



2020/2021 Cohort

CCI Syllabus

Updated 7/06/2020

This proposed syllabus provides a general framework for how the Community Counts Initiative (CCI) will be organized throughout 2020-2021. The schedule is subject to change as NFCB is committed to customizing the program to meet the needs of participating stations. Unless otherwise noted, webinars and meetings will be conducted via the Zoom online platform.

Program Description

CCI is an intensive program offering tools to strengthen service sustainability for community-based radio stations serving rural and under-represented communities. This cohort-based initiative brings together 10 stations for a combination of in-depth training by community media experts and peer-based learning. The program is open to stations who are members of the National Federation of Community Broadcasters that meet CCI eligibility criteria and successfully compete in the 2020 application process.

CCI is predicated on NFCB's deeply held convictions that, as a nation, we need resilient local communities—healthy, socially connected, and equitable—that have the ability to address and manage a range of situations and opportunities. Small-market public media is a critical resource for preserving, uplifting, and enhancing the wellbeing of local communities. At the same time, community radio is impacted by shrinking resources, evolving technology and changing listening trends. Broadband technology, media consolidation, and the disruption of local journalism have all challenged community stations. Exploring sustainable paths will be the focus of CCI with an eye towards sharing case studies with other NFCB stations and the larger public media system.

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Overview

- July 15, 2020 – Application Process Opens
- August 31, 2020 – Final Applications Due
- September 2020 - Cohort Selected and Notified, Signed Participation Agreement and Fee Due
- October – December 2020 - Baseline Surveys compiled
- December 2020 – Welcome Full Group Meeting
- January 2021 – Orientation – 2.5 Days online
- February – September 2021 – Monthly Full Group and Small Group Meetings
- March 2021 – Stations begin drafting Action Plans
- April - September 2021 – Station Deep Dives – 1.5 Days in-person or online
- June 2021 – Actions Plans Due/Begin Implementation
- July 2021 – Interim Report Due
- October 2021 -- Closing Seminar – 2.5 Days in-person or online
- November 2021 – Final Report, Stipend Tracking Log and Ending Survey Due

Program Design

The Community Counts Initiative is committed to a rich blend of learning approaches to support participating stations. A Curriculum Advisory Team (CAT) with expertise in the four areas of the Circle Engagement model and adult education, have been engaged to guide the development of a shared learning experience. Elements will include:

1. Training with knowledge experts in the areas of organizational capacity, engagement, content, and revenue
2. Customized instruction and technical assistance based on cohort group needs with an emphasis on peer-to-peer exchange
3. Activity-based learning such as applying strategic frameworks and implementing action plans
4. Station deep dives with the NFCB team, station staff, board members and community stakeholders to provide tailored support for CCI projects and to help energize buy-in
5. Coaching and Mentorship based on individual participant needs
6. Relationship and network building with one another, the NFCB team, cohort trainers and public media colleagues
7. Organized “time away” to use for reflection, renewal and inspiration
8. Reporting of cohort station case studies and promising practices learned
9. Online Portal with all curriculum components and other important resources
10. Platform to facilitate communication within the cohort, NFCB staff and trainers

Learning Outcomes

The program is built around the NFCB’s Circle of Engagement model for leading change. The model suggests that engagement, content, and revenue are interconnected and that solid organizational capacity is the glue that sustains these efforts over time. All of the learning outcomes revolve around deepening understanding of this model:

1. Articulate connections between the areas of the Circle of Engagement and use it as a framework for strategic decision making.
2. Demonstrate strategic use of the Circle of Engagement in the development and implementation of an Action Plan.
3. Develop strong peer relationships with other cohort participants. Ongoing active participation in NFCB peer-network activities.
4. Pursue professional development opportunities for station leadership, staff, board, volunteers, and community partners on an ongoing basis
5. Each station identifies and implements 3-5 metrics to track station performance that are routinely reported to the board.
6. Assess and respond to the needs of a targeted, named, new community segment.

