




2007-2014 Strategic Plan -2015 STATUS
Wallingford Public Access Association, Inc.

Relocate to sustainable location | **Accomplished** Become a Media Center | **Adopted Policy**
 Secure decisions on funding risks and respond according | **Ongoing**
 Increase and diversify volunteer base | **Reprioritize to #1 2011; Full/diverse Board 2015**

Strategy		TEMPURATURE CHECK 5.2015	
Barn-Raising	Seek New Home via a "Community Building Committee"	✓ 2010	Zestimate®: \$514,172 Rent \$1,487/mo Possible Mortgage 30 Year/ \$1,915/mo 28 S Orchard 3,936 sq ft 8,712 lot Built 1924 Actual: 12 Years/6.5 remaining, Jul Bal. \$110,415 @ \$1,708 Month
	Community Building Team: Appoint to pursue 41 So. Main St. as new home and align overall plan with actionable tasks		Alternative location 28 So Orchard St (12.29.2009) \$175,000 (40,000) Renovate 1 st floor Occupancy (July 1 2010) 2 nd floor studio Occupancy/Studio open (Oct 2010) Full occupancy 3,950 sq ft.; 2 floors, ADA Compliant (12/29/2010) Property Tax Status confirmed as Non-Profit (2011) Down-payment Loan Pay-Off (2014) Current plan full pay-off Jan. 2022
	Transition to Media Center 		Approved Transition to Media Center Created Performance Space – Black Box Theater 2010 Created Community Space Internet capable w/TV distribution 2011 Upgraded Studio & Distribution Center 2012-13 Curate Digital Media Resources (2013-14) - Ongoing Final studioW upgrade planned for Summer 2015 Expansion of field & post production equipment.
Pursue Funding stability			
Fund-Raising	Monitor Finance related PURA Dockets for data		Docket #08-04-09 confirmed WPAA-TV is Wallingford CAP Community Access Provider eligible for 100% of Wallingford Sub fees Docket 10/03/02. Reallocation of 60/40 subscriber fees split. ¹ Denied. • 7 Town Data 2008-2014 shows staff/programming shared by Branford/No Branford/No Haven supports testimony by WPAA-TV in 2010 docket. Next?
	Establish new funding sources • Seek & Enable local community funding		Policy updates on Partners & Social entrepreneurship to expand funding options adopted 4/2011. iGive Portal activated: ongoing \$1,443.82 (as of 5.10.15) AmazonSmile activated 2015: \$5.00 PEGPETIA ² Grants: #08-07-31 /Jan 2009/\$20,555), #09-09-24/Mar 2011/ \$34,941.25), #12-10-20/ Mar 2013/ \$150,613 #15-00-00/Jun 2015/\$220,000 2010 Annual Rpt: Overall contributions \$ 88,771.38 2011 Annual Rpt: Donations /Partners \$ 10,054 2012 Annual Rpt: Donations /Staff Contracts \$ 41663 2013 Annual Rpt: Donations / Staff Contracts \$ 50956 2014 Annual Rpt: Donations / Grants/ Staff Contracts \$95,746 Contributions include Underwriting non-TV distribution (2010-ongoing)VOD Ongoing content contracts, Pegmedia.org/ 2012, Dw.de/ 2014, Telvue Connects/2014, Cost reductions/savings: Insurance Strategy Modified 8/2010; Phone/Internet 2014,GFGNH Grants \$2,500/2011 \$3,000/2014 for Youth Initiative Staffing Contract 2013-15; Mission Continues Fellow 2014 (Subsidy value \$6250), Youth Initiative 2014 (Subsidy value \$6000) expected in 2015

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<p>Town-wide PEG Strategy</p> <p>2014 began looking at alternative collaboration</p>		<p>Presented Town-wide Strategy in 41 So. Main Building Bid estimating \$100,000 saving town-tax savings per year while improving service for all 3 Channels (2008); Assume cablecast of Government TV not handled by WGTV (2011) Met with Mayor on Channel Merge Planning & Options: Shutdown Idea of setting up joint committee for review – 2012 Superintendent Meeting on Channel & Collaboration – 2012 Ceased Reporting (2014) Assume cablecast of Education TV not handled by WPS-TV (2013)</p>
<p>Review & Revise Outreach: Branding, Web, Social Media</p>		<p>Web Site redesign stagnated due to reliance of Volunteer resources. Social Media active but only minimum goal of engagement reached 100 more Page Likes/Freeman Friends (a few activities /800 reached)</p>
<p>Marketing Team: Appoint to review Brand elements and outreach potential</p> 		<p>New Logo adopted with WPAA-TV call letters- Staff Business card & stationary developed (2009); building signage (2013). Policy In Brief Adopted. 9.2010 with modifications in Mission Statement & Goals related to “tools & stage” & Media Center Policy in Full Adopted 10.2011 Policy updates 2012/2014 #PowerfulWildFREE campaign/mural</p>
<p>Strengthen web presence and expand media toolkit</p> <ul style="list-style-type: none"> Develop social media strategy 		<p>www.wpaa.tv launched independent of CACSCC 2008 FaceBook August 10, 2009: Integrated strategy 2013 giveGreater.org (2/2011) Silver Star Rating Annual Updates http://givegreater.guidestar.org/NonprofitProfile.aspx?OrgId=1053824 Google + (presence only) 2012, Adopt #W06492 campaign 2013 Freeman P Quinn Outreach Strategy 2013, amended 2014 (Scoop.it) @FreemanWPAATV on Twitter 2014</p>
<p>Increase and diversify volunteer base</p>		<p>*prioritize to #1 Strategic Objective in 2011</p>
<p>Join Volunteer Registries</p>		<p>Registered with United Way, Idealist, AARP Monitored “Meet-up” for like-minded Individuals</p>
<p>Identify roles for new volunteers & Non-profit Users</p>		<p>Informal Internship program 2012-2014 Added Program Types Be The Music for Local musicians; Curated Guarantor for Documentary & Entertainment content (SCOW Spanish Language (2012-2014); WPL (2014) Digital Media Wallingford Camera Club 8 submissions Implemented Mission Continues deployed at #W06492 (2014) Implementing Continuing the Mission Youth Initiative #W06492 (2015)</p>
<p>Partnerships²</p>		<p>Piece Theatre (Ongoing) Engaged in several informal conversations with Theater Makers, non-profits. FreeAtLastPlayers engaged for May 2014 Event & 2015</p>
<p>Groom volunteers for leadership roles</p>		<p>New Executive leadership at 2010 Annual Meeting Approved ED Position May 2012 Board Diversity Goal⁴ achieved 2014 for Age (Young), ethnicity Board Diversity Goal⁴ achieved 2015 for Gender, Age (Young, Family, Senior), ethnicity</p>

1. Data survey shows a) Branford, No. Haven & No. Branford are operating with one administrator & many program distribution similarities (Results that resemble merged entity). Absent merger eligible for Wallingford fees and b) No. Branford did not actively participate in PEGPETIA prior to hiatus and showed investment income signifying extensive reserves. **All got 2015 PEGPETIA Awards**
2. PEGPETIA is a State of CT Grant program funded by a tax on TV distribution services targeted specifically for Education & Community Access capital improvements. In Wallingford, WGTV and WPS-TV compete for these funds. 2012 legislation put this program into hiatus; Advocacy in 2013-14 achieved legislation action to resume in briefly in 2015. **Currently suspended.**
3. Piece Theater has not been actively producing for since 2010. This partner underwrites one Theater event at WPAA-TV per year.
4. Gender and Deep Roots in Community aspect of this goal are **less** shallow.