Legislative Oversight Committee
South Carolina House of Representatives
Post Office Box 11867
Columbia, South Carolina 29211
Telephone: (803) 212-6810 • Fax: (803) 212-6811

2016 Annual Restructuring Report Guidelines

PLEASE NOTE:

The information included in the agency's report will appear online for all legislators and the public to view.

Agency Name:	**South Carolina Educational Television Commission**
Date Report Submitted:	**January 12, 2016**
Agency Head	
First Name	Linda
Last Name:	O'Bryon
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General Instructions

SUBMISSIONS	
What to submit?	Please submit this document in electronically only in both the original format (Excel) as well as in a PDF document. Save the document as “2016 - Agency ARR (*insert date agency submits report*).”
When to submit?	The deadline for submission is by the first day of session, January 12, 2016.
Where to submit?	Email all electronic copies to HCommLegOv@schouse.gov.

NOTE: If the agency enters its Name and the Date of Submission in the "Cover Page" tab, it should automatically populate at the top of each tab in this report.

WHERE INFORMATION WILL APPEAR	
Where will submissions appear?	The information included in the agency's report will appear online for all legislators and the public to view. On the South Carolina Statehouse Website it will appear on the Publications page as well as on the individual agency page, which can be accessed from the House Legislative Oversight Page.

QUESTIONS	
Who to contact?	House Legislative Oversight at 803-212-6810.

OTHER INFORMATION	
House Legislative Oversight	
Mailing	Post Office Box 11867
Phone	803-212-6810
Fax	803-212-6811
Email	HCommLegOv@schouse.gov
Web	The agency may visit the South Carolina General Assembly Home Page (http://www.scstatehouse.gov) and click on "Citizens’ Interest" then click on "House Legislative Oversight Committee Postings and Reports."

Legal Standards

This is the first chart in the report because the legal standards which apply to the agency should serve as the basis for the agency's mission, vision and strategic plan.

Agency Responding	South Carolina Educational Television Commission
Date of Submission	12-Jan-16

Instructions : List all state and federal statutes, regulations and provisos that apply to the agency ("Laws") and a summary of the statutory requirement and/or authority granted in the particular Law listed. If the agency grouped Laws together last year, they can continue to do so this year. However, please be aware that when the agency goes under study, the House Legislative Oversight Committee will ask it to list each Law individually. The Committee makes this request so the agency can then analyze each of the Laws to determine which current Laws may need to be modified or eliminated, as well as any new Laws possibly needed, to allow the agency to be more effective and efficient or to ensure the Law matches current practices and systems. Included below is an example, with a partial list of Laws which apply to the Department of Juvenile Justice. Please delete the example information before submitting this chart in final form. NOTE: Responses are not limited to the number of rows below that have borders around them, please list all that are applicable.

Item #	Statute, Regulation, or Proviso Number	State or Federal	Summary of Statutory Requirement and/or Authority Granted	Is the law a Statute, Proviso or Regulation?
1	Section 59-7-10	State	Sets up ETV Commission.	Statute
2	Section 59-7-20	State	Sets up ETV Commission Advisory Committees.	Statute
3	Section 59-7-30	State	Authorizes per diem for Commission members.	Statute
4	Section 59-7-40	State	Authorizes a study of the use of technology for Education and directs assistance from the Department of Education. Describes mission of the agency.	Statute
5	Section 59-7-50	State	Authorizes acceptance of contributions and sale or lease of facilities.	Statute
6	Section 59-7-60	State	Assures educational textbooks used by ETV align with state standards.	Statute
7	Section 396 [47 U.S.C. 396] Corporation for Public Broadcasting	Federal	Essentially created the funding support for Public Broadcasting and established congressional interest in its growth and development.	Statute
8	117.9	State	Funds Transfer to ETV	Proviso
9	93.17	State	Wireless Communications Tower	Proviso
10	117.27	State	School Technology	Proviso
11	117.8	State	Broadband Spectrum Lease	Proviso
13	93.25	State	Sale of Key Road Property	Proviso

Mission, Vision and Goals

This is the second chart because the agency's mission and vision should have a basis in the legal standards, which the agency provided in the previous chart. After the agency knows the laws it must satisfy, along with its mission and vision, it can then set goals to satisfy those laws and achieve that vision (and the strategy and objectives to accomplish each goal - see next chart). To ensure accountability, one person below the head of the agency should be responsible for each goal. The same person is not required to be responsible for all of the goals.

Agency Responding	South Carolina Educational Television Commission
Date of Submission	12-Jan-16
Fiscal Year for which information below pertains	2015-16

Instructions : Provide the agency's mission, vision and laws (i.e. state and/or federal statutes) which serve as the basis for the agency's mission and vision.

Mission	To enrich lives by educating children, informing and connecting citizens, celebrating our culture, and instilling the joy of learning. ETV's values are to support South Carolina's uniqueness and diversity, integrity, public-private collaboration, educational success, innovative and engaging work, and accountability.
Legal Basis for agency's mission	59-7-40
Vision	SCETV will be recognized as a center of excellence for our region and the nation, providing indispensable information and education to the communities we serve.
Legal Basis for agency's vision	59-7-40

Instructions :
1) Under the "Legal Responsibilities Satisfied" column, enter the legal responsibilities (i.e. state and/or federal statutes and provisos) the goal is satisfying. All of the laws mentioned in the previous chart (i.e. Legal Standards Chart) should be included next to one of the agency's goals. When listing the Legal Responsibilities Satisfied, the agency can group the standards together when applicable (i.e. SC Code 63-19-320 thru 63-19-450). Make sure it is clear whether the agency is referencing state or federal laws and whether it is a proviso or statute.
2) Under the "Goals and Description" column, enter the number and description of the goal which will help the agency achieve its vision (i.e. Goal 1 - Increase the number of job opportunities available to juveniles to 20 per juvenile within the next 2 years). The agency should have 3-4 high level goals.
3) Under the "Describe how the Goal is SMART" column, enter the information which shows the goal is Specific, Measurable, Attainable, Relevant and Time-bound.
4) Under the "Public Benefit/Intended Outcome" column, enter the intended outcome of accomplishing the goal.
5) Under the "Responsible Person" columns, provide information about the individual who has primary responsibility/accountability for each goal. The Responsible Person has different teams of employees beneath him/her to help accomplish the goal. The Responsible Person is the person who, in conjunction with his/her team(s) and approval from higher level superiors, determines the strategy and objectives to accomplish the goal. In addition, this is the person who monitors the progress and makes any changes needed to the strategies and objectives to ensure the goal is accomplished. Under the "Position" column, enter the Responsible Person's position/title at the agency.

Legal Responsibilities Satisfied (i.e. state and federal statutes or provisos the goal is satisfying)	Goals & Description (i.e. Goal 1 - insert description)	Describe how the Goal is S.M.A.R.T. Specific Measurable Attainable Relevant Time-bound	Public Benefit/Intended Outcome (Ex. Output = rumble strips are installed on the sides of a road; Outcome = incidents decrease and public perceives that the road is safer) Just enter the intended outcome	Responsible Person Name:	Number of months person has been responsible for the goal or objective:	Position:
59-7-10, 59-7-50, 93.17	Work toward creating a more entrepreneurial agency through administrative efforts such as revenue generation, state fund development, marketing; develop employees to be successful in this new environment.	Yearly goals for revenue generation, state fund development, marketing, employee development are established and results reported on monthly.	Increased giving and underwriting support benefits viewers and listeners with high quality educational programming.	Melanie Boyer	60	Corporate Sponsorship Manager

Mission, Vision and Goals

59-7-10, 117.27	Produce and distribute educational programming for schools and other institutions; innovate through educational content tools using current technology and teaching practices; create modules that can be replicated throughout the state; combine these efforts with teacher training to improve South Carolina education through professional development and credited recertification courses.	In partnership with Pre K-12 and higher education partners use technology to use and distribute education content to meet user needs. Programs and services are evaluated by users annually.	School districts throughout the state preschool and afterschool programs receive services at no cost to students.	Dean Byrd	120	Director of Education
59-7-10, 117.90	Grow agency services with quality media and programming. Transparency services to Legislature and government provide citizens with an understanding of how their government works.	Works with agency partners to identify key transparency coverage for legislature and government and produce programs for ETV viewers and listeners.	SC citizens receive balanced programming and legislative and government coverage.	Kerry Feduk	120	VP of Content
59-7-10	Produce, acquire and present broadcast, radio, web and mobile programming; become a provider of choice and create effective content.	Work with state, regional and national program providers to deliver programs on multiple platforms.	Ratings, awards, and viewership tracked quarterly and yearly.	Kerry Feduk	120	VP of Content

Strategy, Objectives and Responsibility

This is the next chart because once the agency determines its goals, and those responsible for each goal, it then needs to determine the strategy and objectives to accomplish each goal. To ensure accountability, one person should be responsible for each objective. This can be the same person responsible for the goal, if it is a small agency, or, for larger agencies, a person who reports to the person responsible for the goal. The same person is not required to be responsible for all of the objectives.

Agency Responding	South Carolina Educational Television Commission
Date of Submission	12-Jan-16
Fiscal Year for which information below pertains	2015-16

Instructions :

1) Under the "Legal Responsibilities Satisfied" column, enter the legal responsibilities (i.e. state and/or federal statutes and provisos) the goal or objective is satisfying. For each goal, the agency can copy and paste the information from the Mission, Vision and Goals Chart. All of the legal standards mentioned for a particular goal should be included next to one of the objectives under that goal. When listing the Legal Responsibilities Satisfied, the agency can group the standards together when applicable (i.e. 63-19-320 thru 63-19-370). Make sure it is clear whether the agency is referencing state or federal laws and whether it is a proviso or statute.
2) Under the "Strategic Plan Part and Description" column, enter the strategic plan part number and description (i.e. Goal 1 - Increase the number of job opportunities available to juveniles to 20 per juvenile within the next 2 years). For each goal, the agency can copy and paste the information from the Mission, Vision and Goals Chart. If the agency is still utilizing the same strategies and objectives it submitted as part of the Accountability Report, it can copy and paste those into this chart, then fill in the remainder of the columns. However, if the agency has trouble explaining how each objective is SMART, it may need to revise its objectives. In addition, if the agency has revised its strategic plan since submitting its last Accountability Report, please provide information from the most current strategic plan.
3) Under the "Describe how it is SMART" column, enter the information which shows how each goal and objective is Specific, Measurable, Attainable, Relevant and Time-bound.
4) Under the "Public Benefit/Intended Outcome" column, enter the intended outcome of accomplishing each goal and objective.
5) Under the "Responsible Person" columns, provide information about the individual who has primary responsibility/accountability for each goal and objective. The Responsible Person for a goal has different teams of employees beneath him/her to help accomplish the goal. The Responsible Person for an objective has employees and possibly different teams of employees beneath him/her to help accomplish the objective. The Responsible Person for a goal is the person who, in conjunction with his/her team(s) and approval from higher level superiors, determines the strategy and objectives needed to accomplish the goal. The Responsible Person for an objective is the person who, in conjunction with his/her employees and approval from higher level superiors, sets the performance measure targets and heads the game plan for how to accomplish the objective for which he/she is responsible. Under the "Position" column, enter the Responsible Person's position/title at the agency. Under "Office Address" column, enter the address for the office from which the Responsible Person works. Under the "Department/Division" column, enter the department or division at the agency in which the Responsible Person works. Under the "Department/Division Summary" column, enter a brief summary (no more than 1-2 sentences) of what that department or division does in the agency.

Legal Responsibilities Satisfied: (i.e. state and federal statutes or provisos the goal or objective is satisfying)	*Strategic Plan Part and Description* (i.e. Goal 1 - Insert description, Strategy 1.1 - Insert Description, Objective 1.1.1 - Insert Description)	How it is S.M.A.R.T.: Describe how each goal and objective is... Specific; Measurable; Attainable; Relevant; and Time-bound	Public Benefit/Intended Outcome: (Ex. Output = rumble strips are installed on the sides of a road; Outcome = incidents decrease and public perceives that the road is safer) Just enter the intended outcome	Responsible Person Name:	Number of months person has been responsible for the goal or objective:	Position:	Office Address:	Department or Division:	Department or Division Summary:
59-7-10, 93.17	Goal 1 - Work toward creating a more entrepreneurial agency through administrative efforts such as revenue generation, state fund development, marketing; develop employees to be successful in this new environment.	Yearly goals for revenue generation, state fund development, marketing, employee development are established and results reported on monthly.	Increased giving and underwriting support, proviso and state funding provides resources to produce and distribute quality programs and services to the state.	Melanie Boyer	60	Corporate Sponsorship Manager	*1041 George Rogers Boulevard Columbia SC 29201*	*Underwriting*	*Secures funding for programs and services.*
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 1.1 - Increase giving/underwriting support.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 1.1.1 - Work with ETV Endowment to grow revenue.	ETV Endowment in cooperation with ETV sets yearly goals for member donor revenue.	Maintain and increase revenue for programs. In 2015 nearly 4.8 million was raised in membership revenues.	Jean Pinkston	120	Festival Director	1041 George Rogers Boulevard Columbia SC 29201	Festival	Secures funding for programs and services.
	Objective 1.1.2 - Work with ETV Endowment to grow members/donors.	ETV Endowment in cooperation with ETV sets yearly goals for Endowment donors.	Maintain and increase new and renewing ETV and radio members. In 2015 there were 34,000 donors.	Jean Pinkston	120	Festival Director	1041 George Rogers Boulevard Columbia SC 29201	Festival	Secures funding for programs and services.
	Objective 1.1.3 - Increase agency underwriting.	Recruit new underwriters and work with existing underwriters to fund programs and services.	Cost effective quality content and programs offered to users on multiple platforms. In 2015 generated $864,818 in underwriting revenue.	Melanie Boyer	60	Corporate Sponsorship Manager	1041 George Rogers Boulevard Columbia SC 29201	Underwriting	Secures funding for programs and services.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 1.2 - Provide value added services to the State of South Carolina to support proviso funding.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 1.2.1 - Deliver teacher training; acknowledge and support teacher professionalism and training; support equity and access; use innovative technology.	Provide face to face training for over 8,000 educators, offer 78,000 pre K-12 online recertification and on demand education resources to every school district in the state.	Every district in the state will benefit from face to face training, professional development for educators and quality mobile K-12 resources.	Dean Byrd	120	Director of Education	1041 George Rogers Boulevard Columbia SC 29201	Education	Provides Pre K-12 and higher education services statewide.
	Objective 1.2.2 - Provide transparency services to Legislature as requested.	Offers over 400 hours of legislative streaming at no cost to citizens statewide.	Increases citizen awareness and engagement of state issues.	Tom Posey	120	Director of News and Public Affairs	1041 George Rogers Boulevard Columbia SC 29201	News & Public Affairs	Provides multiple platform news and public affairs programming statewide.

