

**Legislative Oversight Committee**

South Carolina House of Representatives

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*Word Template*

**Program Evaluation Report**

January, 2018

# PROGRAM EVALUATION REPORT

JANUARY 2018

The contents of this report are considered sworn testimony from the Agency Director.

## *SC Educational Television*

Date of Submission: *April 18, 2018*

### **Agency Director**

Name: Anthony Padgett  
Start Date: 10/23/2017  
Number of Years as Agency Head: 5 months  
Number of Years at Agency: 5 months  
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### **Main Agency Contact Information**

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Mailing Address: 1041 George Rogers Blvd., Columbia, SC 29201

### **Agency Online Resources**

Website address: [www.scetv.org](http://www.scetv.org)  
[www.scpublicradio.org](http://www.scpublicradio.org)  
[www.scetv.org/education](http://www.scetv.org/education)

### **Online Quick Links:**

Please provide any links to the agency website agency representatives would like listed in the report for the benefit of the public.

## TABLE OF CONTENTS

<b>I. Agency Snapshot .....</b>	<b>1</b>
A. Successes and Issues.....	1
B. Records Management.....	3
<b>II. Agency Legal Directives, Plan &amp; Resources (Study Step 1: Agency Legal Directives, Plan and Resources) .....</b>	<b>3</b>
A. History.....	3
B. Governing Body .....	7
C. Internal Audit Process .....	8
D. Laws .....	8
E. Deliverables .....	8
F. Organizational Units .....	9
<b>III. Agency Resources and Strategic Plan .....</b>	<b>9</b>
<b>IV. Performance (Study Step 2: Performance).....</b>	<b>9</b>
<b>V. Strategic Plan Summary .....</b>	<b>11</b>
<b>VI. Agency Ideas/Recommendations (Study Step 3: Recommendations) .....</b>	<b>11</b>
A. Internal Changes .....	11
B. Law Changes .....	11
<b>VII. Additional Documents to Submit .....</b>	<b>12</b>
A. Reports .....	12
B. Organizational Charts.....	12
C. Glossary of Terms.....	12
<b>VIII. Feedback (Optional) .....</b>	<b>13</b>

Please type responses to each question directly below the question. For the questions which ask agency representatives to complete an Excel chart, please complete the chart and attach it to the end of this document when submitting the Adobe (.pdf) version.

## I. Agency Snapshot

### A. Successes and Issues

#### 1. What are 3-4 agency successes?

The areas in which ETV has experienced the greatest successes include education, emergency communications, transparency, and community engagement.

##### **Education**

In the last fiscal year, ETV provided 1,104,562 on-demand Pre-K-12 uses of education content and provided face-to-face training for over 6,000 teachers. Our online portals provide custom content, lesson plans and additional media resources through KnowItAll, LearningWhy and PBS LearningMedia. In the fall of 2017, ETV launched a 24/7 dedicated channel for children's programming. Serving every school district in the state, ETV continues to grow our web presence and develop additional technology to serve administrators, teachers, and students.

##### **Emergency Communications**

ETV provides support and maintenance for the NOAA Weather Radio Network and is part of the South Carolina EAS and national WARN messaging systems. Each year, ETV provides EMD alerts, closings and weather related stories; some broadcast nationally and may include an online component. In addition, ETV partners with SCHEART to support hospitals and agencies' emergency infrastructure, providing training and sharing information during emergencies.

##### **Transparency**

We provide daily coverage of the House and Senate proceedings. In addition, ETV provides cross-platform programming for segments during local shows, weekly radio features during the legislative session, and continued presence online and via social media.

##### **Community Engagement**

ETV produces local programming that is relevant to South Carolina and available on multiple platforms. Examples during this past year include *Victory Starts Here: Fort Jackson Centennial*, the August 21<sup>st</sup> Total Solar Eclipse (which included national coverage from South Carolina), and comprehensive coverage of Hurricane Matthew. We partner with agencies and organizations to further their reach and impact to the communities they serve. ETV also hosts events and expands opportunities around a wide range of initiatives including education, culture, South Carolina history, economic development, telehealth, and environmental issues that impact the state.

