



Annual Diversity Report
Sep-15

Goals	Metric	Target	Actual	Performance	Comments	Lead
Encourage Leadership Diversity	Board of Directors (BOD) recruited to fill capacity.	16	10	63%		BD Chair
	BOD women represent 60%.	6	6	100%		BD Chair
	BOD ethnic diversity represents 50%.	5	5	100%		BD Chair
	Community Advisory Board (CAB) members recruited to fill capacity.	17	16	94%		CAB Chair
	CAB women represent 60%	9	10	111%		CAB Chair
	CAB ethnic diversity represents 50%.	7	4	57%		CEO
	Executive Team women represent 60%.	2	2	100%		CEO
	Executive Team ethnic diversity represents 50%.	1	0	0%		CEO
	Maintain staff ethnic diversity represents 30% or more.	8.5	10	118%		CEO
	Women on staff represent 60%.	17	16	94%	Open positions	CEO
Develop process to record and track volunteer profile.	TBD	TBD	TBD	Lack of staff capacity at this time.	CEO	
Diverse Leadership in Content Strategies	Content Review Team women represent 60%.	2	2	100%		CEO
	Content Review Team ethnic diversity represents 50%.	1	0	0%		CEO
	Every local production meets diversity standard.	TBD	TBD	TBD	Currently achieved in all local programs and campaigns.	CEO
	Production Team women represent 60%.	3.6	3	83%		VPO
	Production Team ethnic diversity represents 50%.	3	3	100%		VPO
Promotion of Diversity	Maintain Latino audiences watching ValleyPBS.	30%	65%	215%		CEO
	Grow Latino audiences for Valley Vme.	411,000	411,000	100%	2015 Nielsen Ratings baseline impressions.	CEO
	Establish three promotional trades with Hispanic media.	3	0	0%		VPO
	Establish two reciprocal partnerships with Hispanic non-profit organizations.	2	1	50%	Arte Americas Nights in the Plaza	VPO
	Present to two diverse service groups.	2	7	350%	ByYou presentations	VPO
	Every station event, targeting families, will have a Spanish component.	21	32	152%	Signage, information and Valley Vme booths at PBS Kids Nite, at least one kids event per month and reading in Spanish at 3 rural libraries during Dog Days of Summer.	VPO
	Conduct two Ready to Learn Workshops in Spanish.	2	162	8100%		CFO
	Grow Latino base of supporters beyond 900 based on surname analysis.	900	1344	149%		VPO
Total Progress						CEO