Strategy, Objectives and Responsibility

	Objective 1.2.3 - Provide emergency preparedness services to the State of South Carolina and training for public services officials.	ETV provides critical public safety to the state. Our towers house NOAA, NWS, Civil Air Patrol, and federal and state agency equipment.	In weather emergencies ETV works with EMD and the Governor's Office to communicate important information to citizens.	John Crockett	120	VP of Engineering	1041 George Rogers Boulevard Columbia SC 29201	Engineering	Provides the infrastructure and network interconnectivity for state, regional and national broadcasts as well as digital services to city, county and state government.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 1.3 - Employee development.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 1.3.1 - Provide employee performance management to all employees.	Throughout the year all employees receive online and in person feedback on performance and supervisors receive management performance training.	Staff and management have an understanding of the agency's goals and priorities and provide feedback to improve programs and services.	Karen Eubanks	24	HR Director	1041 George Rogers Boulevard Columbia SC 29201	Human Resources	Provides support and guidance to the agency for payroll, benefits, and training.
	Objective 1.3.2 - Keep turnover at 5-8%.	The HR department monitors monthly staff retention, transfers, and promotions and maintains the required state and federal documentation for employee benefits.	Positive staff morale is maintained and HR reports are filed each month.	Karen Eubanks	24	HR Director	1041 George Rogers Boulevard Columbia SC 29201	Human Resources	Provides support and guidance to the agency for payroll, benefits, and training.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 1.4 - Sale of services.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 1.4.1 - Sell production services to agencies and private sector.	Market ETV's multi platform production capability to generate revenue. In 2015 over $550,000 was generated.	Encourage use of ETV's resources by state agencies and other organizations that results in an annual revenue stream that is used for supporting infrastructure and programs and services.	Kerry Feduk	120	VP of Content	1041 George Rogers Boulevard Columbia SC 29201	Broadcast Content	Provides multiple platforms for programs and services for state and national distribution.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 1.5 - Sell ETV video product to the public.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 1.5.1 - Maximize sales of ETV programs with available product.	Market ETV's new and existing programs and content to generate sales to viewers and listeners.	On average over 3,000 program units are marketed on DVD and tape.	Melanie Boyer	60	Corporate Sponsorship Manager	1041 George Rogers Boulevard Columbia SC 29201	Underwriting	Secures funding for programs and services.
	Objective 1.5.2 - Maximize revenues from sales with available product.	Increase revenue through aggressive marketing of radio and tv programs by cross promoting online and in print. Marketing generated $90,000 in revenue.	Anticipated revenue $85,000. Increased marketing expands awareness and use of ETV's programs and services.	Melanie Boyer	60	Corporate Sponsorship Manager	1041 George Rogers Boulevard Columbia SC 29201	Underwriting	Secures funding for programs and services.
59-7-10, 117.27	Goal 2 - Produce and distribute educational programming for schools and other institutions; innovate through educational content tools using current technology and teaching practices; create modules that can be replicated throughout the state; combine these efforts with teacher training to improve South Carolina education through professional development and credited recertification courses.	In partnership with Pre K-12 and higher education partners use technology to use and distribute education content to meet user needs. Programs and services evaluated by users annually.	School districts throughout the state preschool and afterschool programs receive services at no cost to students.	Dean Byrd	120	Director of Education	1041 George Rogers Boulevard Columbia SC 29201	Education	Provides Pre K-12 and higher education services statewide.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 2.1 - Improve teacher quality by offering training to include products and services based on districts' needs. Training funds are used to train teachers, staff and administrators on how to access and utilize all the available resources, facilitate personalized training and provide online course content for professional development and credited recertification.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 2.1.1 - Provide hands on training within schools, at regional centers and at ETV. Provide online courses for teachers to acquire recertification through SDE.	Education staff provides face to face training to public, private and home school educators about content and technology to support local classroom needs.	Over 6,000 district teachers, higher education educators, early childhood and after school providers benefit from programs and services.	Dean Byrd	120	Director of Education	1041 George Rogers Boulevard Columbia SC 29201	Education	Provides Pre K-12 and higher education services statewide.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 2.2 - Create education content to support Pre K-12 districts' needs. ETV works with SDE and school districts' staff to create educational content to meet content curriculum and professional development needs. This training provides cost-effective services and offers equity and access to rural and urban schools alike. The production of SC specific content is an important resource in teaching South Carolina social studies, literacy, guidance, and professional development.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 2.2.1 - Create a new platform of Education Pre K-12 Project Modules for teachers to use in the classroom.	In partnership with K-12 educators, SDE and school districts, research and develop interactive K-12 content that can be accessed on mobile devices.	Utilization of content can be measured by district as well as teacher access and the amount of content used by subject area is also measured.	Dean Byrd	120	Director of Education	1041 George Rogers Boulevard Columbia SC 29201	Education	Provides Pre K-12 and higher education services statewide.
	Objective 2.2.2 - Continue to provide ETV StreamlineSC content, PBS LearningMedia content, and ETV's Knowitall.org and Media to students and teachers.	Utilization of ETV Streamline, PBS LearningMedia, and ETV's Knowitall.org will be measured throughout the year. Actipicated on demand use will exceed 1 million.	Users benefit from expanded inventory of assets.	Dean Byrd	120	Director of Education	1041 George Rogers Boulevard Columbia SC 29201	Education	Provides Pre K-12 and higher education services statewide.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 2.3 - Produce Pre K-12 educational broadcast topics that target parents and local communities. The narrative of the programs will be to inform these viewers of innovation, such as Transform SC, and changes with technology based instruction. To heighten public awareness among parents, teachers and students on effective education programs and initiatives in South Carolina.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 2.3.1 - Provide "Carolina Classrooms" broadcast programs to the public on topics and issues of importance to parents and citizenry.	Produce and distribute monthly program, "Carolina Classrooms" during the school year broadcast specials that address education policy and practices.	The statewide broadcast provides online access to citizens to ask questions of the presenters. Programs are archived for future use.	Dean Byrd	120	Director of Education	1041 George Rogers Boulevard Columbia SC 29201	Education	Provides Pre K-12 and higher education services statewide.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 2.4 - Aggregate content for easy access to districts throughout the state. ETV aggregates educational content to meet K-12 curriculum and professional development requirements.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 2.4.1 - Track ETV StreamlineSC and PBS LearningMedia usage to determine impact of providing content.	Provide marketing to users for feedback on use of services and conduct yearly survey about impact and benefits to over 1,300 teachers.	Children's broadcast programming exceeds 4,000 annually.	Dean Byrd	120	Director of Education	1041 George Rogers Boulevard Columbia SC 29201	Education	Provides Pre K-12 and higher education services statewide.

Strategy, Objectives and Responsibility

	Objective 2.4.2 - Track Knowitall.org usage to measure impact of provided web content.	Each month use web analytics to determine volume of use and add web content monthly to the Knowitall site.	Teachers and students benefit from a wide range of K-12 content available online and through mobile apps.	Dean Byrd	120	Director of Education	1041 George Rogers Boulevard Columbia SC 29201	Education	Provides Pre K-12 and higher education services statewide.
59-7-10, 117.90	Goal 3 - Grow agency services with quality media and programming. Transparency services to Legislature and government provide citizens with an understanding of how their government works.	Works with agency partners to identify key transparency coverage for Legislature and government and produce programs for ETV viewers and listeners.	SC citizens receive balanced programming and legislative and government coverage.	Kerry Feduk	120	VP of Content	1041 George Rogers Boulevard Columbia SC 29201	Broadcast Content	Provides multiple platforms for programs and services for state and national distribution.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 3.1 - Increase transparency support.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 3.1.1 - Increase session and committee streaming support as requested.	Based on expanding legislative needs, to cover committee sessions, House and Senate sessions, and special events from the State House, ETV streamed over 300 hours of legislative coverage and 120 hours of Supreme Court coverage.	Increase citizen awareness and engagement to provide a much needed public service.	Tom Posey	120	Director of News and Public Affairs	1041 George Rogers Boulevard Columbia SC 29201	News & Public Affairs	Provides multiple platform news and public affairs programming statewide.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 3.2 - Provide support for Law Enforcement training.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 3.2.1 - Increase certification of Law Enforcement officials as requested.	In partnership with law enforcement agencies design, produce and distribute Law Enforcement modules to support local and state agencies.	Law Enforcement professionals will benefit from content and technology training and receive required certifications.	Dean Byrd	120	Director of Education	1041 George Rogers Boulevard Columbia SC 29201	Education	Provides Pre K-12 and higher education services statewide.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 3.3 - Provide emergency operations support.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 3.3.1 - Provide SC HEART.	ETV supports SCHEART (SC Hospital Emergency Amateur Radio Team) to provide emergency communications backbone when critical crisis communications is needed including natural disasters and health crises.	Training is provided to volunteers and agency staff statewide to use the system when needed.	John Crockett	120	VP of Engineering	1041 George Rogers Boulevard Columbia SC 29201	Engineering	Provides the infrastructure and network interconnectivity for state, regional and national broadcasts as well as digital services to city, county and state government.
	Objective 3.3.2 - Continue to seek tower space leases.	ETV is responsible for maintaining and upgrading tower space leases throughout the state. Agencies use the infrastructure for a wide range of communication uses.	Consolidated management of the equipment, federal and state safety requirements and repairs results in a significant cost savings to the state.	John Crockett	120	VP of Engineering	1041 George Rogers Boulevard Columbia SC 29201	Engineering	Provides the infrastructure and network interconnectivity for state, regional and national broadcasts as well as digital services to city, county and state government.
59-7-10	Goal 4 - Produce, acquire and present broadcast, radio, web and mobile programming; become a provider of choice and create effective content.	Work with state, regional and national program providers to deliver programs on multiple platforms.	Ratings, awards, and viewership tracked quarterly and yearly.	Kerry Feduk	120	VP of Content	1041 George Rogers Boulevard Columbia SC 29201	Broadcast Content	Provides multiple platforms for programs and services for state and national distribution.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 4.1 - Maintain and develop South Carolina's image as a quality provider of national radio and television programming for the networks.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 4.1.1 - National program efforts reflect focus on sharing the good news about SCETV's quality, tasteful programming and entertainment.	Work with state, regional and national producers to identify, acquire, produce and distribute funded programming for state, regional and national broadcast.	ETV is a presenting station for award winning programs which are also distributed nationwide.	Amy Shumaker	120	Director of National Programming	1041 George Rogers Boulevard Columbia SC 29201	National Programming Content	Responsible for acquisition, production and distribution.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 4.2 - Local programming and content on both radio and television brings a balanced view of important issues in South Carolina and entertaining and enlightening content about South Carolina, including news and public affairs programming. Web use grows.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 4.2.1 - Produce engaging and enlightening local television programming; ratings reflect that quality.	With community and state partners identify programs and issues, produce quality programming, market the programs statewide and archive contect for future use.	ETV provides over 400 local programming hours and tracks by social media program use. ETV viewing households yearly average 443,220.	Kerry Feduk	120	VP of Content	1041 George Rogers Boulevard Columbia SC 29201	Broadcast Content	Provides multiple platforms for programs and services for state and national distribution.
	Objective 4.2.2 - Produce engaging and enlightening local radio programming; ratings reflect that quality.	With community and state partners identify programs and issues, produce quality programming, market the programs statewide and archive contect for future use.	SC Public Radio produces over 1,000 program hours and tracks by social media program use. SC Public Radio audience is 335,900.	Shari Hutchinson	120	VP of Radio and Programming	1041 George Rogers Boulevard Columbia SC 29201	Radio	Serves the state with 11 transmitters and offers national and local programming.
	Objective 4.2.3 - Produce engaging and enlightening local web content; web analytics reflect that quality.	With community and state partners identify programs and issues, produce quality programming, market the programs statewide and archive contect for future use.	SCETV.org website has over 2 million views.	Don Godish	120	Director of Web Services	1041 George Rogers Boulevard Columbia SC 29201	Web Services	Produces and manages web content for SC Public Radio and SCETV.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 4.3 - Maximize hours of the venerable PBS Kids and other children's programming.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 4.3.1 - With PBS Kids anchoring children's shows, provide content to help SC's children grow and learn.	SCETV partners with PBS Kids to offer over 4,000 hours of children's programming annually. Content is also available online for children and parents.	PBS Kids programming and apps are used extensively in formal and informal education settings including early childhood and after school sites.	Shari Hutchinson	120	VP of Radio and Programming	1041 George Rogers Boulevard Columbia SC 29201	Radio	Serves the state with 11 transmitters and offers national and local programming.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 4.4 - Seek to maximize number of viewers of ETV television.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Strategy, Objectives and Responsibility

	Objective 4.4.1 - Maximize TV ratings.	ETV communications and web development maximize promotion of TV offerings and track ratings using federal and state reports.	Promoting programs on multi platforms by broadcast online and print encourages use of TV offerings.	Glenn Rawls	120	Director of Communications	1041 George Rogers Boulevard Columbia SC 29201	Communications	Responsible for the marketing and promotion and tracking of viewership and listenership of ETV and SC Public Radio programming.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 4.5 - Seek to maximize number of listeners of ETV Radio.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 4.5.1 - Maximize ETV Radio ratings.	ETV communications and web development maximize promotion of radio offerings and track ratings using federal and state reports.	Promoting programs on multi platforms by broadcast online and print encourages use of radio offerings.	Shari Hutchinson	120	VP of Radio and Programming	1041 George Rogers Boulevard Columbia SC 29201	Radio	Serves the state with 11 transmitters and offers national and local programming.
The agency does not need to insert the information for the rest of the columns for any strategy, type "n/a"	Strategy 4.6 - Maximize www.scetv.org web use.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
	Objective 4.6.1 - Seek to maximize number of ETV web visitors.	ETV communications and web development maximize promotion of web visitors and track ratings using federal and state reports.	Promoting programs on multi platforms by broadcast online and print encourages use of web offerings. Use is measured by COVE sessions, users and page views and youTube views and minutes watched.	Don Godish	120	Director of Web Services	1041 George Rogers Boulevard Columbia SC 29201	Web Services	Produces and manages web content for SC Public Radio and SCETV.

Associated Programs

This is the next chart because once the agency has determined its goals, strategies and objectives, the agency needs to determine which of its programs will help achieve those objectives and goals and which programs may need to be curtailed or eliminated. If one program is helping accomplish an objective that a lot of other programs are also helping accomplish, the agency should consider whether the resources needed for that program could be better utilized (i.e. so the agency can most effectively and efficiently accomplish all of its goals and objectives) if they were distributed among the other programs that are helping accomplish the same objective or among programs that are helping accomplish other objectives.

Agency Responding	South Carolina Educational Television Commission
Date of Submission	12-Jan-16
Fiscal Year for which information below pertains	2015-16

Instructions :
1) Under the "Name of Agency Program" column, enter the name of every program at the agency on a separate row.
2) Under the "Description of Program" column, enter a 1-3 sentence description of the agency program.
3) Under the "Legal Statute Requiring Program" column, enter the legal statute which requires (this is different than allows) the program, if the program is required by a state or federal statute or proviso. Make sure it is clear whether the agency is referencing state or federal laws and whether it is a proviso or statute. If the program is not required by a state or federal statute or proviso, enter "none."
3) Under the "Objective the Program Helps Accomplish" column, enter the strategic plan objective number and description. The agency can copy the Objective number and description from the first column of the Strategy, Objective and Responsibility Chart. Enter ONLY ONE objective per row. If an agency program helps accomplish multiple objectives, insert additional rows with that agency program information and enter each different objective it helps accomplish on a separate row.

