

**Louisiana Educational Television Authority  
Strategic Plan**

**FY 2017-2018 through FY 2021-2022**

**19-662**

**Louisiana Educational Television Authority (LETA)**

**Strategic Plan**

**FY 2017-2018 through 2021-2022**

**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 with expanded use of technology in various platforms of social media, the Internet, broadband, and satellite to reach all levels of viewers on all types of devices in order to educate, entertain and inform.
- 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.

*Ready To Learn* is a statewide initiative at Louisiana Public Broadcasting which introduces basic reading, math, and science concepts and develops social, emotional and behavioral skills in children three to eight years of age so that they're better prepared to start school. *Ready To Learn* puts a special focus on providing economically challenged parents with strategies and proven educational resources that can be used anywhere and anytime. These resources are used to engage the children in learning new fundamental skills that are essential to success in school and which will be used throughout their academic careers. *Ready To Learn* provides television programs, online resources, and mobile learning opportunities as well as in-person events such as *Super WHY!* reading camps that teach children academic content as well as technology skills. The *Ready To Learn* resources are also effectively used in schools and childcare centers. LPB provides educational workshops to demonstrate to childcare professionals how to maximize the benefit of these resources in their curriculum. In addition to digital resources, LPB distributes books and establishes lending libraries to benefit children who may not otherwise have ready access to books.

The Louisiana Young Heroes program honors youngsters in the 7<sup>th</sup> through 12<sup>th</sup> grades who have excelled in the classroom or have overcome obstacles in their everyday lives. The students often have impressive academic achievements and give their time and energies to causes that are important to them and their local communities.

LPB partners with various local organizations to host events throughout the state. LPB participates in reading programs such as *Read Across America*, health/safety events, and other educational activities in communities throughout the state. Events include: Louisiana Book Fest; Bob the Builder screening event; Toys For Tots Drive; Step It Up (a program designed to help teenagers get healthy through exercise and proper nutrition); SciGirls workshop for local educators to learn and practice proven strategies for engaging girls (and boys) in STEM (science, technology, engineering and math); Odd Squad Camp curriculum associated with the PBS Kids series *Odd Squad* which helps children develop early math skills through structured group activities, interactive content, and games and crafts; Super WHY reading camps; Martha's Reading Buddies; and many more.

LPB's local productions assist women and families by addressing issues that are important to them. *Louisiana Public Square*, produced monthly, addresses a wide range of issues including bullying, drop-out prevention, drugs, Medicaid, and veterans coming home. Other productions explore Louisiana's unique environment, culture and history.

**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, such as during Hurricanes Katrina, Rita, Gustav, Ike, and 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 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 educational resources, digital libraries, and content for use in classrooms, continuing education, professional development, distance learning, training and enrichment. Achieved through broadcast, online, mobile and emerging technologies to be used in educational settings, by the general public and by 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 website to provide educational resources to educators and students.
- Strategy 1.3 Provide teacher professional development opportunities to enhance instructional content and encourage the integration of technology into 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 courses, workshops or other educational events offered.
- Number of times digital resources are accessed 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](mailto:jgaudet@lpb.org)

# PERFORMANCE INDICATOR DOCUMENTATION

## 19B Special Schools and Commissions 662 Louisiana Educational Television Authority

**Program:** Broadcasting

**Activity:** Statewide Public Service Media

**Objective:** To provide direct delivery of and access to educational and cultural content and resources to teachers, parents, students, children, the general public and other state agencies.

**Indicator:** Number of professional development courses, workshops, community outreach activities or other educational events offered.

**Indicator LaPAS PI Code:** 15814

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

**2. Rational, Relevance, Reliability:** To ensure that users of LETA's resources have the proper training to effectively utilize the services we provide to the educational community; and to ensure that the general public has access to educational, cultural and civic-based outreach events based on LETA's broadcast programs and classroom activities. It is reliable and has no bias.

**3. Use:** The measure of success is the number of educational events and community outreach activities offered. These are used as an internal performance benchmark.

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

**5. Data Source, Collection and Reporting:** Activity is tracked on an on-going basis by LETA staff and reported quarterly to management.

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

**7. Scope:** The total number is an aggregate of all events offered statewide.

**8. Caveats:** The indicator is limited only by staff size and available funding.

**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@lpa.org](mailto:jgaudet@lpa.org)



# PERFORMANCE INDICATOR DOCUMENTATION

## 19B Special Schools and Commissions 662 Louisiana Educational Television Authority

**Program:** Broadcasting

**Activity:** Statewide Public Service Media

**Objective:** Provide educational libraries, resources and content for use in classrooms, continuing education, professional development, distance learning, training and enrichment through broadcast, digital, mobile, and emerging technologies to be used in educational settings, by the general public and by other state agencies.

**Indicator:** Number of times digital resources are accessed annually.

**Indicator LaPAS PI Code:** 20391

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

**2. Rational, Relevance, Reliability:** This indicator reflects usage of LETA digital educational and enrichment resources by the public, educators, students and parents. LETA's digital libraries have reliable integrated tracking systems and Google Analytics continually tracks traffic to online web resources. 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 the content of LETA provided resources is relevant, if the resources are adequately utilized and whether the proper resources are being offered.

**4. Clarity:** The "number of times accessed" is the number of page views documented.

**5. Data Source, Collection and Reporting:** Data are continuously collected and can be accessed at any time by LETA staff. Google Analytics continuously tracks and reports can be generated at any time. LETA's staff generates all relevant reports and compiles the data quarterly.

**6. Calculation Methodology:** LETA's digital libraries continually track the number of times that resources are accessed. Google Analytics tracks the number of page views on an ongoing basis. LETA's staff generates the reports quarterly and summarizes the data.

**7. Scope:** This indicator is an aggregate of the page views that's compiled using the tracking tools of multiple resources.

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

**9. Accuracy, Maintenance, Support:** LETA educational and IT staff combines the data reported from the digital libraries and from Google Analytics and totals the information for PI reporting purposes.

**10. Responsible Person:** Data is collected by Google Analytics and integrated tracking systems of digital libraries and compiled by LETA's education and IT staff for analysis. LETA contact: Joanne Gaudet, Director Business, 225-767-4270, [jgaudet@lpb.org](mailto: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.  
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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 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.  
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