

Strategic Plan 2025

The Corporation for Public Community Newspapers

Summary of Mission, Vision, Strategic Issues, Goals, Actions

Mission: "To improve the economic, social, and spiritual lives of our area's citizens by promoting the individual potential necessary for democratic self-governance and a civic life that works."

Vision: We envision a community which:

- In the words of civic journalists, has "a public life that works"
- An area with significant public land has learned to share its stewardship responsibilities for the public forest land with other publics
- The economic needs of the local community are identified and championed
- The most important local issues are identified and championed both within the community and before other publics (county, state, federal)
- Youth in local schools and other organizations are instructed in civics and practice participating in the larger society, fostering democratic self-governance
- Local organizations are thriving with increased turnout/attendance, volunteerism, and participation
- Individuals and groups are recognized for their contributions to the community

We envision a local newspaper that:

- All members of the community consider it to be "their" newspaper, by providing service to them and treating them with respect and dignity
- Owns or partners with the nonprofit to build community in the same way that George McLean used the newspaper to improve the quality of life in northern Mississippi
- Has its "finger on the pulse of the community" – it chronicles everything happening within the readership area
- Ensures broad representative participation within the pages of the paper, representing both a cross-section of persons and organization and a cross-section of viewpoints
- Plays an active role in the life of the community - identifies the needs and does what it can do to meet those needs

We envision a non-profit organization whose staff, board members, and members:

- Act as model citizens--they represent a living example of how to participate in civic life, encouraging broad participation, all points of view, framing of issues, and critical thinking
- Grow beyond promotion of one's own personal or partisan goals to honor fundamental processes of small-d democratic self-governance and participatory democracy.

Strategic Issue #1: Build membership representative of community

Goal 1.1 - Conduct membership drive

Action 1.1.1 - Prepare membership materials, obtain approval from board of directors

Action 1.1.2 - Update website to allow one-click donations and membership

Action 1.1.3 - Publicize group locally and nationally - participate in interviews

Action 1.1.4 - Write series of articles introducing and reporting on the organization

Goal 1.2 - Conduct outreach to local governmental and civic organizations

Action 1.2.1 - Add CPCN to existing meeting agenda: five-minute overview, Q&A, handouts

Action 1.2.2 - Develop, maintain existing nonprofit organizations, promote them

Action 1.2.3 - Solicit community briefs for free publication - notices of events and meetings

Action 1.2.4 - Develop partnerships with local business community

Goal 1.3 - Train, recruit community journalists

Action 1.3.1 - Teach community journalism course, 10 one-hour sessions

Action 1.3.2 - Publish articles prepared during community journalism course

Action 1.3.3 - Evaluate feedback and improve course

Goal 1.4 - Recruit members into CPCN standing Outreach Committee

Action 1.4.1 - Recruit director from board to provide ongoing leadership for committee

Action 1.4.2 - Develop formal description of duties and encourage members to sign up

Strategic Issue 2: Build out, demonstrate performance measurement

Goal 2.1 - Publish goals for upcoming year for street newspaper

Action 2.1.1 - Set target numbers of stories for all government and civic organizations

Action 2.1.2 - Set target numbers of stories for key issues

Action 2.1.3 - Convene a community meeting to discuss target figures

Goal 2.2 - Build out CPCN standing committee on Performance Evaluation

Action 2.2.1 - Prepare a written description of the committee activities

Action 2.2.2 - Recruit a director from the board to lead the committee

Action 2.2.3 - Develop software to assist with automated reporting of metrics

Strategic Issue 3: Build out, demonstrate special projects

Goal 3.1 - Develop model of special projects

Action 3.1.1 - Develop a catalog that inventories types of public journalism projects

Action 3.1.2 - Develop a template special project

Action 3.1.3 - Explore partnering with the University of Oregon on such conferences

Action 3.1.4 - Develop project around fentanyl / drug use / overdose / prevention

Goal 3.2 - Build out CPCN standing Special Projects Committee

Action 3.2.1 - Prepare a written description of all committee activities for new members

Action 3.2.2 - Recruit a director from the board to lead the committee.

Action 3.2.3 - Prepare an template agenda

Strategic Issue 4. Differentiate newspaper by demonstrating mission statement

Goal 4.1 - Create management structure for articles on faith communities

Action 4.1.1 - Establish, recruit an editorial board based on this approach

Action 4.1.2 - Propose a dedicated reporter to write on religion, spirituality, ethics

Action 4.1.3 - Set target goals (weekly or monthly)

Goal 4.2 - Create regular feature that will feature local religious leaders

Action 4.2.1 - Update list of area churches and contacts

Action 4.2.2 - Produce regular "Word of the Week" feature with spiritual message

Action 4.2.3 - Set schedule for regular contact with churches for community briefs

Strategic Issue 5. Develop enabling technology to bridge traditional media with new media

Goal 5.1 - Use more features of Internet to advantage

Action 5.1.1 - Encourage more multimedia use, hosting video and audio files

Action 5.1.2 - Promote newsletter sending headlines to subscribers

Action 5.1.3 - Customize email-based system based on feedback

Goal 5.2 - Develop do-it-yourself/entrepreneur print model

Action 5.2.1 - Develop short-term solution of downloading regular layout PDF suitable for printing on home printers (color or black and white 8.5x11 page; constructed using InDesign, much like print edition of newspaper, just not printed by press).

Action 5.2.2 - Develop long-term solution of creating automated method for each user to produce their own newspaper with topics of interest. Create new database fields identifying the geographic area and methods for users to select/not select these geographic areas.

Action 5.2.3 - Develop contracts for vendors

Action 5.2.4 - Recruit entrepreneurs to print copies of the newspaper from the website and sell them to their neighbors.