Name of Agency Program	Description of Program	Legal Statute or Proviso Requiring the Program	Objective the Program Helps Accomplish (The agency can copy the Objective number and description from the first column of the Strategy, Objective and Responsibility Chart) List ONLY ONE strategic objective per row.
Enterprise	Continue Endowment/ETV fundraising inititatives. Reinvigorate planned giving. Restructure underwriting	59-7-10	Objective 1.1.1 - Work with ETV Endowment to grow revenue.
Enterprise	Continue Endowment/ETV fundraising inititatives. Reinvigorate planned giving. Restructure underwriting	59-7-10	Objective 1.1.2 - Work with ETV Endowment to grow members/donors.
Enterprise	Continue Endowment/ETV fundraising inititatives. Reinvigorate planned giving. Restructure underwriting	59-7-10	Objective 1.1.3 - Increase agency underwriting.
Education	Continue development of digital delivery and expand service to remain competitive. Focus on accountability, literacy and teacher training	59-7-10, 117.27	Objective 1.2.1 - Deliver teacher training; acknowledge and support teacher professionalism and training; support equity and access; use innovative technology.
Local & Transparency	Continue to produce "Palmetto Scene", "Carolina Stories", news, and education coverage	59-7-10, 117.90	Objective 1.2.2 - Provide transparency services to Legislature as requested.
Transmissions & Reception	Distribute educational, transparency, and broadcast content. Provide support to agency	59-7-10, 117.90	Objective 1.2.3 - Provide emergency preparedness services to the State of South Carolina and training for public services officials.
Internal Admisnistration	Provide agency administrative functions	59-7-10	Objective 1.3.1 - Provide employee performance management to all employees.
Internal Admisnistration	Provide agency administrative functions	59-7-10	Objective 1.3.2 - Keep turnover at 5-8%.
Enterprise	Continue Endowment/ETV fundraising inititatives. Reinvigorate planned giving. Restructure underwriting	59-7-10	Objective 1.4.1 - Sell production services to agencies and private sector.
Enterprise	Continue Endowment/ETV fundraising inititatives. Reinvigorate planned giving. Restructure underwriting	59-7-10	Objective 1.5.1 - Maximize sales of ETV programs with available product.
Enterprise	Continue Endowment/ETV fundraising inititatives. Reinvigorate planned giving. Restructure underwriting	59-7-10	Objective 1.5.2 - Maximize revenues from sales with available product.
Education	Continue development of digital delivery and expand service to remain competitive. Focus on accountability, literacy and teacher training	59-7-10, 117.27	Objective 2.1.1 - Provide hands on training within schools, at regional centers and at ETV. Provide online courses for teachers to acquire recertification through SDE.
Education	Continue development of digital delivery and expand service to remain competitive. Focus on accountability, literacy and teacher training	59-7-10, 117.27	Objective 2.2.1 - Create a new platform of Education Pre K-12 Project Modules for teachers to use in the classroom.

Associated Programs

Education	Continue development of digital delivery and expand service to remain competitive. Focus on accountability, literacy and teacher training	59-7-10, 117.27	Objective 2.2.2 - Continue to provide ETV StreamlineSC content, PBS LearningMedia content, and ETV's Knowitall.org and Media to students and teachers.
Local & Transparency	Continue to produce "Palmetto Scene", "Carolina Stories", news, and education coverage	59-7-10	Objective 2.3.1 - Provide "Carolina Classrooms" broadcast programs to the public on topics and issues of importance to parents and citizenry.
Education	Continue development of digital delivery and expand service to remain competitive. Focus on accountability, literacy and teacher training	59-7-10, 117.27	Objective 2.4.1 - Track ETV StreamlineSC and PBS LearningMedia usage to determine impact of providing content.
Education	Continue development of digital delivery and expand service to remain competitive. Focus on accountability, literacy and teacher training	59-7-10, 117.27	Objective 2.4.2 - Track Knowitall.org usage to measure impact of provided web content.
Local & Transparency	Continue to produce "Palmetto Scene", "Carolina Stories", news, and education coverage	59-7-10	Objective 3.1.1 - Increase session and committee streaming support as requested.
Education	Continue development of digital delivery and expand service to remain competitive. Focus on accountability, literacy and teacher training	59-7-10, 117.90	Objective 3.2.1 - Increase certification of Law Enforcement officials as requested.
Transmissions & Reception	Distribute educational, transparency, and broadcast content. Provide support to agency	59-7-10	Objective 3.3.1 - Provide SC HEART.
Transmissions & Reception	Distribute educational, transparency, and broadcast content. Provide support to agency	59-7-10, 93.17	Objective 3.3.2 - Continue to seek tower space leases.
National Content	Continue to produce "Palmetto Scene", "Carolina Stories", news, education coverage Spoleto, NPR and CPB programming	59-7-10	Objective 4.1.1 - National program efforts reflect focus on sharing the good news about SCETV's quality, tasteful programming and entertainment.
Local & Transparency	Continue to produce "Palmetto Scene", "Carolina Stories", news, education coverage Spoleto, NPR and CPB programming	59-7-10	Objective 4.2.1 - Produce engaging and enlightening local television programming; ratings reflect that quality.
Radio	Continue to provide radio programming, "The State House Report" and news coverage	59-7-10	Objective 4.2.2 - Produce engaging and enlightening local radio programming; ratings reflect that quality.
Local & Transparency	Continue to produce "Palmetto Scene", "Carolina Stories", news, education coverage Spoleto, NPR and CPB programming	59-7-10	Objective 4.2.3 - Produce engaging and enlightening local web content; web analytics reflect that quality.
Education	Continue development of digital delivery and expand service to remain competitive. Focus on accountability, literacy and teacher training	59-7-10	Objective 4.3.1 - With PBS Kids anchoring children's shows, provide content to help SC's children grow and learn.
Communications	Distribute educational, transparency, and broadcast content. Provide support to agency	59-7-10	Objective 4.4.1 - Maximize TV ratings.
Radio Content	Continue to provide radio programming, The State House Report and news coverage	59-7-10	Objective 4.5.1 - Maximize ETV Radio ratings.
Local & Transprency	Continue to produce "Palmetto Scene", "Carolina Stories", news, education coverage Spoleto, NPR and CPB programming	59-7-10	Objective 4.6.1 - Seek to maximize number of ETV web visitors.

Strategic Budgeting

This is the next chart because once the agency determines its goals, strategies and objectives, as well as the programs that will best allow the agency to accomplish its objectives, the agency needs to determine how to allocate its funds to most effectively and efficiently accomplish the objectives. After allocating the funds to the objectives, the agency may decide to go back and revise which associated programs it will continue, curtail or eliminate in order to most effectively and efficiently accomplish its goals and objectives.

Agency Responding	South Carolina Educational Television
Date of Submission	12-Jan-16
Fiscal Year for which information below pertains	2015-2016

IMPORTANT TIME SAVING NOTE: Please note that only one year of budgeted funds is requested. Once an agency is under study with the House Legislative Oversight Committee, the Committee may request information on how the agency budgeted and spent money for the previous five years. If an agency is chosen for study five years from now, the agency can quickly and easily combine the information from this chart for each of the last five years.

Part A Instructions : Estimated Funds Available this Fiscal Year (2015-16)
1) Please enter each source of funds for the agency in a separate column. Group the funding sources however is best for the agency (i.e. general appropriation programs, proviso 18.2, proviso 19.3, grant ABC, grant XYZ, Motor Vehicle User Fees, License Fines, etc.) to provide the information requested below each source (i.e. state, other or federal funding; recurring or one-time funding; etc.). The agency is not restricted by the number of columns below so please delete or add as many as needed. **However the agency chooses to group its funding sources, it should be clear through Part A and B, how much the agency estimates it has available to spend and where the agency has budgeted the funds it has available to spend.**

Part B Instructions : How Agency Budgeted Funds this Fiscal Year (2015-16)
1) Enter each agency objective and description (i.e. Objective 1.1.1 - insert description of objective). The agency can insert as many rows as necessary so that all objectives are included.
2) After entering all of the objectives, enter each "unrelated purpose" for which money received by the agency will go (i.e. Unrelated Purpose #1 - insert description of unrelated purpose) on a separate row. An "unrelated purpose" is money the agency is legislatively directed to spend on something that is not related to an agency objective (i.e. pass through, carry forward, etc.).
3) Enter how much money from each source of funds the agency budgets to spend on each objective and unrelated purpose. The "Total budgeted to spend on objectives and unrelated purposes" for each source of funds in Part B should equal the "Amount estimated to have available to spend this fiscal year" in Part A.

Explanations from the Agency regarding Part A: *Insert any additional explanations the agency would like to provide related to the information it provides below.*

PART A
Estimated Funds Available this Fiscal Year (2015-16)

Source of Funds:	Totals	*Insert name of Source of Funds #1: General Appropriation Programs*	*Insert name of Source of Funds #2: Proviso 117.90, 117.80*	*Insert name of Source of Funds #3: Sales of goods and services*	*Insert name of Source of Funds #4: Rental Income*	*Insert name of Source of Funds #5: Contributions & Donations*	*Insert name of Source of Funds #6: Grants*	*Insert name of Source of Funds #7: EIA*	*Insert name of Source of Funds #8: Unknown*
Is the source state, other or federal funding:	Totals	*State, Federal or Other Funds?: State*	*State, Federal or Other Funds?: Other*	*State, Federal or Other Funds?: Other*	*State, Federal or Other Funds?: Other*	*State, Federal or Other Funds?: Other*	*State, Federal or Other Funds?: Other*	*State, Federal or Other Funds?: Other*	*State, Federal or Other Funds?: Federal*
Is funding recurring or one-time?	Totals	*Recurring or one-time funding?: Recurring*	*Recurring or one-time funding?: Recurring*	*Recurring or one-time funding?: Recurring*	*Recurring or one-time funding?: Recurring*	*Recurring or one-time funding?: Recurring*	*Recurring or one-time funding?: Recurring*	*Recurring or one-time funding?: Recurring*	*Recurring or one-time funding? Recurring*
$ From Last Year Available to Spend this Year									
Amount available at end of previous fiscal year		$0	$0	$0	$0	$0	$0	$0	$500,000
Amount available at end of previous fiscal year that agency can actually use this fiscal year:		0	0	0	0	0	0	0	500000
If the amounts in the two rows above are not the same, explain why :	Enter explanation for each fund to the right	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
$ Estimated to Receive this Year									
Amount budgeted/estimated to receive in this fiscal year:		277,289	4821456	1324966	898380	3837206	2616000	4949281	500000
Total Actually Available this Year									
Amount estimated to have available to spend this fiscal year (i.e. Amount available at end of previous fiscal year that agency can actually use in this fiscal year PLUS Amount budgeted/estimated to receive this fiscal year):	**$19,224,578**	277,289	4821456	1324966	898380	3837206	2616000	4949281	500000

Explanations from the Agency regarding Part B: *Insert any additional explanations the agency would like to provide related to the information it provides below.*

PART B
How Agency Budgeted Funds this Fiscal Year (2015-16)

Source of Funds: (the rows to the left should populate automatically from what the agency entered in Part A)	Totals	Insert name of Source of Funds #1: General Appropriation Programs	Insert name of Source of Funds #2: Proviso 117.90, 117.80	Insert name of Source of Funds #3: Sales of goods and services	Insert name of Source of Funds #4: Rental Income	Insert name of Source of Funds #5: Contributions & Donations	Insert name of Source of Funds #6: Grants	Insert name of Source of Funds #7: EIA	Insert name of Source of Funds #8: Unknown
Is source state, other or federal funding: (the rows to the left should populate automatically from what the agency entered in Part A)	Totals	State, Federal or Other Funds?: State	State, Federal or Other Funds?: Other	State, Federal or Other Funds?: Other	State, Federal or Other Funds?: Other	State, Federal or Other Funds?: Other	State, Federal or Other Funds?: Other	State, Federal or Other Funds?: Other	State, Federal or Other Funds?: Federal
Restrictions on how agency is able to spend the funds from this source:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Amount estimated to have available to spend this fiscal year: (the rows to the left should populate automatically from what the agency entered in Part A)	$19,224,578	$277,289	$4,821,456	$1,324,966	$898,380	$3,837,206	$2,616,000	$4,949,281	$500,000

Are expenditure of funds tracked through SCEIS? (if no, state the system through which they are recorded so the total amount of expenditures could be verified, if needed)	n/a	yes	yes	yes	yes	yes	yes	yes	yes
Where Agency Budgeted to Spend Money this Year									
Objective 1.1.1 - Work with ETV Endowment to grow revenue:						99114	2800		
Objective 1.1.2 - Work with ETV Endowment to grow members/donors:						99114	2800		
Objective 1.1.3 - Increase agency underwriting:						255000			
Objective 1.2.1 - Deliver teacher training; acknowledge and support teacher professionalism and training; support equity and access; use innovative technology:								1200000	
Objective 1.2.2 - Provide transparency services to Legislature as requested:			838269						
Objective 1.2.3 - Provide emergency preparedness services to the State of South Carolina and training for public services officials:			434244						500000
Objective 1.3.1 - Provide employee performance management to all employees:			48787						
Objective 1.3.2 - Keep turnover at 5-8%:			48788						
Objective 1.4.1 - Sell production services to agencies and private sector:				703240					
Objective 1.5.1 - Maximize sales of ETV programs with available product:				50000					
Objective 1.5.2 - Maximize revenues from sales with available product:				90000					
Objective 2.1.1 - Provide hand-on training within schools, at regional centers and at ETV. Provide online courses for teachers to acquire recertification through SDE:								1200000	
Objective 2.2.1 - Create a new platform of Education Pre K-12 Project Modules for teachers to use in the classroom:								400000	
Objective 2.2.2 - Continue to provide ETV StreamlineSC content, PBS LearningMedia content, and ETV's Knowitall.org and Media to students and teachers:								500000	
Objective 2.3.1 - Provide "Carolina Classrooms" broadcast programs to the public on topics and issues of importance to parents and citizenry:							50000		
Objective 2.4.1 - Track ETV StreamlineSC and PBS LearningMedia usage to determine impact of providing content:								300000	
Objective 2.4.2 - Track Knowitall.org usage to measure impact of provided web content:								300000	
Objective 3.1.1 - Increase session and committee streaming support as requested:		100,000							
Objective 3.2.1 - Increase certification of Law Enforcement officials as requested:			140000						
Objective 3.3.1 - Provide SC HEART.			50000						
Objective 3.3.2 - Continue to seek tower space leases:			1558042		888380				
Objective 4.1.1 - National program efforts reflect focus on sharing the good news about SCETV's quality, tasteful programming and entertainment.:						76000	200000		
Objective 4.2.1 - Produce engaging and enlightening local television programming; ratings reflect that quality:						1600000	438000		
Objective 4.2.2 - Produce engaging and enlightening local radio programming; ratings reflect that quality:						1200000	130000		
Objective 4.2.3 - Produce engaging and enlightening local web content; web analytics reflect that quality:							104229		
Objective 4.3.1 - With PBS Kids anchoring children's shows, provide content to help SC's children grow and learn:								1049281	
Objective 4.4.1 - Maximize TV ratings:				100000					
Objective 4.5.1 - Maximize ETV Radio ratings:				100000					
Objective 4.6.1 - Seek to maximize number of ETV web visitors:				100000					
Unrelated Purpose #1 - Other agency administrative functions (ie president's office, accounting, facilities management, IT):		177,289	1703326		10000	507978	674465		
Unrelated Purpose #2 - Transmisster, Tower, Microwave utilities:							724818		
Unrelated Purpose #2 - Regional Stations:				181726			288888		
Total Budgeted to Spend on Objectives and Unrelated Purposes: (this should be the same as Amount estimated to have available to spend this fiscal year)	$19,224,578	277,289	4,821,456	1,324,966	898,380	3,837,206	2,616,000	4,949,281	500,000

Objective Details

This is the next chart because once the agency determines the associated programs and amount of funds it is allocating to accomplish each objective, the agency needs to ensure it has proper performance measures established to track how effectively and efficiently it is utilizing the resources allocated. The agency also needs to consider potential negative impacts which may arise, and need to be addressed, if the objective is not accomplished; ensure the agency is addressing issues raised in previous audits or reviews; and continually consider which partners the agency could work with to more effectively and efficiently accomplish each objective.