Agency Personnel Responsible: ETV Senior Management Team

#### 2. What are 3-4 agency challenges? These may include things agency representatives already have a plan to improve.

ETV is a complex state agency given that it is responsible for ten television transmitters, eight FM transmitters, and 42 broadcast and microwave towers to support operations. We manage over 600 towers throughout the state to support services and maintain four regional studios that

provide local and statewide services in Beaufort, Rock Hill, Spartanburg, and Sumter. Current major challenges for the agency include:

Challenge 1 – Maintaining an aging infrastructure that is a critical backbone for the delivery of education, emergency services, and community services and programming.

Challenge 2 – Recruiting, hiring and training employees to replace a significant number of TERI employees and providing on-going training for employees as they adapt to new technologies and delivery systems.

Challenge 3 – Continuing to identify and expand entrepreneurial partnerships to support and expand the programs and services offered to citizens throughout the state.

Challenge 4 - Funding innovative programming and services to meet users' needs.

Agency Personnel Responsible: Anthony Padgett, President/CEO

3. **What are 3-4 emerging issues agency representatives anticipate having an impact on agency operations in the upcoming five years?**

ETV recognizes the following as emerging issues that will have an impact on agency operations in the upcoming five years:

**Statewide Tower Management**

ETV has taken on managing tower and antenna operations statewide. This proviso mandate requires contractual, administrative, financial, and technical monitoring and reporting. ETV is working closely with other state agencies, wireless providers, and engineers regarding ensuring ground leases and communications site license agreements are handled appropriately.

**FCC Spectrum Auction and Repack**

The FCC has concluded the nationwide spectrum auction which involved public and commercial broadcasters throughout the country. ETV was successful in receiving funds from the auction. The challenges of FCC mandatory channel reassignment in the next three years will require rigorous technical and financial oversight of contracts, equipment purchases and reimbursements. ETV is responsible for managing the funds to invest in a long-term ETV infrastructure upgrade and modernization plan. In addition, over the next three years, ETV is required to repack (channel change) ten stations throughout the state.

**ATSC 3.0**

ATSC 3.0 is the next generation of broadcast TV and is designed to replace the current technology of ATSC 1.0. It is a transformative technology that moves broadcasting to an IP-based delivery system and essentially converts the broadcast transmitter into a high-power data transmitter. This technology will allow broadcasters to offer all kinds of new businesses and services they couldn't offer before, and it gives them the flexibility and freedom to take advantage of future improvements and developments in other technology areas. The transition to ATSC 3.0 is complicated and is expected to take place over a period of years with the consumer needs being of utmost importance.

Additionally, technological changes continue to determine how our audience accesses and utilizes our data. It is our challenge to keep pace with the changing audience habits and delivery platforms. The staff and facilities to create and provide anytime/anywhere programs and services that are cross-platform, agnostic, agile, and flexible are becoming increasingly important.

### **Employee recruitment, retention and training**

The landscape for recruiting and retaining skilled and talented creative individuals is becoming increasingly competitive and we must address discrepancies in salary, compensation and work-life balance expectations. This is sometimes more difficult for a state agency. At the same time we also have a large portion of our workforce that will be eligible for retirement over the next 2 – 4 years and we will lose a lot of historical knowledge as they exit the workforce.

Agency Personnel Responsible: Anthony Padgett, President/CEO

### ***B. Records Management***

4. Is the agency current with transferring records, including electronic ones, to the Department of Archives and History? If not, why?

Currently, we do not transfer records to the Department of Archives and History. We have had several conversations with Department staff particularly as it relates to electronic records storage. We are also reviewing the Department's State Record Center criteria for records storage to determine the appropriateness of such transfers in the future.

Agency Personnel Responsible: Jennifer Green, Director of Administration and HR

5. Please provide the Committee a copy of the agency's records management policy. If the agency does not have a records management policy, what is the agency's plan to create one?

We do not have a records management policy but we do adhere to general records retention schedules that apply to state agencies. There are plans to develop a policy in the future.

Agency Personnel Responsible: Jennifer Green, Director of Administration and HR

## **II. Agency Legal Directives, Plan & Resources (Study Step 1: Agency Legal Directives, Plan and Resources)**

### ***A. History***

6. Please provide the major events history of the agency by year, from its origin to the present, in a bulleted list. Include the names of each director with the year the director started and major events (e.g., programs added, cut, departments/divisions changed, etc.).

