

**Louisiana Educational Television Authority
Strategic Plan**

FY 2014-2015 through FY 2018-2019

19-662
Louisiana Educational Television Authority (LETA)

Strategic Plan
FY 2014-2015 through 2018-2019

- VISION** The Louisiana Educational Television Authority (LETA) will be recognized as Louisiana’s trusted source for quality programming and a leader in providing life-long learning opportunities for the people of Louisiana.
- MISSION** The mission of the Louisiana Educational Television Authority is to provide programming that is intelligent, informative, educational and entertaining. LETA strives to connect the citizens of Louisiana by creating content that showcases Louisiana’s unique history, people, places and events.
- PHILOSOPHY** The Louisiana Educational Television Authority is dedicated to enriching the lives of our citizens with stimulating science, nature, art, history, and music programming. LETA is committed to continuing the life-long learning process for our citizens and supporting teachers, children and parents with instructional resources. The Louisiana Educational Television Authority strives to reflect the history, personality and culture of Louisiana through its programming and by partnering with like-minded institutions and individuals.
- GOALS**
- I. To maintain and enhance Louisiana’s role as a nationally recognized leader in emerging television and educational technologies
 - II. To further the educational and cultural enrichment of the citizens of the state of Louisiana

Statement of Agency Strategy For Development and Implementation of Human Resource Policies Beneficial to Women and Families

For employees, LETA provides assistance to women and families through its personnel policies which include policies on family/medical leave, flexible working hours, crisis leave, and others. LETA also provides ongoing emphasis to assist women and families in the areas of education, outreach and related activities which are carried out via LETA's statewide network, Louisiana Public Broadcasting.

The Ready To Learn initiative at Louisiana Public Broadcasting is a statewide outreach project that encompasses literacy as well as Math and Science readiness. Ready To Learn encourages adults to be more selective regarding program choices, more aware of the amount of time children spend viewing and to watch television with their children. Ready To Learn outreach activities include: Super Why Reading Camp, programs for economically challenged youngsters to improve literacy, educational workshops benefitting teachers and children in preschool programs statewide, distribution of books designed for early readers, and development of partnerships statewide to aid in the educational development of children.

LPB conducts educational programs which provide parenting education for parents/caregivers to address the needs of young children. Programs emphasize education, parenting skills, and related subjects designed to enhance the educational, social, health, and overall development of young children.

The Louisiana Young Heroes program honors youngsters in the 4th through 12th grades who have overcome adversity and served as an inspiration to others. A large percentage of those honored in this program have overcome physical disabilities and/or other obstacles to lead full, rich lives that include strong academic achievement and service to their communities.

LPB participates in reading programs, health/safety events, and other educational activities in local communities throughout the state. Events include: Louisiana Book Fest, Cat in the Hat screening event, Toys For Tots Drive, Step It Up – a program designed to help teenagers get healthy through exercise and proper nutrition, Super WHY reading camps, Martha's Reading Buddies, and others.

LPB's local productions also assist women and families by addressing issues that are important to them. For example, *Kids: Trying To Trim Down* looks at what can be done to overcome childhood obesity; *Louisiana Public Square* and *Louisiana The State We're In* address a wide range of subjects such as public health, cancer, education and environmental issues; *Living With Cancer* shows how catastrophic diseases can affect a family.

BROADCASTING PROGRAM
R.S. 17:2501-2507; SCR 41 of 1996

MISSION To provide intelligent, informative, and educational programming for use in the homes and classrooms of Louisiana. LETA supports lifelong learning and provides critical information during emergencies. LETA is a leader in using emerging media technologies for the benefit of Louisiana.

GOALS To develop, operate, and maintain a statewide system of broadcast facilities and innovative technologies to efficiently deliver educational and cultural programming and related services to the public, and to provide emergency information statewide during times of natural and man-made disasters, most recently during Hurricane Isaac and the BP oil spill crisis.

To provide services necessary to produce, acquire, schedule and present noncommercial programs that educate, enlighten and entertain Louisiana citizens and students, such as LPB's recent productions which highlighted Louisiana's Bicentennial. To provide a resource for innovative technologies to enhance the life-long learning of the citizens of Louisiana. To provide for the maintenance of facilities and equipment at LETA's six transmitter sites across the state.

The Louisiana Educational Television Authority (LETA) uses its statewide television network, LPB, and broadband infrastructure to deliver the nation's finest educational programs and activities to Louisiana's classrooms and homes.

Objective 1: Provide distance learning, video streaming, online access and other educational formats through the use of broadcast and narrowcast systems for delivery of educational resources; and to provide delivery of educational resources through broadband and other digital delivery of educational and cultural content for continuing education, training and staff development for the general public and other state agencies. (State Outcome Goal: Youth Education)

Strategy 1.1 Provide, through existing and emerging technologies, educational services and resources to address the needs of educators and students including pre-K, K-12, and higher education

Strategy 1.2 Maintain and enhance the LPB educational web portal to provide educational resources to educators and students

Strategy 1.3 Provide for teacher professional development training related to using technology to improve classroom instruction

Strategy 1.4 Collaborate and partner with educational institutions, other agencies, and education-related organizations to identify and provide educational services, resources, and professional development through existing and emerging technologies

Strategy 1.5 Deliver early childhood workshops statewide using customized PBS-developed materials.