Agency Responding	South Carolina Educational Television Commission
Date of Submission	12-Jan-16
Fiscal Year for which information below pertains	2015-16

Instructions: Below is a template to complete for each Objective listed in the Strategy, Objectives and Responsibility Chart. It is recommended that the agency copy and paste the data in this tab into multiple other tabs, while it is still blank. The agency will then have a blank version to complete for each separate Objective. The agency needs to provide information in all the cells that are highlighted. Please save the information related to each Objective as a separate tab in the excel document. Label each Tab, "O__" and insert the applicable numbers in the blanks (For example "O1.1.1"). NOTE: Call House Staff if the agency has any questions or needs any assistance in completing the information below.

Strategic Plan Context		
# and description of Goal the Objective is helping accomplish:	Work toward creating a more entrepreneurial agency through administrative efforts such as revenue generation, state fund development, marketing; develop employees to be successful in this new environment.	Copy and paste this from the second column of the Mission, Vision and Goals Chart
Legal responsibilities satisfied by Goal:	59-7-10	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 1.1 - Increase giving/underwriting support.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Objective		
Objective # and Description:	*Objective 1.1.1 - Work with ETV Endowment to grow revenue.Objective 1.1.2 - Work with ETV Endowment to grow members/donors.Objective 1.1.3 - Increase agency underwriting.*	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart
Public Benefit/Intended Outcome:	*Maintain and increase revenue for programs. In 2015 nearly 4.8 million was raised in membership revenues.Maintain and increase new and renewing ETV and radio members. In 2015 there were 34,000 donors.Cost effective quality content and programs offered to users on multiple platforms. In 2015 generated $864,818 in underwriting revenue.*	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart
Agency Programs Associated with Objective		
Program Names:	Enterprise	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column
Responsible Person		
Name:	*Melanie Boyer*	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	60	
Position:	*Director of Corporate Sponsorship*	
Office Address:	*1041 George Rogers Boulevard Columbia SC 29201*	
Department or Division:	*Underwriting*	
Department or Division Summary:	*Secures funding for programs and services.*	
Amount Budgeted and Spent To Accomplish Objective		
Total Budgeted for this fiscal year:	$458,828	Copy and paste this information from the Strategic Budgeting Chart
Total Actually Spent:	*Agency will provide next year*	

PERFORMANCE MEASURES

Objective Details

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.
1) In the cell next to, “Performance Measure,” enter the performance measure just like the agency did in the accountability report.
2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).
3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results,” enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - “Agency did not use PM during this year.”
4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Types of Performance Measures:
Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.
Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection
Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.
Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance		
Objective Number and Description	Objective 1.1.1 - Work with ETV Endowment to grow revenue.Objective 1.1.2 - Work with ETV Endowment to grow members/donors.Objective 1.1.3 - Increase agency underwriting.	
Performance Measure:	Secures and tracks Endowment donors, revenues, and underwriting.	
Type of Measure:	Outcome	
Results		
2013-14 Actual Results (as of 6/30/14):	32,215 donors: $4,369, 184 Endowment revenue: and $878,084 underwriting	
2014-15 Target Results:	40,000 donors: $4,254,400 Endowment revenue: and $935,000 underwriting	
2014-15 Actual Results (as of 6/30/15):	34,102 donors: $4,792,146 Endowment revenue: and $864,818 underwriting	
2015-16 Minimum Acceptable Results:	29,325 donors: $3,800,000 Endowment revenue: and $765,000 underwriting	
2015-16 Target Results:	34,500 donors: $4,715,250 Endowment revenue: $900,000 underwriting	
Details		
Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	No	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	ETV Executive Management Team	
Why was this performance measure chosen?	Endowment donors, revenue and underwriting revenue is critical to funding quality radio, television and online services.	
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	Additional underwriting staff hired.	
What are the names and titles of the individuals who chose the target value for 2015-16?	Melanie Boyer, Director of Corporate Sponsorship	
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	The level was set to meet the agency's entrepreneurial goal to increase revenue and membership.	
Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	Yes	
If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	N/A	

POTENTIAL NEGATIVE IMPACT

Objective Details

Instructions : Please list what the agency considers the most potential negative impact to the public that may occur as a result of the agency not accomplishing this objective. Next to, "Most Potential Negative Impact," enter the most potential negative impact to the public that may occur as a result of the agency not accomplishing the objective. Next to, "Level Requires Outside Help," enter the level at which the agency believes it needs outside help. Next to, "Outside Help to Request," enter the entities to whom the agency would reach out if the potential negative impact rises to that level. Next to, "Level Requires Inform General Assembly," enter the level at which the agency thinks the General Assembly should be put on notice of the level at which the potential negative impact has risen. Next to, "3 General Assembly Options," enter three options for what the General Assembly could do to help resolve the issue before it became a crisis. The House Legislative Oversight Committee will provide this information to all other House standing committees, but will not address it itself until the agency is under study.

Most Potential Negative Impact	*Reduction of ETV and SC Public Radio programs and services.*
Level Requires Outside Help	*No*
Outside Help to Request	*No*
Level Requires Inform General Assembly	*No*
3 General Assembly Options	*No*

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

Matter(s) or Issue(s) Under Review	Reason Review was Initiated (outside request, internal policy, etc.)	Entity Performing the Review and Whether Reviewing Entity External or Internal	Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY)

PARTNERS

Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**
ETV Endowment of SC and member viewers and listeners	*Conducts monthly meetings with ETV and ETV Endowment staff to assess progress in meeting goals.*	*NPO*

Strategic Plan Context		
# and description of Goal the Objective is helping accomplish:	Goal 1 - Work toward creating a more entrepreneurial agency through administrative efforts such as revenue generation, state fund development, marketing; develop employees to be successful in this new environment.	Copy and paste this from the second column of the Mission, Vision and Goals Chart
Legal responsibilities satisfied by Goal:	59-7-10, 117.27	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 1.2 - Provide value added services to the State of South Carolina to support proviso funding.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Objective		
Objective # and Description:	Objective 1.2.1 - Deliver teacher training; acknowledge and support teacher professionalism and training; support equity and access; use innovative technology.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10, 117.27	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart
Public Benefit/Intended Outcome:	Every district in the state will benefit from face to face training, professional development for educators and quality mobile K-12 resources.	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart
Agency Programs Associated with Objective		
Program Names:	Education	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column
Responsible Person		
Name:	*Dean Byrd*	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	120	

Objective Details

Position:	*Director of Education*
Office Address:	1041 George Rogers Boulevard Columbia SC 29201
Department or Division:	*Education*
Department or Division Summary:	Provides Pre K-12 and higher education services statewide.
Amount Budgeted and Spent To Accomplish Objective	
Total Budgeted for this fiscal year:	$1,200,000
Total Actually Spent:	*Agency will provide next year*

Copy and paste this information from the Strategic Budgeting Chart

PERFORMANCE MEASURES

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.

1) In the cell next to, "Performance Measure," enter the performance measure just like the agency did in the accountability report.

2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).

3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results," enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - "Agency did not use PM during this year."

4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Types of Performance Measures:

Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.

Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection

Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.

Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance		
Objective Number and Description	Objective 1.2.1 - Deliver teacher training; acknowledge and support teacher professionalism and training; support equity and access; use innovative technology.	
Performance Measure:	Teacher workshop participant and hands on face to face teacher training.	
Type of Measure:	Outcome	
Results		
2013-14 Actual Results (as of 6/30/14):	5,842	
2014-15 Target Results:	6,000	
2014-15 Actual Results (as of 6/30/15):	8,404	
2015-16 Minimum Acceptable Results:	5,100	
2015-16 Target Results:	6,000	
Details		
Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	No	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	ETV Executive Management Team	
Why was this performance measure chosen?	Teacher education has been core mission since 1958.	
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	N/A	
What are the names and titles of the individuals who chose the target value for 2015-16?	Dean Byrd, Director of Education	
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	6,000 is the historic average and is consistant with training requests throughout the state.	
Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	Yes	
If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	N/a	

Objective Details

POTENTIAL NEGATIVE IMPACT

Instructions : Please list what the agency considers the most potential negative impact to the public that may occur as a result of the agency not accomplishing this objective. Next to, "Most Potential Negative Impact," enter the most potential negative impact to the public that may occur as a result of the agency not accomplishing the objective. Next to, "Level Requires Outside Help," enter the level at which the agency believes it needs outside help. Next to, "Outside Help to Request," enter the entities to whom the agency would reach out if the potential negative impact rises to that level. Next to, "Level Requires Inform General Assembly," enter the level at which the agency thinks the General Assembly should be put on notice of the level at which the potential negative impact has risen. Next to, "3 General Assembly Options," enter three options for what the General Assembly could do to help resolve the issue before it became a crisis. The House Legislative Oversight Committee will provide this information to all other House standing committees, but will not address it itself until the agency is under study.

Most Potential Negative Impact	*A reduction in training would significantly impact professional development for teachers throughout the state.*
Level Requires Outside Help	*No*
Outside Help to Request	*No*
Level Requires Inform General Assembly	*No*
3 General Assembly Options	*No*

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

Matter(s) or Issue(s) Under Review	Reason Review was Initiated (outside request, internal policy, etc.)	Entity Performing the Review and Whether Reviewing Entity External or Internal	Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY)

PARTNERS

Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**
School districts throughout state, SDE, and education organizations	*Meets regularly with education partners to identify training needs.*	*State/Local Government Entity*

Strategic Plan Context		
# and description of Goal the Objective is helping accomplish:	Goal 1 - Work toward creating a more entrepreneurial agency through administrative efforts such as revenue generation, state fund development, marketing; develop employees to be successful in this new environment.	Copy and paste this from the second column of the Mission, Vision and Goals Chart
Legal responsibilities satisfied by Goal:	59-7-10, 117.90	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 1.2 - Provide value added services to the State of South Carolina to support proviso funding.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Objective		
Objective # and Description:	Objective 1.2.2 - Provide transparency services to Legislature as requested.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10, 117.90	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart
Public Benefit/Intended Outcome:	Increase citizen awarement and engagement of state issues.	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart
Agency Programs Associated with Objective		
Program Names:	Local & Transparency	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column
Responsible Person		
Name:	Tom Posey	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	120	

Objective Details

Position:	Director of News and Public Affairs
Office Address:	1041 George Rogers Boulevard Columbia SC 29201
Department or Division:	News & Public Affiars
Department or Division Summary:	Provides multiple platform news and public affairs programming statewide.
Amount Budgeted and Spent To Accomplish Objective	
Total Budgeted for this fiscal year:	$838,269
Total Actually Spent:	*Agency will provide next year*

Copy and paste this information from the Strategic Budgeting Chart

PERFORMANCE MEASURES

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.
1) In the cell next to, "Performance Measure," enter the performance measure just like the agency did in the accountability report.
2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).
3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results," enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - "Agency did not use PM during this year."
4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Types of Performance Measures:
Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.
Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection
Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.
Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance		
Objective Number and Description	Objective 1.2.2 - Provide transparency services to Legislature as requested.	
Performance Measure:	Legislative streaming hours	
Type of Measure:	Outcome	
Results		
2013-14 Actual Results (as of 6/30/14):	467	
2014-15 Target Results:	550	
2014-15 Actual Results (as of 6/30/15):	485	
2015-16 Minimum Acceptable Results:	412	
2015-16 Target Results:	485	
Details		
Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	No	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	ETV Executive Management Team	
Why was this performance measure chosen?	Based on demand for streaming services by the House, Senate and subcommittees.	
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	N/A	
What are the names and titles of the individuals who chose the target value for 2015-16?	Tom Posey, Director of News and Public Affairs	
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	Based on needs of last legislative session, the target was set at 485.	
Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	Yes	
If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	N/a	

Objective Details

POTENTIAL NEGATIVE IMPACT

Instructions : Please list what the agency considers the most potential negative impact to the public that may occur as a result of the agency not accomplishing this objective. Next to, "Most Potential Negative Impact," enter the most potential negative impact to the public that may occur as a result of the agency not accomplishing the objective. Next to, "Level Requires Outside Help," enter the level at which the agency believes it needs outside help. Next to, "Outside Help to Request," enter the entities to whom the agency would reach out if the potential negative impact rises to that level. Next to, "Level Requires Inform General Assembly," enter the level at which the agency thinks the General Assembly should be put on notice of the level at which the potential negative impact has risen. Next to, "3 General Assembly Options," enter three options for what the General Assembly could do to help resolve the issue before it became a crisis. The House Legislative Oversight Committee will provide this information to all other House standing committees, but will not address it itself until the agency is under study.

Most Potential Negative Impact	*Transparency of State House activity will be significantly reduced.*
Level Requires Outside Help	*No*
Outside Help to Request	*No*
Level Requires Inform General Assembly	*No*
3 General Assembly Options	*No*

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

Matter(s) or Issue(s) Under Review	Reason Review was Initiated (outside request, internal policy, etc.)	Entity Performing the Review and Whether Reviewing Entity External or Internal	Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY)

PARTNERS

Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**
Staff of Senate, House and members of both, Supreme Court, Retirement Services Investment Commission and Department of Legislative Services	*Provides streaming throughout each year's general session.*	*State/Local Government Entity*

Strategic Plan Context		
# and description of Goal the Objective is helping accomplish:	Goal 1 - Work toward creating a more entrepreneurial agency through administrative efforts such as revenue generation, state fund development, marketing; develop employees to be successful in this new environment.	Copy and paste this from the second column of the Mission, Vision and Goals Chart
Legal responsibilities satisfied by Goal:	59-7-10, 117.90	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 1.2 - Provide value added services to the State of South Carolina to support proviso funding.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Objective		
Objective # and Description:	Objective 1.2.3 - Provide emergency preparedness services to the State of South Carolina and training for public services officials.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10, 117.90	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart
Public Benefit/Intended Outcome:	In weather emergencies ETV works with EMD and the Governor's Office to communicate important information to citizens.	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart
Agency Programs Associated with Objective		
Program Names:	Transmissions & Reception	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column

Objective Details

Responsible Person		
Name:	John Crockett	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	120	
Position:	VP of Engineering	
Office Address:	1041 George Rogers Boulevard Columbia SC 29201	
Department or Division:	Engineering	
Department or Division Summary:	Provides the infrastructure and network interconnectivity for state, regional and national broadcasts as well as digital services to city, county and state government.	
Amount Budgeted and Spent To Accomplish Objective		
Total Budgeted for this fiscal year:	$934,244	Copy and paste this information from the Strategic Budgeting Chart
Total Actually Spent:	*Agency will provide next year*	

PERFORMANCE MEASURES

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.

1) In the cell next to, "Performance Measure," enter the performance measure just like the agency did in the accountability report.

2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).

3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results," enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - "Agency did not use PM during this year."

4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Types of Performance Measures:

Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.

Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection

Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.

Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance		
Objective Number and Description	Objective 1.2.3 - Provide emergency preparedness services to the State of South Carolina and training for public services officials.	
Performance Measure:	N/A	
Type of Measure:	N/A	
Results		
2013-14 Actual Results (as of 6/30/14):	N/A	
2014-15 Target Results:	N/A	
2014-15 Actual Results (as of 6/30/15):	N/A	
2015-16 Minimum Acceptable Results:	N/A	
2015-16 Target Results:	N/A	
Details		
Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	No	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	N/A	
Why was this performance measure chosen?	N/A	
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	N/A	
What are the names and titles of the individuals who chose the target value for 2015-16?	N/A	
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	N/A	

Objective Details

Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	N/A
If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	There is no performance measure for this objective because this service is performed on an as needed basis. ie natural disasters, civil warnings, etc.