- 1957
  - In 1957, South Carolina's General Assembly passes a concurrent resolution calling for a study of the use of television in public schools. The study committee recommends a pilot project be funded.
- 1958
  - A studio is built at Dreher High School in Columbia and the first telecast is transmitted via closed-circuit September 8, 1958. R. Lynn Kalmbach is selected as project director and Henry J. Cauthen is selected as technical director. Both would later serve as an ETV president.
- 1960
  - The General Assembly establishes the Educational Television Commission of South Carolina. R. Lynn Kalmbach serves as General Manager of the new state agency. Dr. George E. Bair serves as Education

Director, and Henry J. Cauthen serves as Director of Production and Engineering. An empty grocery store at 2712 Millwood Avenue in Columbia is turned into the ETV studio and broadcast center. The agency will remain there, expanding into 23+ buildings up and down the street, until 1996. Classes, though still live, are now also recorded using a four-year-old technology called “videotape.”

- 1961
  - ETV reaches into 31 schools in 11 counties.
- 1962
  - Expansion of the closed-circuit system allows state agencies and public school teachers to use ETV for continuing professional education and post-graduate medical education. The closed-circuit network is extended to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, university extension centers and 10 hospitals.
- 1963
  - WNTV-TV 29 in Greenville signs on, making ETV a broadcast entity.
- 1964
  - WITV-TV 7 in Charleston signs on.
- 1965
  - Henry J. Cauthen is named Director of Administration and Dr. George Bair is named Director of Education after the death of R. Lynn Kalmbach. *Crime to Court*, a monthly training video and booklet for judges and law enforcement officers, begins production. It will last for nearly three decades and, at its height, train 6,500 police officers, judges, and magistrates nationally.
- 1966
  - WRLK-TV 35 in Columbia, named for R. Lynn Kalmbach, signs on. The first ETV program magazine (*ETV Guide*) is published, providing the broadcast schedule for NET (National Educational Television) from New York City as well as local productions and classes. ETV's first weekly public affairs program *Off the Cuff* is broadcast.
- 1967
  - The Public Broadcasting Act is signed into law, paving the way for the Corporation for Public Broadcasting, PBS, and NPR. ETV is given one of the pens used by President Lyndon Johnson to sign the act into law. It is a difficult year for ETV funding, and the *ETV Guide* is temporarily discontinued. Color broadcasting is delayed. Despite the setbacks, WJPM in Florence (named for James Pierce Mozingo III) and WEBA in Allendale (named for Edgar Allen Brown) begin broadcasting.
- 1970
  - Cable television begins to expand ETV's reach into homes. New ETV television courses allow students to earn their MBA via USC at their local technical college. During the courses, the students can talk back to the TV presenter via telephone.
- 1971
  - ETV becomes the presenting station for William F. Buckley's *Firing Line*, which moves from ABC. The series runs until 1999. Color studio production begins. The General Assembly approves \$3.6 million in bonds to extend ETV broadcasts to the entire state. Henry Cauthen is elected to the PBS Board of Directors.
- 1972
  - The South Carolina Educational Radio Network (SCERN, later ETV Radio and then SC Public Radio) is born. WEPR-FM 90.1 in Greenville (via Clemson studios) goes on the air, broadcasting the NPR Classical News format. *All Things Considered* is the first program aired. The service includes specialized "radio for the blind" broadcasts. Transmitted on a special sub-frequency to those with special radio receivers, the service includes volunteers reading local newspapers aloud.
- 1974
  - WSCI-FM 89.3 in Charleston joins SCERN.
- 1975
  - WRJA in Sumter (TV and radio) and WJWJ (TV) in Beaufort begin transmitting. WRJA is named for legislator R. J. Aycock, WJWJ for legislator W. James Waddell, Jr. Educational Radio for the Blind moves to SCERN's Columbia studios.