Performance Indicators

- Number of professional development and video conferencing events
- Number of streaming views annually

Objective 2: Provide for the production of unique programs specifically designed to meet the needs of Louisiana's citizens and to present Louisiana history, culture and experience to national audiences.

Strategy 2.1 Produce, and acquire for distribution, high-quality programs that educate, inform, and entertain

Strategy 2.2 Increase the use of enhanced production and distribution technology for local productions

Strategy 2.3 Incorporate viewer feedback in programming decisions

Performance Indicators

- Percent of positive viewer responses to LPB content
- Number of local production hours

Objective 3: Provide for the operation and maintenance of LETA's television transmitters across the state.

Strategy 3.1 Implement and capitalize on increased power for additional coverage area of LETA transmitters

Strategy 3.2 Explore and implement new interconnect strategies

Performance Indicators

- Number of annual broadcast hours to exceed minimum federal requirement to maintain licenses.

PERFORMANCE INDICATOR DOCUMENTATION

19B Special Schools and Commissions 662 Louisiana Educational Television Authority

Program: Broadcasting

Activity: Statewide Public Service Media

Objective: Provide for the production of unique programs specifically designed to meet the needs of Louisiana's citizens and to present Louisiana history, culture and experience to national audiences.

Indicator: Percent of positive viewer responses to LPB content

Indicator LaPAS PI Code: 15819

1. Type and Level: **Type:** Input and Quality **Level:** Key

2. Rational, Relevance, Reliability: Feedback by the viewing public to LETA television programming helps management determine if the program selection is relevant to and meeting the needs of our audience.

3. Use: LETA management refers to this data to help determine the type of programming to present, the best time to present it, and the platform on which it should be presented.

4. Clarity: The indicator uses simple, clear language.

5. Data Source, Collection and Reporting: The data is compiled from viewer generated e-mail, telephone calls, letters, comments on web sites, etc. It is a reasonable method to garner qualitative data on program content and quantitative data on the relative enthusiasm of that content. It is biased insofar as viewers' opinions are biased, however, knowing that this bias is inherent, LETA understands that the data cannot be used in a vacuum. The comments are continuously collected during the state fiscal year and reported quarterly.

6. Calculation Methodology: The data is collected by counting the number of letters, calls, emails, etc and then calculating the percent of positive viewer responses.

7. Scope: This indicator is an aggregate figure that can be broken down by geography and by topic.

8. Caveats: The indicator is limited by the number of people motivated to provide comments to LETA. It is not costly or difficult to collect.

9. Accuracy, Maintenance, Support: LETA Programming staff compiles and analyzes the data collected.

10. Responsible Person: LETA staff is responsible for data collection and analysis.

LETA contact: Joanne Gaudet, Director Business, 225-767-4270, jgaudet@lpb.org

PERFORMANCE INDICATOR DOCUMENTATION

19B Special Schools and Commissions 662 Louisiana Educational Television Authority

Program: Broadcasting

Activity: Statewide Public Service Media

Objective: Provide for the production of unique programs specifically designed to meet the needs of Louisiana's citizens and to present Louisiana history, culture and experience to national audiences.

Indicator: Number of local production hours

Indicator LaPAS PI Code: 4803

1. Type and Level: **Type:** Output **Level:** Supporting

2. Rational, Relevance, Reliability: LETA is the only statewide media organization that produces cultural, informational, educational and civic-based content for the people of Louisiana. The production of and tracking the amount of such content is essential.

3. Use: LETA is committed to creating local content for the education and enjoyment of the citizens of Louisiana. LETA uses this indicator to determine if we are fulfilling our mission.

4. Clarity: The indicator uses simple, clear language.

5. Data Source, Collection and Reporting: The data is tabulated during the state fiscal year and reported quarterly.

6. Calculation Methodology: The indicator is calculated by counting the number of locally produced programs each quarter of the state fiscal year.

7. Scope: This indicator is an aggregate figure that can be broken down into the type of programming produced (e.g. educational, informational, entertaining, etc).

8. Caveats: The indicator is limited by LETA staff size and funding. It has no bias or agenda.

9. Accuracy, Maintenance, Support: LETA Production staff reports the number of hours of content produced and broadcast to senior management for analysis.

10. Responsible Person: LETA Production staff is responsible for data collection.
LETA contact: Joanne Gaudet, Director Business, 225-767-4270, jgaudet@lpb.org

PERFORMANCE INDICATOR DOCUMENTATION

19B Special Schools and Commissions 662 Louisiana Educational Television Authority

Program: Broadcasting

Activity: Statewide Public Service Media

Objective: Provide distance learning; video streaming; virtual fieldtrips, such as Dauphin Island and the Old State Capital; online access and other educational formats through the use of broadcast and narrowcast systems for delivery of educational resources; and to provide delivery of educational resources through broadband and other digital delivery of educational and cultural content for continuing education, training and staff development for the general public and other state agencies, such as GOHSEP.