POTENTIAL NEGATIVE IMPACT

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Most Potential Negative Impact	*Loss of this critical State service would have significant impact on the safety of South Carolina citizens.*
Level Requires Outside Help	*No*
Outside Help to Request	*No*
Level Requires Inform General Assembly	*No*
3 General Assembly Options	*No*

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

Matter(s) or Issue(s) Under Review	Reason Review was Initiated (outside request, internal policy, etc.)	Entity Performing the Review and Whether Reviewing Entity External or Internal	Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY)

PARTNERS

Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**
EMD, DOT, Governor's Office, FEMA, NOAA, Civil Air Patrol	*Monthly update, technology and training plans to support emergency support equipment and staff.*	*State/Local/Federal Government Entities*

Strategic Plan Context		
# and description of Goal the Objective is helping accomplish:	Goal 1 - Work toward creating a more entrepreneurial agency through administrative efforts such as revenue generation, state fund development, marketing; develop employees to be successful in this new environment.	Copy and paste this from the second column of the Mission, Vision and Goals Chart
Legal responsibilities satisfied by Goal:	59-7-10	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 1.3 - Employee development.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Objective		
Objective # and Description:	*Objective 1.3.1 - Provide employee performance management to all employees. Objective 1.3.2 - Keep turnover at 5-8%.*	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart

Objective Details

Public Benefit/Intended Outcome:	*Staff and management have an understanding of the agency's goals and priorities and provide feedback to improve programs and services. Positive staff morale is maintained and HR reports are filed each month.*	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart
Agency Programs Associated with Objective		
Program Names:	Internal Administration	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column
Responsible Person		
Name:	Karen Eubanks	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	24	
Position:	HR Director	
Office Address:	1041 George Rogers Boulevard Columbia SC 29201	
Department or Division:	Human Resources	
Department or Division Summary:	Provides support and guidance to the agency for payroll, benefits, and training.	
Amount Budgeted and Spent To Accomplish Objective		
Total Budgeted for this fiscal year:	$97,575	Copy and paste this information from the Strategic Budgeting Chart
Total Actually Spent:	*Agency will provide next year*	

PERFORMANCE MEASURES

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.

1) In the cell next to, “Performance Measure,” enter the performance measure just like the agency did in the accountability report.

2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).

3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results,” enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - “Agency did not use PM during this year.”

4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Types of Performance Measures:

Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.

Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection

Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.

Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance		
Objective Number and Description	Objective 1.3.1 - Provide employee performance management to all employees. Objective 1.3.2 - Keep turnover at 5-8%.	
Performance Measure:	Employee performance reviews, and turnover	
Type of Measure:	Output	
Results		
2013-14 Actual Results (as of 6/30/14):	87.30% reviews; 5% turnover	
2014-15 Target Results:	100% reviews; 5% turnover	
2014-15 Actual Results (as of 6/30/15):	88.10% reviews: 5% turnover	
2015-16 Minimum Acceptable Results:	80% reviews; 5% turnover	
2015-16 Target Results:	95% reviews; 5% turnover	
Details		
Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	No	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	ETV Executive Management Team	

Objective Details

Why was this performance measure chosen?	To maintain effective staff management and feedback and completion of performance appraisals has a positive impact and reduces staff turnover.
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	N/A
What are the names and titles of the individuals who chose the target value for 2015-16?	Karen Eubanks, HR Director
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	The value was established based on industry standards and recent agency practice.
Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	Yes
If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	N/a

POTENTIAL NEGATIVE IMPACT

Instructions : Please list what the agency considers the most potential negative impact to the public that may occur as a result of the agency not accomplishing this objective. Next to, "Most Potential Negative Impact," enter the most potential negative impact to the public that may occur as a result of the agency not accomplishing the objective. Next to, "Level Requires Outside Help," enter the level at which the agency believes it needs outside help. Next to, "Outside Help to Request," enter the entities to whom the agency would reach out if the potential negative impact rises to that level. Next to, "Level Requires Inform General Assembly," enter the level at which the agency thinks the General Assembly should be put on notice of the level at which the potential negative impact has risen. Next to, "3 General Assembly Options," enter three options for what the General Assembly could do to help resolve the issue before it became a crisis. The House Legislative Oversight Committee will provide this information to all other House standing committees, but will not address it itself until the agency is under study.

Most Potential Negative Impact	*Significant reduction of staff morale and inability to provide promotions.*
Level Requires Outside Help	*No*
Outside Help to Request	*No*
Level Requires Inform General Assembly	*No*
3 General Assembly Options	*No*

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

Matter(s) or Issue(s) Under Review	Reason Review was Initiated (outside request, internal policy, etc.)	Entity Performing the Review and Whether Reviewing Entity External or Internal	Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY)

PARTNERS

Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**
State HRD	*Maintains performance records to meet state HRD standards.*	*State/Local Government Entity*

Strategic Plan Context

# and description of Goal the Objective is helping accomplish:	Goal 1 - Work toward creating a more entrepreneurial agency through administrative efforts such as revenue generation, state fund development, marketing; develop employees to be successful in this new environment.	Copy and paste this from the second column of the Mission, Vision and Goals Chart
Legal responsibilities satisfied by Goal:	59-7-10	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 1.4 - Sale of services. Strategy 1.5 - Sell ETV video product to the public.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart

Objective Details

Objective		
Objective # and Description:	Objective 1.4.1 - Sell production services to agencies and private sector. Objective 1.5.1 - Maximize sales of ETV programs with available product. Objective 1.5.2 - Maximize revenues from sales with available product.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart
Public Benefit/Intended Outcome:	Encourage use of ETV's resources by state agencies and other organizations that results in an annual revenue stream that is used for supporting infrastructure and programs and services. On average over 3,000 program units are marketed on DVD and tape. Anticipated revenue $85,000. Increased marketing expands awareness and use of ETV's programs and services.	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart
Agency Programs Associated with Objective		
Program Names:	Enterprise	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column
Responsible Person		
Name:	Kerry Feduk, Melanie Boyer	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	120, 60	
Position:	*VP of Content, Corporate Sponsorship Manager*	
Office Address:	1041 George Rogers Boulevard Columbia SC 29201	
Department or Division:	Broadcast Content, Underwriting	
Department or Division Summary:	Provides multiple platforms for programs and services for state and national distribution. Secures funding for programs and services.	
Amount Budgeted and Spent To Accomplish Objective		
Total Budgeted for this fiscal year:	$843,240	Copy and paste this information from the Strategic Budgeting Chart
Total Actually Spent:	*Agency will provide next year*	

PERFORMANCE MEASURES

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.

1) In the cell next to, "Performance Measure," enter the performance measure just like the agency did in the accountability report.

2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).

3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results," enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - "Agency did not use PM during this year."

4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Types of Performance Measures:

Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.

Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection

Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.

Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance	
Objective Number and Description	Objective 1.4.1 - Sell production services to agencies and private sector. Objective 1.5.1 - Maximize sales of ETV programs with available product. Objective 1.5.2 - Maximize revenues from sales with available product.
Performance Measure:	Production billings, Marketing program sales (DVD/Tape), and Marketing program units (DVD/Tape)
Type of Measure:	Outcome
Results	

Objective Details

2013-14 Actual Results (as of 6/30/14):	$450,700 production billings, $134,240 marketing program sales and 5,790 marketing units	
2014-15 Target Results:	$464,221 production billings, $81,820 marketing program sales, and 2,978 marketing units	
2014-15 Actual Results (as of 6/30/15):	$556,201 production billings, $90,042 marketing program sales, and 3,658 marketing units	
2015-16 Minimum Acceptable Results:	$486,954 production billings, $76,536 marketing program sales, and 2,891 marketing units	
2015-16 Target Results:	$572,887 production billings, $90,042 marketing program sales, and 3,401 marketing units	
Details		
Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	No	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	ETV Executive Management Team	
Why was this performance measure chosen?	Selected to support the entrepreneurial mission of the agency.	
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	N/A	
What are the names and titles of the individuals who chose the target value for 2015-16?	Kerry Feduk, VP of Content, and Melanie Boyer Director fo Corporate Sponsorship	
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	Based on requests for services during previous fiscal year and marketing of ETV sales and services.	
Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	Yes	
If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	N/a	

POTENTIAL NEGATIVE IMPACT

Instructions : Please list what the agency considers the most potential negative impact to the public that may occur as a result of the agency not accomplishing this objective. Next to, "Most Potential Negative Impact," enter the most potential negative impact to the public that may occur as a result of the agency not accomplishing the objective. Next to, "Level Requires Outside Help," enter the level at which the agency believes it needs outside help. Next to, "Outside Help to Request," enter the entities to whom the agency would reach out if the potential negative impact rises to that level. Next to, "Level Requires Inform General Assembly," enter the level at which the agency thinks the General Assembly should be put on notice of the level at which the potential negative impact has risen. Next to, "3 General Assembly Options," enter three options for what the General Assembly could do to help resolve the issue before it became a crisis. The House Legislative Oversight Committee will provide this information to all other House standing committees, but will not address it itself until the agency is under study.

Most Potential Negative Impact	*Reduction of revenue reduces ability to fund infrastructure and production resources.*
Level Requires Outside Help	
Outside Help to Request	
Level Requires Inform General Assembly	
3 General Assembly Options	

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

Matter(s) or Issue(s) Under Review	Reason Review was Initiated (outside request, internal policy, etc.)	Entity Performing the Review and Whether Reviewing Entity External or Internal	Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY)

PARTNERS

Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**

Objective Details

ETV customers including but not limited to Farm Bureau, Governor's Office, Legislative Oversite Committee, Humanities Council of SC, Commission on Higher Education, SC Research Authority, MUSC, Clemson, College of Charleston, Winthop, Francis Marion and Furman University	*Promotes resources, identifies customer needs and creates packages to meet their needs.*	*State/Local Government Entity, College and University, Other Businesses and Individuals*

Strategic Plan Context		
# and description of Goal the Objective is helping accomplish:	Goal 2 - Produce and distribute educational programming for schools and other institutions; innovate through educational content tools using current technology and teaching practices; create modules that can be replicated throughout the state; combine these efforts with teacher training to improve South Carolina education through professional development and credited recertification courses.	Copy and paste this from the second column of the Mission, Vision and Goals Chart
Legal responsibilities satisfied by Goal:	59-7-10, 117.27	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 2.1 - Improve teacher quality by offering training to include products and services based on districts' needs. Training funds are used to train teachers, staff and administrators on how to access and utilize all the available resources, facilitate personalized training and provide online course content for professional development and credited recertification.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Objective		
Objective # and Description:	Objective 2.1.1 - Provide hands on training within schools, at regional centers and at ETV. Provide on line courses for teachers to acquire recertification through SDE.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10, 117.27	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart
Public Benefit/Intended Outcome:	Over 6,000 district teachers, higher education educators, early childhood and after school providers benefit from programs and services.	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart
Agency Programs Associated with Objective		
Program Names:	Education	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column
Responsible Person		
Name:	*Dean Byrd*	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	120	
Position:	*Director of Education*	
Office Address:	1041 George Rogers Boulevard Columbia SC 29201	
Department or Division:	*Education*	
Department or Division Summary:	Provides Pre K-12 and higher education services statewide.	
Amount Budgeted and Spent To Accomplish Objective		
Total Budgeted for this fiscal year:	$1,200,000	Copy and paste this information from the Strategic Budgeting Chart
Total Actually Spent:	*Agency will provide next year*	

PERFORMANCE MEASURES

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.

1) In the cell next to, “Performance Measure,” enter the performance measure just like the agency did in the accountability report.

2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).

3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results,” enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - “Agency did not use PM during this year.”

4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Objective Details

Types of Performance Measures:
Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.
Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection
Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.
Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance		
Objective Number and Description	Objective 2.1.1 - Provide hands on training within schools, at regional centers and at ETV. Provide on line courses for teachers to acquire recertification through SDE.	
Performance Measure:	Pre-K-12 Educator on-line Recertification hrs	
Type of Measure:	Outcome	
Results		
2013-14 Actual Results (as of 6/30/14):	N/A	
2014-15 Target Results:	N/A	
2014-15 Actual Results (as of 6/30/15):	78,992	
2015-16 Minimum Acceptable Results:	68,000	
2015-16 Target Results:	80,000	
Details		
Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	No	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	ETV Executive Management Team	
Why was this performance measure chosen?	ETV's online service to teachers continues to be used extensively in districts throughout the state.	
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	N/A	
What are the names and titles of the individuals who chose the target value for 2015-16?	Dean Byrd, Director of Education	
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	Based on previous year's enrollments this number factors marketing and registration information.	
Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	Yes	
If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	N/A	

POTENTIAL NEGATIVE IMPACT

Instructions : Please list what the agency considers the most potential negative impact to the public that may occur as a result of the agency not accomplishing this objective. Next to, "Most Potential Negative Impact," enter the most potential negative impact to the public that may occur as a result of the agency not accomplishing the objective. Next to, "Level Requires Outside Help," enter the level at which the agency believes it needs outside help. Next to, "Outside Help to Request," enter the entities to whom the agency would reach out if the potential negative impact rises to that level. Next to, "Level Requires Inform General Assembly," enter the level at which the agency thinks the General Assembly should be put on notice of the level at which the potential negative impact has risen. Next to, "3 General Assembly Options," enter three options for what the General Assembly could do to help resolve the issue before it became a crisis. The House Legislative Oversight Committee will provide this information to all other House standing committees, but will not address it itself until the agency is under study.

Most Potential Negative Impact	*Reduction or loss would significantly impact online training for teachers throughout the state.*
Level Requires Outside Help	*No*
Outside Help to Request	*No*
Level Requires Inform General Assembly	*No*
3 General Assembly Options	*No*

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

Objective Details

Matter(s) or Issue(s) Under Review	Reason Review was Initiated (outside request, internal policy, etc.)	Entity Performing the Review and Whether Reviewing Entity External or Internal	Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY)

PARTNERS

Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**
Course participants, SDE, School Districts, Education Associations	*Markets offerings, manages course delivery, evaluates effectiveness, and reports use and completion rates.*	*Individuals, State/Local Government Entity*

Strategic Plan Context		
# and description of Goal the Objective is helping accomplish:	Goal 2 - Produce and distribute educational programming for schools and other institutions; innovate through educational content tools using current technology and teaching practices; create modules that can be replicated throughout the state; combine these efforts with teacher training to improve South Carolina education through professional development and credited recertification courses.	Copy and paste this from the second column of the Mission, Vision and Goals Chart
Legal responsibilities satisfied by Goal:	59-7-10, 117.27	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 2.2 - Create education content to support Pre K-12 districts' needs. ETV works with SDE and school districts' staff to create educational content to meet content curriculum and professional development needs. This training provides cost-effective services and offers equity and access to rural and urban schools alike. The production of SC specific content is an important resource in teaching South Carolina social studies, literacy, guidance, and professional development.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Objective		
Objective # and Description:	*Objective 2.2.1 - Create a new platform of Education Pre K-12 Project Modules for teachers to use in the classroom. Objective 2.2.2 - Continue to provide ETV StreamlineSC content, PBS LearningMedia content, and ETV's Knowitall.org and Media to students and teachers.*	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10, 117.27	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart
Public Benefit/Intended Outcome:	*Utilization of content can be measured by district as well as teacher access and the amount of content used by subject area is also measured. Users benefit from expanded inventory of assets.*	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart
Agency Programs Associated with Objective		
Program Names:	*Education*	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column
Responsible Person		
Name:	*Dean Byrd*	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	120	
Position:	*Director of Education*	
Office Address:	1041 George Rogers Boulevard Columbia SC 29201	
Department or Division:	*Education*	
Department or Division Summary:	Provides Pre K-12 and higher education services statewide.	
Amount Budgeted and Spent To Accomplish Objective		

Objective Details

Total Budgeted for this fiscal year:	$900,000	Copy and paste this information from the Strategic Budgeting Chart
Total Actually Spent:	*Agency will provide next year*	

PERFORMANCE MEASURES

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.

