

**Louisiana Educational Television Authority
Strategic Plan**

FY 2020-2021 through FY 2024-2025

19-662
Louisiana Educational Television Authority (LETA)

Strategic Plan
FY 2020-2021 through 2024-2025

- 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.
 - III. To provide vital emergency information to all of the citizens of Louisiana during natural disasters and other times of crisis.

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 program that supports the development and distribution of innovative educational television and digital media targeted to preschool and early elementary school children and their families. Its goal is to promote early learning and school readiness, with a particular interest in reaching low-income children. In addition to creating television and other media products, the initiative promotes effective educational uses of programming, community-based outreach and research on educational effectiveness.

LPB supports teachers on multiple levels, offering support with content, professional learning, and building community. Through PBS LearningMedia, Discovery Education and the Louisiana Digital Media archive, teachers have access to a rich array of standards-aligned digital resources and content designed to capture students' imagination and transform learning in classrooms, including state-focused history and cultural content, as well as online professional development opportunities. LPB is now partnering with Bright by Text to deliver positive parenting tips and resources proven to positively impact a child's healthy development and school readiness through text messaging.

Entering its 25th year, LPB's Louisiana Young Heroes Program honors students in grades 7-12 who have inspired those around them, and have devoted their time, talents, and energy to making their schools, churches, or communities better places.

LPB participates in and coordinates educational outreach and professional development activities, and offers free film screening events in local communities throughout the state. Events include: The Great American Read Panel Discussion at the Louisiana Book Festival; Ready Jet Go!, Les Misérables, and Chasing the Moon screening events; Sensational Science camps, Ready to Learn Family Creative Learning Workshops, PBS Kids Playful Learning for Educators, 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 strives to connect the citizens of Louisiana by creating content that showcases Louisiana's unique history, people, places and events, 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.

To provide emergency information statewide during times of natural and man-made disasters, such as during Hurricanes Katrina, Rita, Gustav, Ike, and Isaac and also, 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 Louisiana Public Square. LPS is a monthly public affairs program which provides citizens a forum to voice their opinions and concerns about issues affecting Louisiana to leading experts and key decision makers.

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 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: Kimberly Ducote, Accountant Manager, 225-767-4269, kducote@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.

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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: Kimberly Ducote, Accountant Manager, 225-767-4269, kducote@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: Kimberly Ducote, Accountant Manager, 225-767-4269, kducote@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: 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.
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