliminates the availability of front door access during business hours, increases costs and demands on volunteers to maintain window displays. Also the one-way street layout makes the primary entry to the building (the back door) challenging. Recent zoning approvals removed allocated parking.
5.	Community Awareness of purpose: With Government TV operating with twice the budget via tax-payer Underwriting and no obligation for training and equipment lending the community makes incorrect assumptions about what the station's purpose is - the facilitator of their communication needs via television.
6.	Organization dependency on working Board and limited committed volunteers that do not have conflicting Producer commitments. All Board members affiliated with ATT resigned from Board on or about the time the video competitor entered the market. These members and most current members Produce programs so the perception of station is strongly linked to perception of the work of these producers. Also these producers prioritize resource decisions based on their specific program needs. The assumption that the needs of producers are transferable may not be valid.