UCIMC Priorities for 2013

At the January IMC Board meeting, roughly 30-40 minutes will be set aside to establish specific Board goals for the 2013 year. In the past, there has been lack of a clear vision about what issues and related activities/projects should have priority at a given time. As a result, the IMC has tended to be more reactive than proactive in setting its agenda and doing what needs to be done to achieve its core mission.

Our purpose at the meeting will be to develop 4-6 annual goals based upon current urgencies/priorities, and these goals will be written so as to identify persons/committees responsible for addressing them and timelines for achieving them. Progress on the goals will be reported monthly to the Board.

Here are several possible examples to get a discussion started. The priorities/goals have not been ranked. Please review them and come to the meeting prepared discuss these and other possibilities and perhaps rank them in their importance or urgency.

Priority: Increase Revenue (unrestricted monies, targeted monies)

 Goal: To develop ways to increase unrestricted and targeted revenues

 Who: Fundraising Committee, Office Manager, and Associated Working Groups

 What:

Membership drive (individuals, organizations)

WRFU Tower and Programming drive

Historic Restoration and Green Building drive

 End of year holiday appeal drive (Sustainers, general)

 When: March and November

Priority: Maximize Tenant and Parking Rentals

 Goal: To have all spaces fully and consistently rented

 Who: Office Manager

 What: Keep all existing rentable space occupied and updated

NOTE: Consider re-configuring first floor and/or balcony to accommodate new renters, short- and long-term (e.g., UPTV)

 When: Completed by March 1, 2013

Priority: Increase Public Venue Space Rental/Use

 Goal: To have at least 3-4 IMC sponsored/scheduled events a month

Who: Working Groups (reinvigorate old “Shows Group”?), Office Manager, Programming and/or Fundraising Sub-Committee(s), Interested volunteers

What:

One-time events (entertainment, art exhibits, meetings, conferences, workshops)

Recurring activities (religious services, exercise groups, book sales)

 When: Monthly, ongoing

Priority; Expand Programming

 Goal: To initiate new programming, especially that generates “unrestricted monies”

 Who: Programming Committee, Office Manager, and Associated Working Groups

What:

Programs/activities that engage and involve the local community (e.g., after school programs for middle and high school students, esp. in media- and arts-related experiences; also vacation and summer programs for youth)

Programs/activities (regional, national, international) related to media reform and social justice initiatives

Grants/contracts consistent with our media/arts and social justice missions

 When: As determined by Programming Committee and Board

Priority: Clarify Staffing Needs and Job Descriptions

Goal: To develop a plan to adequately staff the IMC to meet its goals and programming requirements

 Who: Personnel Committee, Office Manager, Finance Committee, Working Groups

 What:

Job description for Operations Manager position—that clarifies relationships to other staff, the Board and its standing committees, the Working Groups, IMC members and volunteers, organizations beyond the IMC (local, regional-national-international)

Job descriptions for other UCIMC personnel

 When: March Board meeting

Priority: Complete Building Repairs and Upgrades

 Goal: To identify most immediate facility needs for 2013

 Who: Facility Committee, Office Manager, Finance Committee

 What:

 Short-term preventative and/or emergency needs

 Long-term needs (e.g., TIF/RIP relationship with City)

 When: As the need arises