1) In the cell next to, "Performance Measure," enter the performance measure just like the agency did in the accountability report.

2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).

3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results," enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - "Agency did not use PM during this year."

4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Types of Performance Measures:

Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.

Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection

Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.

Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance		
Objective Number and Description	Objective 2.2.1 - Create a new platform of Education Pre K-12 Project Modules for teachers to use in the classroom. Objective 2.2.2 - Continue to provide ETV StreamlineSC content, PBS LearningMedia content, and ETV's Knowitall.org and Media to students and teachers.	
Performance Measure:	Streamline sessions, users, and views; Knowitall sessions, users, and views; On demand Pre K-12 sessions and uses	
Type of Measure:	Outcome	
Results		
2013-14 Actual Results (as of 6/30/14):	Streamline sessions-444,787, users-136,996, views-555,085: Knowitall sessions-786,258, users-636,646, views-3,248,591: On demand Pre K-12-0	
2014-15 Target Results:	Streamline sessions-489,265, users-150,695, views-610,593: Knowitall sessions-786,258, users-636,646, views-3,248,591: On demand Pre K-12-0	
2014-15 Actual Results (as of 6/30/15):	Streamline sessions-179,811, users-72,281, views-246,514: Knowitall sessions-772,744, users-606,766, views-3,059,058: On demand Pre K-12-1,392,724	
2015-16 Minimum Acceptable Results:	Streamline sessions-0, users-0, views-0: Knowitall sessions-0, users-0, views-0: On demand Pre K-12-1,000,000	
2015-16 Target Results:	Streamline sessions-0, users-0, views-0: Knowitall sessions-0, users-0, views-0: On demand Pre K-12-1,434,000	
Details		
Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	No	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	ETV Executive Management Team	
Why was this performance measure chosen?	ETV's on demand services to schools, teachers and students is a well used resource by the majority of users throughout the state.	
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	ETV signed a contract with Infobase Learning to provide the service. During the transition year there was a reduction of users as teachers were trained on the new service.	
What are the names and titles of the individuals who chose the target value for 2015-16?	Dean Byrd, Director of Education	
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	The trend in increased service by users year to year.	
Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	Yes	

Objective Details

If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	N/A

POTENTIAL NEGATIVE IMPACT

Instructions : Please list what the agency considers the most potential negative impact to the public that may occur as a result of the agency not accomplishing this objective. Next to, "Most Potential Negative Impact," enter the most potential negative impact to the public that may occur as a result of the agency not accomplishing the objective. Next to, "Level Requires Outside Help," enter the level at which the agency believes it needs outside help. Next to, "Outside Help to Request," enter the entities to whom the agency would reach out if the potential negative impact rises to that level. Next to, "Level Requires Inform General Assembly," enter the level at which the agency thinks the General Assembly should be put on notice of the level at which the potential negative impact has risen. Next to, "3 General Assembly Options," enter three options for what the General Assembly could do to help resolve the issue before it became a crisis. The House Legislative Oversight Committee will provide this information to all other House standing committees, but will not address it itself until the agency is under study.

Most Potential Negative Impact	*Students, teachers and administrators will not have access to quality standard based free services.*
Level Requires Outside Help	
Outside Help to Request	
Level Requires Inform General Assembly	
3 General Assembly Options	

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

Matter(s) or Issue(s) Under Review	Reason Review was Initiated (outside request, internal policy, etc.)	Entity Performing the Review and Whether Reviewing Entity External or Internal	Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY)

PARTNERS

Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**
SDE, School Districts, Users	*Trains users, markets resources, surveys districts, and individuals.*	*State/Local Government Entity and Individuals*

Strategic Plan Context

# and description of Goal the Objective is helping accomplish:	Goal 2 - Produce and distribute educational programming for schools and other institutions; innovate through educational content tools using current technology and teaching practices; create modules that can be replicated throughout the state; combine these efforts with teacher training to improve South Carolina education through professional development and credited recertification courses.	Copy and paste this from the second column of the Mission, Vision and Goals Chart
Legal responsibilities satisfied by Goal:	59-7-10, 117.27	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 2.3 - To produce Pre K-12 educational broadcast topics that target parents and local communities. The narrative of the programs will be to inform these viewers of innovation, such as TransformSC, and changes with technology based instruction. To heighten public awareness among parents, teachers and students on effective education programs and initiatives in South Carolina.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart

Objective Details

Objective		
Objective # and Description:	Objective 2.3.1 - Provide "Carolina Classrooms" broadcast programs to the public on topics and issues of importance to parents and citizenry.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10, 117.27	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart
Public Benefit/Intended Outcome:	The statewide broadcast provides online access to citizens to ask questions of the presenters. Programs are archived for future use.	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart
Agency Programs Associated with Objective		
Program Names:	Education	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column
Responsible Person		
Name:	*Dean Byrd*	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	120	
Position:	*Director of Education*	
Office Address:	1041 George Rogers Boulevard Columbia SC 29201	
Department or Division:	*Education*	
Department or Division Summary:	Provides Pre K-12 and higher education services statewide.	
Amount Budgeted and Spent To Accomplish Objective		
Total Budgeted for this fiscal year:	$50,000	Copy and paste this information from the Strategic Budgeting Chart
Total Actually Spent:	*Agency will provide next year*	

PERFORMANCE MEASURES

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.

1) In the cell next to, "Performance Measure," enter the performance measure just like the agency did in the accountability report.

2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).

3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results," enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - "Agency did not use PM during this year."

4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Types of Performance Measures:

Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.

Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection

Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.

Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance	
Objective Number and Description	Objective 2.3.1 - Provide "Carolina Classrooms" broadcast programs to the public on topics and issues of importance to parents and citizenry.
Performance Measure:	N/A
Type of Measure:	N/A
Results	
2013-14 Actual Results (as of 6/30/14):	N/A
2014-15 Target Results:	N/A
2014-15 Actual Results (as of 6/30/15):	N/A
2015-16 Minimum Acceptable Results:	N/A
2015-16 Target Results:	N/A
Details	

Objective Details

Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	No	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	N/A	
Why was this performance measure chosen?	N/A	
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	N/A	
What are the names and titles of the individuals who chose the target value for 2015-16?	N/A	
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	N/A	
Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	N/A	
If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	"Carolina Classrooms" series is included in Performance Measure "Local Television Programming Hours" and Objective 4.2.1 which will follow later in report.	

POTENTIAL NEGATIVE IMPACT

Instructions : Please list what the agency considers the most potential negative impact to the public that may occur as a result of the agency not accomplishing this objective. Next to, "Most Potential Negative Impact," enter the most potential negative impact to the public that may occur as a result of the agency not accomplishing the objective. Next to, "Level Requires Outside Help," enter the level at which the agency believes it needs outside help. Next to, "Outside Help to Request," enter the entities to whom the agency would reach out if the potential negative impact rises to that level. Next to, "Level Requires Inform General Assembly," enter the level at which the agency thinks the General Assembly should be put on notice of the level at which the potential negative impact has risen. Next to, "3 General Assembly Options," enter three options for what the General Assembly could do to help resolve the issue before it became a crisis. The House Legislative Oversight Committee will provide this information to all other House standing committees, but will not address it itself until the agency is under study.

Most Potential Negative Impact	*N/A*
Level Requires Outside Help	*No*
Outside Help to Request	*No*
Level Requires Inform General Assembly	*No*
3 General Assembly Options	*No*

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

Matter(s) or Issue(s) Under Review	Reason Review was Initiated (outside request, internal policy, etc.)	Entity Performing the Review and Whether Reviewing Entity External or Internal	Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY)

PARTNERS

Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**
SDE, EOC, Education Associations and School Districts	*Develops program concetps, produces video features and markets programs to users statewide.*	*State/Local Government Entity*

Strategic Plan Context

Objective Details

# and description of Goal the Objective is helping accomplish:	Goal 2 - Produce and distribute educational programming for schools and other institutions; innovate through educational content tools using current technology and teaching practices; create modules that can be replicated throughout the state; combine these efforts with teacher training to improve South Carolina education through professional development and credited recertification courses.	Copy and paste this from the second column of the Mission, Vision and Goals Chart
Legal responsibilities satisfied by Goal:	59-7-10, 117.27	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 2.4 - To aggregate content for easy access to districts throughout the state. ETV aggregates educational content to meet K-12 curriculum and professional development requirements.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Objective		
Objective # and Description:	*Objective 2.4.1 - Track ETV StreamlineSC and PBS LearningMedia usage to determine impact of providing content. Objective 2.4.2 - Track Knowitall.org usage to measure impact of provided web content.*	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10, 117.27	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart
Public Benefit/Intended Outcome:	*Children's broadcast programming exceeds 4,000 annually. Teachers and students benefit from a wide range of K-12 content available online and through mobile apps.*	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart
Agency Programs Associated with Objective		
Program Names:	*Education*	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column
Responsible Person		
Name:	*Dean Byrd*	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	120	
Position:	*Director of Education*	
Office Address:	1041 George Rogers Boulevard Columbia SC 29201	
Department or Division:	*Education*	
Department or Division Summary:	Provides Pre K-12 and higher education services statewide.	
Amount Budgeted and Spent To Accomplish Objective		
Total Budgeted for this fiscal year:	$600,000	Copy and paste this information from the Strategic Budgeting Chart
Total Actually Spent:	*Agency will provide next year*	

PERFORMANCE MEASURES

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.

1) In the cell next to, "Performance Measure," enter the performance measure just like the agency did in the accountability report.

2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).

3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results," enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - "Agency did not use PM during this year."

4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Types of Performance Measures:

Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.

Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection

Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.

Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance

Objective Details

Objective Number and Description	Objective 2.4.1 - Track ETV StreamlineSC and PBS LearningMedia usage to determine impact of providing content. Objective 2.4.2 - Track Knowitall.org usage to measure impact of provided web content.	
Performance Measure:	Streamline sessions, users, and views; Knowitall sessions, users, and views; On demand Pre K-12 sessions and uses	
Type of Measure:	Outcome	
Results		
2013-14 Actual Results (as of 6/30/14):	Streamline sessions-444,787, users-136,996, views-555,085: Knowitall sessions-786,258, users-636,646, views-3,248,591: On demand Pre K-12-0	
2014-15 Target Results:	Streamline sessions-489,265, users-150,695, views-610,593: Knowitall sessions-786,258, users-636,646, views-3,248,591: On demand Pre K-12-0	
2014-15 Actual Results (as of 6/30/15):	Streamline sessions-179,811, users-72,281, views-246,514: Knowitall sessions-772,744, users-606,766, views-3,059,058: On demand Pre K-12-1,392,724	
2015-16 Minimum Acceptable Results:	Streamline sessions-0, users-0, views-0: Knowitall sessions-0, users-0, views-0: On demand Pre K-12-1,000,000	
2015-16 Target Results:	Streamline sessions-0, users-0, views-0: Knowitall sessions-0, users-0, views-0: On demand Pre K-12-1,434,000	
Details		
Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	No	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	ETV Executive Management Team	
Why was this performance measure chosen?	ETV's on demand services to schools, teachers and students is a well used resource by the majority of users throughout the state.	
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	ETV signed a contract with Infobase Learning to provide the service. During the transition year there was a reduction of users as teachers were trained on the new service.	
What are the names and titles of the individuals who chose the target value for 2015-16?	Dean Byrd, Director of Education	
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	The trend in increased service by users year to year.	
Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	Yes	
If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	N/A	

POTENTIAL NEGATIVE IMPACT

Instructions : Please list what the agency considers the most potential negative impact to the public that may occur as a result of the agency not accomplishing this objective. Next to, "Most Potential Negative Impact," enter the most potential negative impact to the public that may occur as a result of the agency not accomplishing the objective. Next to, "Level Requires Outside Help," enter the level at which the agency believes it needs outside help. Next to, "Outside Help to Request," enter the entities to whom the agency would reach out if the potential negative impact rises to that level. Next to, "Level Requires Inform General Assembly," enter the level at which the agency thinks the General Assembly should be put on notice of the level at which the potential negative impact has risen. Next to, "3 General Assembly Options," enter three options for what the General Assembly could do to help resolve the issue before it became a crisis. The House Legislative Oversight Committee will provide this information to all other House standing committees, but will not address it itself until the agency is under study.

Most Potential Negative Impact	*Students, teachers and administrators will not have access to quality standard based free services.*
Level Requires Outside Help	
Outside Help to Request	
Level Requires Inform General Assembly	
3 General Assembly Options	

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

Matter(s) or Issue(s) Under Review	Reason Review was Initiated (outside request, internal policy, etc.)	Entity Performing the Review and Whether Reviewing Entity External or Internal	Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY)

PARTNERS

Objective Details

Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**
SDE, School Districts, Users	*Trains users, markets resources, surveys districts, and individuals.*	*State/Local Government Entity and Individuals*

Strategic Plan Context		
# and description of Goal the Objective is helping accomplish:	Goal 3 - Grow agency services with quality media and programming. Transparency services to Legislature and government provide citizens with an understanding of how their government works.	Copy and paste this from the second column of the Mission, Vision and Goals Chart
Legal responsibilities satisfied by Goal:	59-7-10, 117.90	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 3.1 - Increase transparency support.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Objective		
Objective # and Description:	Objective 3.1.1 - Increase session and committee streaming support as requested.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10, 117.90	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart
Public Benefit/Intended Outcome:	Increase citizen awareness and engagement to provide a much needed public service.	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart
Agency Programs Associated with Objective		
Program Names:	Radio and Local & Transparency	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column
Responsible Person		
Name:	Tom Posey	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	120	
Position:	Director of News and Public Affairs	
Office Address:	1041 George Rogers Boulevard Columbia SC 29201	
Department or Division:	News & Public Affiars	
Department or Division Summary:	Provides multiple platform news and public affairs programming statewide.	
Amount Budgeted and Spent To Accomplish Objective		
Total Budgeted for this fiscal year:	$100,000	Copy and paste this information from the Strategic Budgeting Chart
Total Actually Spent:	*Agency will provide next year*	

PERFORMANCE MEASURES

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.

1) In the cell next to, "Performance Measure," enter the performance measure just like the agency did in the accountability report.

2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).

3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results," enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - "Agency did not use PM during this year."

