

**NETWORK PERFORMANCE PLAN
FY 2022**

Name of Agency: Iowa PBS				
Agency Mission: Iowa PBS educates, informs, enriches and inspires Iowans.				
Core Function	Performance Measure (Outcome)	Performance Target	Prior Year Actual	Agency Strategic Plan goals (SP) or Governor's Priorities (GP) linked to measure
CF: Public Broadcast and Media Services				
Desired Outcome(s):				
Iowa PBS provides public interest and educational programs, opportunities, and services for the diverse interests and needs of individuals, families, and learners and educators	Total Web Visits	2,000,000	3,576,871	Grow Audience, Page 2 (SP)
	Facebook Followers	103,000	97,258	
	Social Media engagement	1,000,000	1,053,331	
	YouTube video views	7,000,000	6,798,485	
	Monthly percent average of households in the viewing area* watching Iowa PBS *Nielsen data for KDIN (does not include sub channels)	40%	41.43%	Make a Positive Impact by Enriching Lives, Page 1; Grow Audience, Page 2 (SP)
	Monthly percent average of Kids 2-11* watching Iowa PBS .1 daytime programming *Nielsen data for KDIN (does not include sub channels)	30%	35.39%	Make a Positive Impact by Enriching Lives, Page 1; Grow Audience, Page 2 (SP)
	Monthly percent average of Kids 2-11** watching Iowa PBS .2 programming **Nielsen data for KDIN (KIDS 24/7 channel only)	21%	22.85%	Make a Positive Impact by Enriching Lives, Page 1; Grow Audience, Page 2 (SP)
Public/private partnerships	Individuals and families who support Iowa PBS' service through their membership in Friends of Iowa PBS	54,000	55,622	Grow Resources, Page 2 (SP)

Services, Products, Activities	Performance Measures	Performance Target	Prior Year Actual	Strategies/Recommended Actions
1. Programming and Production, Unit 2000				
A Local Production	Total local production hours broadcast	700	747	Make a Positive Impact by Enriching Lives, Page 1; Grow Audience, Page 2 (SP)
2. Content Distribution, Delivery and Support, Unit 1000				
A Transmission/Distribution	Percentage of time transmitters are on-air	99%	99.83%	Grow Audience, Page 2 (SP)
B Information Technology	Number of non-approved entries into system	0	0	Grow Audience, Page 2 (SP)

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CF: Education				
Desired Outcome(s):				
Iowa PBS fosters the educational use of technologies, programs, and services.	Total Iowa users of PBS Learning Media. "Iowa" is calculated as both those who auto localized as well as those who manually localize.	120,000	99,924	Make a Positive Impact by Enriching Lives, Page 1 (SP)
Services, Products, Activities	Performance Measures	Performance Target	Prior Year Actual	Strategies/Recommended Actions
1. Educational Services, Unit 4000				
A Educational Outreach Services	Number of Iowans reached through educational presentations and conferences	15,000	11,934	Make a Positive Impact by Enriching Lives, Page 1 (SP)
B Childcare centers reached through Iowa PBS Educational Services	Number of childcare children reached through Iowa PBS Education programs.	5,000	5,522	Make a Positive Impact by Enriching Lives, Page 1 (SP)

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CF: Resource Management				
Desired Outcome(s):				
To provide appropriate management and stewardship of Iowa PBS assets.	Growth rate 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 60/30/xx-1	0%	•	Grow Resources, Page 2 (SP)
Services, Products, Activities	Performance Measures	Performance Target	Prior Year Actual	Strategies/Recommended Actions
1. Communications, Unit 3000	Number of participants of viewer awareness and engagement initiatives to advance Iowa PBS programs and services.	70,000	71,841	Grow Audience, Page 2
	Number of viewer awareness and engagement initiatives conducted each year to advance the use of Iowa PBS programs and services.	345	338	Grow Audience, Page 2
A Public Information and Outreach	Total newspaper clips per year	900	880	Grow Audience, Page 2
2. Administration, Unit 6000	Prepare and submit planning documents required by the AGA on a timely basis.			Grow Audience, Page 2
A Accounting and Budget	Number of audit comments in Iowa PBS' audited financial statements.	0	•	Grow Audience, Page 2
<ul style="list-style-type: none"> Will not know prior year actual until audited financial statements are released 				