

PMBA Strategic Plan

Revised: December 2019

Vision: PMBA will be the premiere trusted resource for finance and human resource professional development in the public media system.



MISSION: PMBA is dedicated to providing the best finance and HR education and resources to the public media system, regardless of operational area or title, and create a robust community for members to network and grow.

1 Strategic Goal: Education & Resource Development

Create quality education and resources for finance and human resource professionals in the system.

Objectives

Annual Conference Growth & Quality
Continued improvement to the quality of educational sessions, attendee experience, and increase in revenue.
Metric: A year-over-year 3% top line growth in the annual conference through attendance and sponsorship revenue.

Professional Development
Offer educational opportunities via webinars, water cooler, and creating the online archive.
Metric: A 5% increase in PD education year over year, a minimum of 6 online sessions per year, responding to current events in a timely manner, and creating a repository of content.

Create New Resources for PMBA Members
Continuously evaluate new benefits for the membership.
Metric: The Board will review options throughout the year and decide at May Board meetings what will be added to the budget.

2 Strategic Goal: Sustainability

Focus on both the needs of the present as well as the future by putting mechanisms in place that ensure the health of the organization.

Objectives

Increase Small Station Participation
Increase membership in the small station category as well as create resources to make membership attractive to these stations.
Metric: Increase of small station membership by 10% in the aggregate over the next 3 years, as well as 2-3 new resources to serve this community.

Foster Ongoing Development of Existing Resources
Create plans for the ongoing health of: the job template resource, PMBA Statements, and the job bank. As new benefits are added, plans shall be made for these resources as well.
Metric: Establish a base line, then aim for a 3% year-over-year improvement. For new benefits, 20% usage by the membership.

Improve the Volunteer Pipeline
Ensure that new leaders are developed by recruiting non-Board members into volunteer service.
Metric: By 2022, 50% of the volunteer force comes from non-Board member contributors.

3 Strategic Goal: Industry Collaboration

Collaborate with other organizations to spread the word of PMBA as well as get a seat at the table when it comes to projects that have an impact on the system.

Objectives

Grow the PMBA Relationship with CPB
Facilitate increased interaction between CPB and the membership, thus increasing value to PMBA members.
Metric: Increased support from CPB regarding PMBA programming.

Develop Plan for Primary Industry Partner Organizations
PMBA wishes to become more engaged with: Current NETA, Major market Group, Super Regional, NFCB, PBS and Greater public. PMBA will articulate the value of PMBA to these organizations will creating opportunities for partnership projects.
Metric: The Board will set priorities and determine metrics based on needs.

4 Strategic Goal: Marketing & Communication

Create better communication of PMBA value to members as well as potential members thereby making PMBA resources “top-of-mind.”

Objectives

Communicate Value to the Existing PMBA Audience
Within the existing membership community raise awareness and participation in PMBA programs and services.
Metric: PMBA will conduct membership surveys regarding PMBA products and services to gauge how “aware” the membership is and benchmark this over time.

Communicate Value to Potential New Members
Gain larger awareness and participation from new stations from within the system.
Metric: A marked increase in nonmember participation in PMBA events as well as hitting recruitment goals as outlined by the PMBA Board.

Continuously Recruit and Renew Member Stations and Non-Licensees
PMBA will maintain a high renewal rate and recruit new members to account for any attrition.
Metric: A retention rate of at least 90% and an annual 3% growth in membership each year.