4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Objective Details

Types of Performance Measures:
Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.
Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection
Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.
Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance		
Objective Number and Description	Objective 3.1.1 - Increase session and committee streaming support as requested.	
Performance Measure:	Legislative Streaming (session/comm) hours	
Type of Measure:	Outcome	
Results		
2013-14 Actual Results (as of 6/30/14):	467	
2014-15 Target Results:	550	
2014-15 Actual Results (as of 6/30/15):	485	
2015-16 Minimum Acceptable Results:	412	
2015-16 Target Results:	485	
Details		
Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	No	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	ETV Executive Management Team	
Why was this performance measure chosen?	Based on demand for streaming services by the House, Senate and subcommittees.	
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	N/A	
What are the names and titles of the individuals who chose the target value for 2015-16?	Tom Posey, Director of News and Public Affiars	
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	Based on needs of last legislative session, the target was set at 485.	
Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	Yes	
If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	N/a	

POTENTIAL NEGATIVE IMPACT

Instructions : Please list what the agency considers the most potential negative impact to the public that may occur as a result of the agency not accomplishing this objective. Next to, "Most Potential Negative Impact," enter the most potential negative impact to the public that may occur as a result of the agency not accomplishing the objective. Next to, "Level Requires Outside Help," enter the level at which the agency believes it needs outside help. Next to, "Outside Help to Request," enter the entities to whom the agency would reach out if the potential negative impact rises to that level. Next to, "Level Requires Inform General Assembly," enter the level at which the agency thinks the General Assembly should be put on notice of the level at which the potential negative impact has risen. Next to, "3 General Assembly Options," enter three options for what the General Assembly could do to help resolve the issue before it became a crisis. The House Legislative Oversight Committee will provide this information to all other House standing committees, but will not address it itself until the agency is under study.

Most Potential Negative Impact	*Transparency of statehouse activity will be significantly reduced.*
Level Requires Outside Help	
Outside Help to Request	
Level Requires Inform General Assembly	
3 General Assembly Options	

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

Matter(s) or Issue(s) Under Review	Reason Review was Initiated (outside request, internal policy, etc.)	Entity Performing the Review and Whether Reviewing Entity External or Internal	Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY)

Objective Details

PARTNERS

Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**
Staff of Senate, House and members of both	*Provides streaming throughout each year's general session.*	*State/Local Government Entity*

Strategic Plan Context		
# and description of Goal the Objective is helping accomplish:	Goal 3 - Grow agency services with quality media and programming. Transparency services to Legislature and government provide citizens with an understanding of how their government works.	Copy and paste this from the second column of the Mission, Vision and Goals Chart
Legal responsibilities satisfied by Goal:	59-7-10, 117.90	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 3.2 - Provide support for law enforcement training.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Objective		
Objective # and Description:	Objective 3.2.1 - Increase certification of Law Enforcement officials as requested.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10, 117.90	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart
Public Benefit/Intended Outcome:	Law enforcement professionals will benefit from content and technology training and receive required certifications.	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart
Agency Programs Associated with Objective		
Program Names:	Education	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column
Responsible Person		
Name:	*Dean Byrd*	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	120	
Position:	*Director of Education*	
Office Address:	1041 George Rogers Boulevard Columbia SC 29201	
Department or Division:	*Education*	
Department or Division Summary:	Provides Pre K-12 and higher education services statewide.	
Amount Budgeted and Spent To Accomplish Objective		
Total Budgeted for this fiscal year:	$140,000	Copy and paste this information from the Strategic Budgeting Chart
Total Actually Spent:	*Agency will provide next year*	

PERFORMANCE MEASURES

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.

1) In the cell next to, "Performance Measure," enter the performance measure just like the agency did in the accountability report.

2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).

3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results," enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - "Agency did not use PM during this year."

4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Objective Details

Types of Performance Measures:
Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.
Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection
Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.
Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance		
Objective Number and Description	Objective 3.2.1 - Increase certification of Law Enforcement officials as requested.	
Performance Measure:	Law Enforcement certifications issued	
Type of Measure:	Outcome	
Results		
2013-14 Actual Results (as of 6/30/14):	25,899	
2014-15 Target Results:	26,000	
2014-15 Actual Results (as of 6/30/15):	19,388	
2015-16 Minimum Acceptable Results:	5,000	
2015-16 Target Results:	10,000	
Details		
Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	No	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	ETV Executive Management Team	
Why was this performance measure chosen?	ETV has provided Law Enforcement training for over 40 years.	
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	Criminal Justice Acedemy has shifted the online training to an in house management system.	
What are the names and titles of the individuals who chose the target value for 2015-16?	Dean Byrd, Director of Education	
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	ETV is transitioning the service to other Law Enforcement groups and is building a base of users.	
Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	Yes	
If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	N/A	

POTENTIAL NEGATIVE IMPACT

Instructions : Please list what the agency considers the most potential negative impact to the public that may occur as a result of the agency not accomplishing this objective. Next to, "Most Potential Negative Impact," enter the most potential negative impact to the public that may occur as a result of the agency not accomplishing the objective. Next to, "Level Requires Outside Help," enter the level at which the agency believes it needs outside help. Next to, "Outside Help to Request," enter the entities to whom the agency would reach out if the potential negative impact rises to that level. Next to, "Level Requires Inform General Assembly," enter the level at which the agency thinks the General Assembly should be put on notice of the level at which the potential negative impact has risen. Next to, "3 General Assembly Options," enter three options for what the General Assembly could do to help resolve the issue before it became a crisis. The House Legislative Oversight Committee will provide this information to all other House standing committees, but will not address it itself until the agency is under study.

Most Potential Negative Impact	*Law Enforcement will not receive required certification.*
Level Requires Outside Help	
Outside Help to Request	
Level Requires Inform General Assembly	
3 General Assembly Options	

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

Objective Details

Matter(s) or Issue(s) Under Review	Reason Review was Initiated (outside request, internal policy, etc.)	Entity Performing the Review and Whether Reviewing Entity External or Internal	Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY)

PARTNERS

Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**
Criminal Justice Academy and SLED	*Meets regularly to market progams and issue certifications.*	*State/Local Government Entity*

Strategic Plan Context		
# and description of Goal the Objective is helping accomplish:	Goal 3 - Grow agency services with quality media and programming. Transparency services to Legislature and government provide citizens with an understanding of how their government works.	Copy and paste this from the second column of the Mission, Vision and Goals Chart
Legal responsibilities satisfied by Goal:	59-7-10, 117.90	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 3.3 - Provide emergency operations support.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Objective		
Objective # and Description:	*Objective 3.3.1 - Provide SC HEART. Objective 3.3.2 - Continue to seek tower space leases.*	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10, 117.90	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart
Public Benefit/Intended Outcome:	*Training is provided to volunteers and agency staff statewide to use the system when needed. Consolidated management of the equipment, federal and state safety requirements and repairs needed results in a significant cost savings to the state.*	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart
Agency Programs Associated with Objective		
Program Names:	Transmissions & Reception	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column
Responsible Person		
Name:	John Crockett	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	120	
Position:	VP of Engineering	
Office Address:	1041 George Rogers Boulevard Columbia SC 29201	
Department or Division:	Engineering	
Department or Division Summary:	Provides the infrastructure and network interconnectivity for state, regional and national broadcasts as well as digital services to city, county and state government.	
Amount Budgeted and Spent To Accomplish Objective		
Total Budgeted for this fiscal year:	$2,496,422	Copy and paste this information from the Strategic Budgeting Chart
Total Actually Spent:	*Agency will provide next year*	

PERFORMANCE MEASURES

Objective Details

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.
1) In the cell next to, "Performance Measure," enter the performance measure just like the agency did in the accountability report.
2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).
3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results," enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - "Agency did not use PM during this year."
4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Types of Performance Measures:
Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.
Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection
Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.
Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance		
Objective Number and Description	Objective 3.3.1 - Provide SC HEART. Objective 3.3.2 - Continue to seek tower space leases.	
Performance Measure:	N/A	
Type of Measure:	N/A	
Results		
2013-14 Actual Results (as of 6/30/14):	N/A	
2014-15 Target Results:	N/A	
2014-15 Actual Results (as of 6/30/15):	N/A	
2015-16 Minimum Acceptable Results:	N/A	
2015-16 Target Results:	N/A	
Details		
Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	N/A	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	N/A	
Why was this performance measure chosen?	N/A	
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	N/A	
What are the names and titles of the individuals who chose the target value for 2015-16?	N/A	
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	N/A	
Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	N/A	
If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	ETV uses it technology infrastructure to maintain telecommunication towers throughout the state which are also the backbone of the SC HEART service. The infrastructure allows first responders and medical partners to share critical information.	

POTENTIAL NEGATIVE IMPACT

Instructions : Please list what the agency considers the most potential negative impact to the public that may occur as a result of the agency not accomplishing this objective. Next to, "Most Potential Negative Impact," enter the most potential negative impact to the public that may occur as a result of the agency not accomplishing the objective. Next to, "Level Requires Outside Help," enter the level at which the agency believes it needs outside help. Next to, "Outside Help to Request," enter the entities to whom the agency would reach out if the potential negative impact rises to that level. Next to, "Level Requires Inform General Assembly," enter the level at which the agency thinks the General Assembly should be put on notice of the level at which the potential negative impact has risen. Next to, "3 General Assembly Options," enter three options for what the General Assembly could do to help resolve the issue before it became a crisis. The House Legislative Oversight Committee will provide this information to all other House standing committees, but will not address it itself until the agency is under study.

Most Potential Negative Impact	*City, county and state organizations as well as citizens would lose a rapid response communications network.*

Objective Details

Level Requires Outside Help	
Outside Help to Request	
Level Requires Inform General Assembly	
3 General Assembly Options	

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

Matter(s) or Issue(s) Under Review	Reason Review was Initiated (outside request, internal policy, etc.)	Entity Performing the Review and Whether Reviewing Entity External or Internal	Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY)

PARTNERS

Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**
EMD, Governor's Office, SLED, DNR, NOAA, Civil Air Patrol, Border Patrol, Verizon, AT&T, Tmobile	*Provide the infrastructure for agencies and others to share information.*	*State/Local Government Entity and Other Businesses*

Strategic Plan Context

# and description of Goal the Objective is helping accomplish:	Goal 4 - Produce, acquire and present broadcast, radio, web and mobile programming; become a provider of choice and create effective content.	Copy and paste this from the second column of the Mission, Vision and Goals Chart
Legal responsibilities satisfied by Goal:	59-7-10	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 4.1 - Maintain and develop South Carolina's image as a quality provider of national radio and television programming for the networks. Strategy 4.2 - Local programming and content on both radio and television brings a balanced view of important issues in South Carolina and entertaining and enlightening content about South Carolina, including news and public affairs programming. Web use grows. Strategy 4.3 - Maximize hours of the venerable PBS Kids and other children's programming.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart

Objective

Objective # and Description:	Objective 4.1.1 - National program efforts reflect focus on sharing the good news about SCETV's quality, tasteful programming and entertainment. Objective 4.2.2 - Produce engaging and enlightening local radio programming; ratings reflect that quality. Objective 4.2.3 - Produce engaging and enlightening local web content; web analytics reflect that quality. Objective 4.3.1 - With PBS Kids anchoring children's shows, provide content to help SC's children grow and learn.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart
Public Benefit/Intended Outcome:	ETV is a presenting station for award winning programs which are also distributed nationwide. ETV provides over 400 local programming hours and tracks by social media program use. ETV viewing households yearly average 443,220. SC Public Radio produces over 1,000 program hours and tracks by social media program use. SC Public Radio audience is 335,900. SCETV.org website has over 2 million views.	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart

Agency Programs Associated with Objective

Objective Details

Program Names:	*National Content, Local & transparency and Radio Content*	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column
Responsible Person		
Name:	*Shari Hutchinson*	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	120	
Position:	*VP of Radio and Content*	
Office Address:	1041 George Rogers Boulevard Columbia SC 29201	
Department or Division:	Radio and Programming	
Department or Division Summary:	Serves the state with 11 transmitters and offers national and local programming.	
Amount Budgeted and Spent To Accomplish Objective		
Total Budgeted for this fiscal year:	$4,797,510	Copy and paste this information from the Strategic Budgeting Chart
Total Actually Spent:	*Agency will provide next year*	

PERFORMANCE MEASURES

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.

1) In the cell next to, "Performance Measure," enter the performance measure just like the agency did in the accountability report.

2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).

3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results," enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - "Agency did not use PM during this year."

4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Types of Performance Measures:

Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.

Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection

Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.

Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance		
Objective Number and Description	Objective 4.1.1 - National program efforts reflect focus on sharing the good news about SCETV's quality, tasteful programming and entertainment. Objective 4.2.2 - Produce engaging and enlightening local radio programming; ratings reflect that quality. Objective 4.2.3 - Produce engaging and enlightening local web content; web analytics reflect that quality. Objective 4.3.1 - With PBS Kids anchoring children's shows, provide content to help SC's children grow and learn.	
Performance Measure:	Local TV programming hours, Local Radio programming hours, and PBS Kids programming	
Type of Measure:	Outcome	
Results		
2013-14 Actual Results (as of 6/30/14):	TV-486, Radio-1,012, PBS Kids-4,420	
2014-15 Target Results:	TV-486, Radio-1,022, PBS Kids-4,420	
2014-15 Actual Results (as of 6/30/15):	TV-478, Radio-1,094, PBS Kids-4,420	
2015-16 Minimum Acceptable Results:	TV-418, Radio-929, PBS Kids-3,757	
2015-16 Target Results:	TV-492, Radio-1,094, PBS Kids-4,420	
Details		
Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	No	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	ETV Executive Management Team	

Objective Details

Why was this performance measure chosen?	ETV's role as a statewide network requires quality programming for radio, television and web. Viewership, listenership and web use indicates level of use of the service.
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	N/A
What are the names and titles of the individuals who chose the target value for 2015-16?	Shari Hutchinson, VP of Radio & Programming
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	The levels were based on the hours of programming available to schedule and funds to produce programs and series.
Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	Yes
If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	N/a

POTENTIAL NEGATIVE IMPACT

Instructions : Please list what the agency considers the most potential negative impact to the public that may occur as a result of the agency not accomplishing this objective. Next to, "Most Potential Negative Impact," enter the most potential negative impact to the public that may occur as a result of the agency not accomplishing the objective. Next to, "Level Requires Outside Help," enter the level at which the agency believes it needs outside help. Next to, "Outside Help to Request," enter the entities to whom the agency would reach out if the potential negative impact rises to that level. Next to, "Level Requires Inform General Assembly," enter the level at which the agency thinks the General Assembly should be put on notice of the level at which the potential negative impact has risen. Next to, "3 General Assembly Options," enter three options for what the General Assembly could do to help resolve the issue before it became a crisis. The House Legislative Oversight Committee will provide this information to all other House standing committees, but will not address it itself until the agency is under study.