Expectations of Participants

- Attendance of each team member
- Participation in conversations, sharing perspectives and experiences
- Timeliness in assignments and required reporting including the Signed Participation Agreement and Fee, Interim Narrative Report, Final Action Plan, Final Narrative Report, Stipend Tracking Log and Baseline and Ending Surveys.

Cohort Meetings, Trainings and Deliverables

- September 2020
 - Welcome Individual Station Meetings – 30 minutes each
 - Welcome, answer questions and outline Baseline Survey needs
- October 2020 – December 2020
 - NFCB Project Manager works with Participants to compile Baseline
- December 2020 – Welcome Full Group Meeting – 90 minutes
 - Review syllabus, timeline and deliverables
- January 2021
 - Small Group Meeting – 60 minutes
 - Orientation pre-work exercises
 - Station and participant profiles
 - Orientation Full Group Meeting – estimated four 4-hour sessions
 - Introduction to the Circle of Engagement Model
 - Action Plan template
- February 2021
 - Webinar - 90 minutes
 - Quantifying Organizational Capacity
 - Strategic decision-making basics
 - Change Management basics

- Small Group Meeting – 60 minutes
 - Challenges and Opportunities with Change Management, Approaches to Board Relationships, Management and Leadership Styles.
- March 2021
 - Webinar – 90 minutes
 - Engagement Basics with industry expert
 - Case Studies presented by Stations
 - Small Group Meeting – 60 minutes
 - What are people learning about themselves and their relationship with this work? What changes are being experienced. Focused on Internal Capacity.
- April 2021
 - Webinar – 60 minutes
 - Content Innovation with industry expert
 - Case Studies presented by Stations
- April 2021 – September 2021
 - Station Deep Dives – 1.5 days
 - Customized approaches in areas of need
 - Sessions with cohort participants, staff, board and community stakeholders to formalize buy-in and drive action
- April 2021 – June 2021
 - Individual Station Meetings – 60 minutes each
 - Station teams walk through Action Plans
 - Opportunity to review challenges and brainstorm next steps
- May 2021
 - Webinar – 60 minutes
 - Revenue Realities with industry expert
 - Case Study: cohort financial data analysis
 - Small Group Meeting – 60 minutes
 - Vetting Action Plans. Identifying Community Assets. Measurement. Focused on External Capacity.
- June 2021
 - Webinar – 90 minutes
 - 2019 Action Plan Example
 - Station Action Plans Presented
 - Evaluation Focus Groups – 90 minutes
 - Feedback session with CCI Evaluators
- July 2021
 - Webinar – 60 minutes
 - Capacity Development Strategies, presented by industry expert
 - Station Action Plans Discussed and Finalized
 - Interim Reports Due

- August 2021
 - Webinar – 60 minutes
 - Understanding Public Media’s Audience, presented by industry expert
 - Case study: NFCB’s Data project
- September 2021 – Small Group Meeting – 60 minutes
 - How have your project plans evolved? Do results suggest new or different directions? Please reflect on the process. Focused on Measuring Impact, External Capacity.
- October 2021
 - Closing Seminar – estimated 2.5 days
 - Advanced Change management: sustaining the effort
 - The Basics of Mentoring
 - Distilling Lessons and Mapping the trajectory forward
- November 2021
 - Final Deliverables Due
 - Narrative Report
 - Stipend Tracking Log
 - Ending Survey

Coaching/Mentoring Meetings as Needed

- NFCB staff can work with each station on board governance and leadership development as requested.
- Mentorship will be available with subject matter experts as opportunities arise or as circumstances require.
- Targeted training and assistance is available once specific needs have been identified.
- NFCB staff will lead pop up sessions on topics of interest that arise as the cohort progresses through the curriculum.

2018/2019 Cohort Follow Up

- Full Group meetings with NFCB Project Manager and CEO (June, September, December 2020; March, June, September 2021)
- Project Evaluator follow up with small group meetings August-September 2020
- Engage cohort members as mentors and trainers where appropriate