Indicator: Number of professional development and video conferencing events

Indicator LaPAS PI Code: 15814

1. Type and Level: **Type:** Output **Level:** Supporting

2. Rational, Relevance, Reliability: To insure that LETA's constituency groups have the proper training to effectively utilize the services we provide to the educational community; and to insure that the general public has access to educational, cultural and civic-based outreach events based on LETA's broadcast programs and classroom activities. The number of community engagement activities and professional development activities is self-determined by LETA professional staff. It is reliable and has no bias.

3. Use: One measure of success is the number of community and professional development activities presented. These data are used to determine if LETA is meeting internal benchmark standards of success.

4. Clarity: The indicator uses clear and standard terminology.

5. Data Source, Collection and Reporting: Reporting is done on an on-going, rolling basis during the state fiscal year and reported quarterly.

6. Calculation Methodology: Data are collected by counting the number of events. This is a reasonable method of calculation.

7. Scope: The total number is an aggregate of all individual activities that can be broken down by geography, chronology, or by constituency served.

8. Caveats: The indicator is limited only by staff size and available funding; the collection of data related to the indicator is not costly to obtain.

9. Accuracy, Maintenance, Support: LETA staff maintains records listing the events and activities which are then totaled for reporting purposes.

10. Responsible Person: LETA staff is responsible for data collection, analysis, and quality.
LETA contact: Joanne Gaudet, Director Business, 225-767-4270, jgaudet@lpb.org

PERFORMANCE INDICATOR DOCUMENTATION

19B Special Schools and Commissions 662 Louisiana Educational Television Authority

Program: Broadcasting

Activity: Statewide Public Service Media

Objective: Provide distance learning, video streaming, online access and other educational formats through the use of broadcast and narrowcast systems for delivery of educational resources; and to provide delivery of educational resources through broadband and other digital delivery of educational and cultural content for continuing education, training and staff development for the general public and other state agencies.

Indicator: Number of streaming views annually

Indicator LaPAS PI Code: 20391

1. Type and Level: **Type:** Output **Level:** Supporting

2. Rational, Relevance, Reliability: This indicator is a method of determining how often LETA online services are used by the public, by educators, and by students. The indicator reflects usage of LETA's web based and broadband services. LETA uses Google Analytics to measure traffic to its websites. Google Analytics is regarded in the Information Technology industry as reliable and is widely used and accepted as a valid measurement tool.

3. Use: LETA management uses this information to determine if content on LETA websites are relevant, are adequately promoted and whether the proper resources are being allocated to this project.

4. Clarity: A "streaming view" is an individual visiting a web site and initiating the viewing of a video.

5. Data Source, Collection and Reporting: Data are continuously collected and reported to LETA on a weekly basis during the state fiscal year. LETA's Information Technology department monitors and compiles the data and reports this information to LETA management quarterly.

6. Calculation Methodology: The indicator uses a standard calculation developed by Google Analytics that tracks the number of times that an individual video clip is viewed on any LETA web page.

7. Scope: This indicator is an aggregate figure that can be broken down into numerous categories including which video was streamed, the length of time that it was streamed, the general location of the viewer and what web browser was used to view the video.

8. Caveats: The indicator is not limited or biased.

9. Accuracy, Maintenance, Support: LETA IT staff compiles and maintains the data received from Google Analytics and totals the information for PI reporting purposes.

10. Responsible Person: Data is collected by Google Analytics and reported to LETA's IT department for analysis. LETA contact: Joanne Gaudet, Director Business, 225-767-4270, jgaudet@lpb.org

PERFORMANCE INDICATOR DOCUMENTATION

19B Special Schools and Commissions 662 Louisiana Educational Television Authority

Program: Broadcasting

Activity: Statewide Public Service Media

Objective: Provide for the operation and maintenance of LETA's television transmitters across the state.

Indicator: Number of annual broadcast hours to exceed minimum federal requirement to maintain licenses.

Indicator LaPAS PI Code: 4791

1. Type and Level: **Type:** Output **Level:** Supporting

2. Rational, Relevance, Reliability: A federally licensed television station must be on the air a minimum number of hours to maintain its broadcasting license.

3. Use: Management uses this data to identify weaknesses in its technical infrastructure.

4. Clarity: The indicator uses simple, clear language.

5. Data Source, Collection and Reporting: The data is collected daily during the state fiscal year and reported quarterly.

6. Calculation Methodology: Each of LETA's six transmitters is monitored by LETA staff who note on an official log any time a transmitter is not on the air. It is a standard calculation.

7. Scope: This indicator is an aggregate figure that can be broken down to show the number of hours that each LETA transmitter was on or off the air.

8. Caveats: The data is easily quantified and is precise and timely.

9. Accuracy, Maintenance, Support: LETA Engineering staff tracks the number of broadcast hours and reports to senior management for analysis.

10. Responsible Person: LETA Engineering staff is responsible for data collection.
LETA contact: Joanne Gaudet, Director Business, 225-767-4270, jgaudet@lpb.org