

**NETWORK PERFORMANCE PLAN
FY 2009**

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 unique viewers that use IPTV's broadcast services a week.	1,000,000	Iowa's Center for Community, Civic, and Personal Engagement, page 7
Public media for the public good. Safe haven for children	Number of cumulative kids ages 2 to 11 using Iowa Public Television's broadcast services each week.	225,000	Iowa's Center for Community, Civic, and Personal Engagement, page 7
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.	65,000 150	Funding Iowa Public Television's Promise to Iowans, page 16
Activities, Services, Products	Performance Measures	Performance Target(s)	Strategies/Recommended Actions
1. Programming and Production Org 2000			
A Local Production	Total local production hours	500	Institute regular ascertainment and

	broadcast		ongoing survey research to determine audience needs.
2. Content Distribution, Delivery and Support Org 1000			
A Transmission/Distribution	Percentage of time transmitters are on-air.	95%	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.	1,500,000	Ensure that content and educational strategies are validated within regular design and production process.

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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%	Organizational Effectiveness, page 17
Create culture in which all employees are treated fairly and consistently.	Separation Rate (as provided by the Department of Administrative Services)	7%	Organizational Effectiveness, page 17
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.	52	Develop comprehensive outreach plan that forecasts major outreach activities on a yearly basis, following closely those projects sponsored by the National Center for Outreach.
A Legislative Liaison	Total contacts at federal level	4 contacts with each office	Develop strategies on when to contact
B Public Information & Outreach	Total newspaper clips per year	1000	Develop overall news release strategy

