

**NETWORK PERFORMANCE PLAN
FY 2014**

Name of Agency: Iowa Public Television			
Agency Mission: Iowa Public Television provides public television, telecommunications, and other services that educate, inform, and enrich people's lives.			
Core Function	Outcome Measure(s)	Outcome Target(s)	Link to Strategic Plan Goal(s)
CF: Public Broadcast and Media Services			
Desired Outcome(s):			
Iowa Public Television provides public interest and educational programs, opportunities, and services for the diverse interests and needs of individuals, families, learners and educators.	Number of viewers that use IPTV's broadcast services monthly.	2,000,000	Increase the value of IPTV by increasing audience use of our programs and services, page 10
Public media for the public good. Safe haven for children	Cumulative number of kids ages 2 to 11 using Iowa Public Television's broadcast services each week.	250,000	Increase the value of IPTV by increasing audience use of our programs and services, page 10
Public/private partnerships	Individuals and families who support IPTV's service through their membership in Friends of Iowa Public Television. Corporations and foundations that support IPTV with grants and underwriting.	60,000 150	Secure Revenues Sufficient To Maintain The Base and Support Expanded Activities, page 12
Activities, Services, Products	Performance Measures	Performance Target(s)	Strategies/Recommended Actions
1. Programming and Production Org 2000			
A Local Production	Total local production hours broadcast	450	Increase focus and use of research to guide local production

			decisions, page 30
2. Content Distribution, Delivery and Support Org 1000			
A Transmission/Distribution	Percentage of time transmitters are on-air.	99%	Provide routine maintenance at transmitter sites to minimize potential of going off-air.
B Information Technology	Number of non-approved entries into system (hacks)	0	Maintain firewall and communicate appropriate procedures to staff.
3. On-line Resources Org 4000	Number of total Web site visits to IPTV's Web sites as measured by Google Analytical statistical software.	2,000,000	Increase the value of IPTV by strengthening direct engagement with our viewers and members, page 10

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CF: Education			
Desired Outcome(s):			
Iowa Public Television fosters the educational use of technologies, programs, and services.	Cumulative number of teachers and students who use Iowa Public Television's educational services.	340,000	Increase the value of IPTV by increasing audience use of our programs and services, page 10
Activities, Services, Products	Performance Measures	Performance Target(s)	Strategies/Recommended Actions
1. Educational Telecommunications Org 4000			
A Educational Outreach Services	Number of educators reached through inservice presentation and conferences	14,000	Maintain and grow early childhood services, K-12 services, and high school package, page 36
B Interactive K-12 Services	Number of students and school staff who will be served by interactive learning sessions through K-12 Connections this year.	12,000	Develop outreach/utilization activities for K-12, page 36

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CF: Resource Management			
Desired Outcome(s):			
To provide appropriate management and stewardship of IPTV assets.	Growth rated in net assets, as reported in the audited financial statements. Change in net assets = Net assets as of 6/30/xx – net assets as of 6/30/xx-1 divided by 6/30/xx-1	Long term growth rate = 3% Short term growth rate = greater than 0%	Secure Revenues Sufficient To Maintain The Base and Support Expanded Activities, page 12
Activities, Services, Products	Performance Measures	Performance Target(s)	Strategies/Recommended Actions
1. Communications Org 3000	Number of viewer awareness and engagement initiatives conducted each year to advance the use of IPTV programs and services.	150	Increase the value of IPTV by strengthening brand awareness and value among general and target audiences, page 10 Develop year around "Boots on the Ground" campaign, page 27
A Legislative Liaison	Total contacts at federal level	4 contacts with each office	Develop year around "Boots on the Ground" campaign, page 27
B Public Information & Outreach	Total newspaper clips per year	1500	Expand geographically and demographically targeted promotion, page 28
2. Administration Org 6000	Prepare and submit planning documents required by the AGA on a timely basis.		Ongoing operational budget reviews with senior management, page 16

A Accounting and Budget	Number of audit comments in IPTV's audited financial statements.	0	On-going training of business office staff

July 1, 2013