Most Potential Negative Impact	*Reduction in local content restricts information to citizens statewide.*
Level Requires Outside Help	*No*
Outside Help to Request	*No*
Level Requires Inform General Assembly	*No*
3 General Assembly Options	*No*

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

Matter(s) or Issue(s) Under Review	Reason Review was Initiated (outside request, internal policy, etc.)	Entity Performing the Review and Whether Reviewing Entity External or Internal	Date Review Began (MM/DD/YYYY) and Date Review Ended (MM/DD/YYYY)

PARTNERS

Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**
Governor's Office and other state agencies, viewers, producers and program providers (PBS) included but not limited to Spoleto, CPB, NPR, The Riley Institute, SC Arts Commission, Columbia Museum of Art, community councils and foundations, National Park Service, Telehealth Alliance, Humanities Council of SC	*Identify and produce programs that address culture, history, education, news and public affairs, and topics specific to SC.*	*State/Local Government Entity, Other Business, and Individual*

Strategic Plan Context

# and description of Goal the Objective is helping accomplish:	Goal 4 - Produce, acquire and present broadcast, radio, web and mobile programming; become a provider of choice and create effective content.	Copy and paste this from the second column of the Mission, Vision and Goals Chart

Objective Details

Legal responsibilities satisfied by Goal:	59-7-10	Copy and paste this from the first column of the Mission, Vision and Goals Chart
# and description of Strategy the Objective is under:	Strategy 4.4 - Seek to maximize number of viewers of ETV television. Strategy 4.5 - Seek to maximize number of listeners of ETV Radio. Strategy 4.6 - Maximize www.scetv.org web use.	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Objective		
Objective # and Description:	*Objective 4.4.1 - Maximize TV ratings. Objective 4.5.1 - Maximize ETV Radio ratings. Objective 4.6.1 - Seek to maximize number of ETV web visitors.*	Copy and paste this from the second column of the Strategy, Objectives and Responsibility Chart
Legal responsibilities satisfied by Objective:	59-7-10	Copy and paste this from the first column of the Strategy, Objectives and Responsibility Chart
Public Benefit/Intended Outcome:	Promoting programs on multi platforms by broadcast online and print encourages use of TV offerings. Promoting programs on multi platforms by broadcast online and print encourages use of radio offerings. Promoting programs on multi platforms by broadcast online and print encourages use of web offerings. Use is measured by COVE sessions, users and page views and youTube views and minutes watched.	Copy and paste this from the fourth column of the Strategy, Objectives and Responsibility Chart
Agency Programs Associated with Objective		
Program Names:	*Radio & Local & Transparency*	Enter all the agency programs which are helping accomplish this objective. The agency can determine this by sorting the Associated Programs Chart by the "Objective the Program Helps Accomplish" column
Responsible Person		
Name:	*Shari Hutchinson, Kerry Feduk*	Copy and paste this information from the fifth column of the Strategy, Objectives and Responsibility Chart
Number of Months Responsible:	120, 120	
Position:	*GM of SC Public Radio/TV Programming, VP of Content*	
Office Address:	1041 George Rogers Boulevard Columbia SC 29201	
Department or Division:	*Radio & Programming, Web Services*	
Department or Division Summary:	Serves the state with 11 transmitters and offers national and local programming. Produces and manages web content for SC Public Radio and SCETV.	
Amount Budgeted and Spent To Accomplish Objective		
Total Budgeted for this fiscal year:	$300,000	Copy and paste this information from the Strategic Budgeting Chart
Total Actually Spent:	*Agency will provide next year*	

PERFORMANCE MEASURES

Instructions : Please copy and paste the chart and questions below as many times as needed so the agency can provide this information for each Performance Measure that applies to this objective.

1) In the cell next to, "Performance Measure," enter the performance measure just like the agency did in the accountability report.

2) In the cell next to, "Type of Measure," pick the type of measure that best fits the performance measure from the drop down box (see Types of Performance Measures explained below).

3) In the next set of cells enter the actual and target results for each year. Next to "Actual Results," enter the actual value the agency had for that performance measure at the end of that year. Next to "Target Results," enter the target value the agency wanted to reach for the performance measure for that year. Next to "Minimum acceptable level," enter the minimum level for this performance measure that the agency would find acceptable. Including a minimum acceptable level and target level will hopefully encourage the agency to continually set challenging targets each year. If the agency did not utilize a particular performance measure during certain years, then enter the following next to the applicable "Actual Results" and "Target Results," - "Agency did not use PM during this year."

4) In the last set of cells, answer the questions to provide Details about each measure. In the cell next to, "Is agency required to keep track of this by the state or federal government," pick State from the drop down menu if an entity in state government requires the agency to track this information, Federal if an entity in the federal government requires the agency to track this information, or Only Agency Selected if there is no state or federal entity that requires the agency to track this information and the agency selected it.

Types of Performance Measures:

Outcome Measure - A quantifiable indicator of the public and customer benefits from an agency's actions. Outcome measures are used to assess an agency's effectiveness in serving its key customers and in achieving its mission, goals and objectives. They are also used to direct resources to strategies with the greatest effect on the most valued outcomes. Outcome measures should be the first priority. Example - % of licensees with no violations.

Efficiency Measure - A quantifiable indicator of productivity expressed in unit costs, units of time, or other ratio-based units. Efficiency measures are used to assess the cost-efficiency, productivity, and timeliness of agency operations. Efficiency measures measure the efficient use of available resources and should be the second priority. Example - cost per inspection

Output Measure - A quantifiable indicator of the number of goods or services an agency produces. Output measures are used to assess workload and the agency's efforts to address demands. Output measures measure workload and efforts and should be the third priority. Example - # of business license applications processed.

Input/Explanatory/Activity Measure - Resources that contribute to the production and delivery of a service. Inputs are "what we use to do the work." They measure the factors or requests received that explain performance (i.e. explanatory). These measures should be the last priority. Example - # of license applications received

How the Agency is Measuring its Performance	
Objective Number and Description	Objective 4.4.1 - Maximize TV ratings. Objective 4.5.1 - Maximize ETV Radio ratings. Objective 4.6.1 - Seek to maximize number of ETV web visitors.

Objective Details

Performance Measure:	ETV Television viewers (households), SC Public Radio listeners (households), SCETV online sessions, www.scetv.org users, and www.scetv.org page views	
Type of Measure:	Outcome	
Results		
2013-14 Actual Results (as of 6/30/14):	TV-464,305: Radio-342,700: Sessions-1,433,363: Users-851,234: Views-2,209,275	
2014-15 Target Results:	TV-465,000: Radio-350,000: Sessions-1,576,933: Users-936,357: Views-2,430,203	
2014-15 Actual Results (as of 6/30/15):	TV-443,200: Radio-335,900: Sessions-1,206,448: Users-714,184: Views-2,105,795	
2015-16 Minimum Acceptable Results:	TV-382,500: Radio-285,515: Sessions-1,054,000: Users-624,750: Views-0	
2015-16 Target Results:	TV-450,000: Radio-335,900: Sessions-1,240,000: Users-735,000: Views-0	
Details		
Does the state or federal government require the agency to track this? (provide any additional explanation needed, two cells over)	No	Insert any further explanation, if needed
What are the names and titles of the individuals who chose this as a performance measure?	ETV Executive Management Team	
Why was this performance measure chosen?	Ratings for viewership, listenership and web use are indicaters of use and effectiveness of service.	
If the target value was not reached in 2014-15, what changes were made to try and ensure it was reached?	ETV launched a new branding campaign, updated website, expanded web analytics, and increased use of social media.	
What are the names and titles of the individuals who chose the target value for 2015-16?	Shari Hutchinson, VP of Radio & Programming and Kerry Feduk, VP of Content	
What was considered when determining the level to set the target value in 2015-16 and why was the decision finally made on setting it at the level at which it was set?	Use by viewers and listeners of programs across multiple platforms.	
Based on the performance so far in 2015-16, does it appear the agency is going to reach the target for 2015-16?	Yes	
If the answer to the question above is "questionable" or "no," what changes are being made to try and ensure it is reached or what resources are being diverted to ensure performance measures more likely to be reached, are reached?	N/A	

POTENTIAL NEGATIVE IMPACT

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Most Potential Negative Impact	*Reduction in visibility of content and use across multiple platforms.*
Level Requires Outside Help	
Outside Help to Request	
Level Requires Inform General Assembly	
3 General Assembly Options	

REVIEWS/AUDITS

Instructions : Below please list all external or internal reviews, audits, investigations or studies ("Reviews") of the agency which occurred during the past fiscal year that relates/impacts this objective. Please remember to maintain an electronic copy of each Review and any other information generated by the entity performing the Review as copies may be requested when the agency is under study. NOTE: Responses are not limited to the number of rows below that have borders around them, please insert as many rows as needed.

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Instructions : Under the column labeled, "Current Partner Entities" list all entities the agency is currently working with that help the agency accomplish this objective. Under the "Ways Agency works with Current Partners," enter the ways the agency works with the entity (names of projects, initiatives, etc.) which helps the agency accomplish this objective. List only one partner per row and insert as many rows as necessary to list all of the partners. Note, if there is a large list of partners that all fit within a certain group, the agency can list the group instead of each partner individually. For example, if the agency works with every middle school in the state, the agency can list SC Middle Schools, instead of listing each middle school separately. As another example, if the agency works with every high school in Lexington county, the agency can list Lexington County High Schools, instead of listing each high school in the county separately.

Current Partner Entity	**Ways Agency Works with Current Partner**	**Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?**

Objective Details

Nielsen, Google Analytics	*Incorporated data from Nielsen and Google Analytics for monthly updates for management and presentation to ETV Commission*	*Other Business*

Reporting Requirements

Agency Responding	South Carolina Educational Television
Date of Submission	12-Jan-16
Fiscal Year for which information below pertains	2015-16

Instructions :
List all reports, if any, the agency is required to submit to a state, federal or outside entity on a regular basis. Insert the name of each report in a separate column and answer the questions below it. Add as many columns as needed.
PLEASE NOTE: All information the agency provides in the rows below the row labeled, “Date the Report was last submitted,” should apply to when the agency most recently submitted the report (i.e. date report was last submitted).

Agency Responding	South Carolina Educational Television Commission	South Carolina Educational Television Commission
Report #	1	2
Report Name:	Restructuring Report	Accountability Report
Why Report is Required		
Legislative entity requesting the agency complete the report:	House Legislative Oversight Committee	Executive Budget Office
Law which requires the report:	SC Restructuring Act of 2014	
Agency's understanding of the intent of the report:	Provide priorities and data for agencies, policy makers and citizens	Provide priorities and data for agencies, policy makers and citizens
Year agency was first required to complete the report:	2014	
Reporting frequency (i.e. annually, quarterly, monthly):	Annually	Annually
Information on Most Recently Submitted Report		
Date Report was last submitted:	1/12/2016	9/14/2015
Timing of the Report		
Month Report Template is Received by Agency:	December	July
Month Agency is Required to Submit the Report:	January	September
Where Report is Available & Positive Results		
To whom the agency provides the completed report:	Legislative Oversite Committee	Executive Budget Office
Website on which the report is available:	LOC	EBO
If it is not online, how can someone obtain a copy of it:	By contacting the agency	By contacting the agency

Information in all these rows should be for when

Reporting Requirements

the agency completed the report most recently	Positive results agency has seen from completing the report:	Document specifies staff responsible for goals, strategies, and objectives, summarized how the agency budget is allocated by agency goals and provides a year to year comparison of agency deliverables.	Document specifies staff responsible for goals, strategies, and objectives, summarized how the agency budget is allocated by agency goals and provides a year to year comparison of agency deliverables.

Restructuring Recommendations and Feedback

Agency Responding	South Carolina Educational Television Commission
Date of Submission	12-Jan-16
Fiscal Year for which information below pertains	2015-16

RESTRUCTURING RECOMMENDATIONS

Instructions: Please answer the questions below and add as many rows as needed.

Does the agency have any recommendations, minor or major, for restructuring?	SCETV has already gone through a major restructuring over the past 3 fiscal years. In 2014-2015 SCETV conducted a comprehensive strategic planning process which resulted in refining ETV's mission, vision, and values. The organization restructured goals, strategies and objectives. The 2014-2015 restructure is reflected in our current organizational structure and budget priorities. ETV will continue to grow entrepreneurial activities to provide a more diverse revenue stream that will support and sustain operations for the future. In 2001 there was a reduction in force due to budget cuts which lowered the workforce from 340 FTE's to 120 FTE's in a eleven year period. The primary mission change occurred in fiscal year 2012 when ETV was put on proviso funding with funding associated with service provision The general mission of the agency did not change, however, proviso funding led the agency to focus on funding associated with specific service provision and increasing revenue. The work output remains consistent with the downsizing, reflecting increased efficiency. In 2013-2014 ETV consolidated its buildings and staff into the ETV Telecommunications Center which increased efficiency and reduced facilities costs.

If the agency has recommendations for restructuring, list each one on a separate row in the chart below. Add as many rows as needed.

Does the agency recommendation require legislative action?	Recommendation for restructuring
No	N/A
No	N/A
No	N/A

FEEDBACK (Optional)

Instructions: Please answer the questions below to provide feedback on this Annual Restructuring Report ("Report").

Please list 1-3 benefits the agency sees in the public having access to the information requested in the Report, in the format it was requested.	Please list 1-3 benefits to agency management and employees in having all of this information available in one document.	Now that the agency has completed the Report, please list 1-3 things the agency could do differently next year (or it could advise other agencies to do) to complete the Report in less time and at a lower cost to the agency.
1. The document specifies staff responsible for goals, strategies and objectives.	1. Management and staff have a centralized report to review year to year deliverables.	1. Increase the time available to assign each of managers the questions/answers for their respective area(s) of services.
2. The document summarizes how the agency budget is allocated by agency goals.	2	2
3. The document summarizes year to year comparisons of deliverables.	3	3

Restructuring Recommendations and Feedback

Does the agency believe this year's Restructuring Report was less burdensome than last year's?	Please list 1-3 changes to the Report questions, format, etc. the agency recommends to ensure the Report provides the best information to the public and General Assembly, in the least burdensome way to the agency.	Please add any other feedback the agency would like to provide (add as many additional rows as necessary)
No	1. Streamline the questions. Review the questions that the Governor's Office, The Accountability Report, The House Oversite Committee, and the Senate Report require. Ask the same questions the same way. Reduce/consolidate the information needed from the various reports to reduce duplication of efforts.	
Why or why not?	2. Share data with agencies about how frequently the Restructuring Report is accessed. A year to year report on use by public and policy makers would be beneficial.	
The time alloted for completion of the information is not sufficient, and especially given other requirements and deadlines during the same time period. In this year, we also had extraordinary time pressures to do our emergency coverage of floods and various reports in the aftermath.	3	In addition to report requirementa, there are six ETV Commission meetings each year that require reports and preparation, Two ETV Advisory Council meetings and reports, four ETV Endowment Board meetings and reports, and orientation meetings and reports for new Endowment Board members.

Examples of Other Reports:

- FY 16-17 Budget to Governor's Office (Oct 1)
- EOC Report EIA Program Report (Oct 1)
- Accountability Report (mid September)
- Budget report to House Ways and Means Public Education and Special Schools Subcommittee and preparation for hearing (in January)
- Budget report and reporting to the Subcommittee on K-12 Education/Senate Finance Committee and preparation for hearing (in March)
- K-12 Technology Report (October)
- Senate Oversite Report (March)

Over the past few months we have files numerous reports regarding the floods:

- Special report on impact of the floods to the House Ways and Means Public Education and Special Schools Subcommittee
- Reports and time sheets to the SC Department of Administration on workforce time during the floods and aftermath
- FEMA reports and meetings on flood damage and mitigation

In addition to the above state reports, we are also required to submit:

- CPB reports, SABS, SAS for our Community Service Grant
- Various FCC filings, including quarterly issues/programs list

Reports required by our Director of HR:

- ACA
- OSHA
- Leave Pool Report
- Human Affairs EEO Explanatory Letter
- Grant Renewals
- FCC Audit Response
- Bonus Report
- PERFORMS Evaluations
- Conpensated Absences
- FCC EEOC Annual Report
- President's Evaluation
- VSP Performance
- Salary Supplement
- Report for Underwriters

Restructuring Recommendations and Feedback

Payroll Report
President's Planning Stage
Diversity
Benefits Enrollment
EEO Report
CDL Bonus Provision

Agencies are not required to do anything in this worksheet. This worksheet is part of the document so the proper drop down menues can be available in the other tabs.

Is Performance Measure Required?
State
Federal
Only Agency Selected

Type of Performance Measure
Outcome
Efficiency
Output
Input/Explanatory/Activity

Is the Partner a State/Local Government Entity; College, University; or Other Business, Association, or Individual?

State/Local Government Entity
College/University
Business, Association or Individual

Does the Agency have any restructuring recommendations
Yes
No

Does the agency believe this year's Restructuring Report was less burdensome than last year's?
Yes
No