

C-NET
Centre County's Government and Educational Access Network
2024 Strategic Plan Update

C-NET's Strategic Plan: 5 Focus Areas

I. Marketing:
Enthusiastic Self Promotion

Goal Statement – C-NET will utilize a variety of marketing tools in order to inform the community of the organization's programming, services, and presence on multiple platforms.

- A. Handouts to advertise the airing schedule for various meetings, along with the website address for online viewing, will be created and distributed at a minimum of 75% of C-NET covered meetings and events.*
- B. C-NET will increase its social media presence through more frequent and engaged posting on Facebook and Twitter. Goal is to increase the number of X and Facebook followers by 3% each year on each platform.*

Note: There has been a significant increase to the number of Facebook and Twitter (X) followers since the Strategic Plan was approved in 2017. However, since November of 2022, the number of Facebook followers has decreased by 4% and the number of X followers has remained the same. In the same period, the number of subscribers to C-NET's Email Notification Lists has increased by 14%.

 - 1. C-NET will create a minimum of two Facebook and X posts each work day, and will "share" or "re-tweet" posts related to C-NET or its member organizations..*
 - 2. C-NET will reach out to member organizations to encourage them to promote meeting links, etc. on their own social media platforms*
 - 3. C-NET will re-design homepage of cnet1.org to better display social media platforms*
- C. C-NET will continue to provide information and service updates to member organizations and residents*
 - 1. C-NET will submit articles about C-NET programming and services to member organization newsletters and social media updates.*
 - 2. C-NET will publish it's own newsletters throughout the year to promote programming, upcoming coverage, member organizations and new services and initiatives.*
- D. C-NET will create a Bulletin Board message on the first of each month which promotes special programming within that month.*
- E. C-NET will reach out to local news organizations in Centre County to inform them of C-NET services and discuss how they might utilize C-NET programming to enhance their news coverage. Contacts will include both long-established and "non-legacy" organizations.*
- F. C-NET staff will monitor best practices and new strategies utilized by media organizations, particularly other PEG stations.*

- G. C-NET will coordinate a brief presentation to the Centre Region COG in the first quarter of a year following a local (municipal) election year. The purpose of the presentation is to give basic information regarding the C-NET organization to newly elected officials.*
- H. C-NET will correspond with each newly elected or appointed Council or Board member serving a C-NET member organization to provide the airing schedule for their organization's televised meetings, online viewing information, and the most recent C-NET Annual Report*

II. Programming: *The Ultimate Reality TV*

Goal Statement – C-NET will continue to promote its unique role in providing government and educational access, while encouraging our member organizations to take further advantage of additional programming opportunities.

- A. Retain focus on gavel to gavel Government and Education Access*
- B. C-NET will create and/or update a minimum of two promotional videos per year advertising C-NET programming and services*
 - 1. All promotional videos will be updated a minimum of every two years*
- C. C-NET will encourage member organizations to identify, create and fund informational/instructional program coverage related to local government and education.*
 - 1. Mention of special informative/instructional programming will be included each year in member organizations dues letters and annual reports to members.*
- D. C-NET will remain amenable to receiving student programming from member school districts.*

III. Membership: *The More the Merrier*

Goal Statement – C-NET will continue outreach to government and educational organizations within Centre County which are eligible for C-NET membership.

- A. C-NET will present membership proposals to multiple potential member organizations each year prior to budget season.*
- B. The Director will continue to reach out to potential new members through community contacts, individualized presentations to boards, etc.*

IV. Funding and Finances *Diversification is Key*

Goal Statement – C-NET will take an active role in municipal franchise negotiations in order to advocate for sustained franchise fees and continued or increased capital funding for C-NET, while seeking opportunities to obtain other sources of revenue.

- A. Remain an active participant in franchise negotiations between municipalities and cable systems to advocate for sustained franchise fees to municipalities and continue or increased capital funding for C-NET.*
 - 1. Municipalities with Comcast franchises will have the opportunity in 2025 to increase the percentage of the PEG Fees added to each subscriber's bill. C-NET will engage with the municipalities to provide information which will justify an increase in the PEG Fees.*
- B. Informational packets promoting C-NET services will be distributed each year to Penn State University Deans and Department Heads via first-class mail and electronic communication.*
- C. "PSA Days" information will be sent twice annually to Centre County non-profits and be marketed on C-NET's social media platforms*
- D. A minimum of two local media organizations will be contacted each year regarding possible underwriting agreements.*
- E. Information regarding costs and procedures for arranging for C-NET coverage will be sent annually to a minimum of seven eligible non-member organizations within Centre County*

V. Technology *Always Thinking About What's Next*

Goal Statement – C-NET will continue to research and implement new technologies when practical and possible, with the goal of improving services to its member organizations and the Centre County community.

- A. C-NET will continue to work with member organizations to determine the desire for, and facilitate the installation of, new remote origination points on existing and future cable systems.*
- B. Implement captioning for online, on-demand programs on cnet1.org and continue to investigate additional captioning options.*
- C. Continue to work with member organizations regarding technology upgrades to individual meeting rooms and other facilities.*

- D. Sustain current “indexing” of online programs and explore opportunities to increase the use of metadata options including expanded “tagging, search capability, etc.*
- E. Maintain membership and active participation in trade and professional organizations in order to facilitate continuing education of staff, increase networking opportunities with industry contacts, and increase exposure to new technologies.*