- 1976
  - WLTR-FM 91.3 in Columbia signs on. Because of ETV's tower network, South Carolina becomes the second state in the nation to use NOAA's new weather radio system.
- 1977
  - The ETV Endowment is created as the non-profit entity that supports the educational programs of ETV and SCERN. Elaine Freeman serves as the founding executive director of the Endowment. As a part of a seven-nation live broadcast, ETV originates the U.S. portion of *Christmas Around the World* from Columbia Mall. ETV's *Spoletto: Festival of Two Worlds* airs on PBS.
- 1978
  - WNSC in Rock Hill signs on with radio and TV service. In a special *Firing Line* produced in Columbia, William F. Buckley is joined by Ronald Reagan. The ETV production of Spoleto Festival opera *The Consul* is presented on PBS' *Great Performances*. ETV provides nightly coverage of the Spoleto Festival from Charleston. ETV joins the PBS satellite system.
- 1980
  - WRTS-TV 49 in Spartanburg signs on. It is later renamed WRET-TV for Rickard E. Tukey. Radio service is added to TV service in Beaufort as WJWJ-FM 89.9. SCERN's first instructional radio series, *Catch On*, debuts. Closed captioning begins.
- 1981
  - WHMC-FM 90.1 in Conway signs on. ETV is selected as the National Center for Instructional Television to transmit programming by satellite to public schools nationwide. ETV receives the Verner Award for Government Body.
- 1984
  - WNEH in Greenwood signs on.
- 1986
  - *NatureScene* is broadcast nationally.
- 1988
  - ETV broadcasts *The Black History Teleconference*, connecting South Carolina with communities in Detroit, Atlanta and Washington, DC. The teleconference becomes a yearly event for nearly a quarter of a century. The 18-state Satellite Educational Resources Consortium, under ETV President Cauthen's leadership, receives a \$5.6 million grant from the US Department of Education to implement the Star Schools project, providing live, interactive instruction via satellite in math, foreign language and science.
- 1989
  - WLJK-FM in Aiken signs on.
- 1990
  - The Charleston TV service is restored after it was destroyed by Hurricane Hugo. *Windswept Hearts*, a live call-in simulcast for radio and TV, helps South Carolinians deal with the emotional aftermath of the storm. Via the Star Schools project, ETV transmits teachers live to over 10,000 classrooms, teaching Russian (with native Russian teachers), A.P. Economics, and A.P. Calculus. President Henry Cauthen is nominated to the Corporation for Public Broadcasting board by President George H. Bush.
- 1992
  - With a 2.4 million dollar grant, ETV launches The Early Childhood Professional Development Network, a national initiative that delivers live interactive training seminars to over 1,000 Head Start teachers in isolated rural areas across the United States. The staff begins the move to the new ETV office headquarters on George Rogers Boulevard, previously the home of *The State* and *The Columbia Record* newspapers. In a first, The Corporation for Public Broadcasting holds its annual meeting at ETV. ETV's mascot Lindsay the Leopard makes a dramatic transformation into Smart Cat.
- 1993
  - ETV upgrades to a digital satellite system that allows 20 channels of two-way video and audio to schools, state government, and higher education institutions, including the Medical University of South Carolina and Richland Memorial Hospital.



- 1994
  - ETV begins construction of a new studio building at George Rogers Boulevard across the street from the ETV office building. The ETV Endowment raises in excess of four million dollars to purchase the property, which it will later sell to the state for one dollar.
- 1995
  - ETV installs satellite dishes on every middle, high, and vocational school in the state, begins Teacher Training Institutes statewide on new technologies and teaching, and introduces its first World Wide Web site. ETV's Learning Link begins internet service to middle school teachers. Budget cuts release the staff of Charleston radio station WSCI, which remains only as a transmitter.
- 1996
  - Community advisory committees around the state are created to involve more communities with ETV.
- 1997
  - ETV begins broadcasting and producing from its new studio facilities at 1041 George Rogers Boulevard. President Henry Cauthen announces his retirement, and is given the Lifetime Achievement Award from the Corporation for Public Broadcasting. It is only the second time the award has been given.
- 1998
  - Paul Amos takes the helm as ETV's third president. ETV launches the *READY TO LEARN* service to help meet the state's challenge of preparing South Carolina's children for first grade.
- 2000
  - SCERN starts broadcasting multiple formats, using either NPR News or NPR Classical/News formats. President Paul Amos unexpectedly passes away.
- 2001
  - Maurice "Moss" Bresnahan joins ETV as the new president. *KnowItAll.org* is launched, ETV's web-based instructional service to schools.
- 2003
  - The South Carolina Channel, ETV's first digital channel, launches at the State Fair. The agency consisted of the following eight divisions reporting to the ETV President: Broadcasting, Development, Administrative Services, School Services, Engineering, Production, Communications & Government Relations, and Continuing Education.
- 2004
  - ETV launches *StreamlineSC*, an educational technology resource that makes over 10,000 educational videos and corresponding lesson plans and quizzes available to every public, private and home school in the Palmetto State. In just over a year, it receives its one-millionth page view.
- 2006
  - *StreamlineSC* reaches its one millionth hit.
- 2008
  - David Crouch becomes interim president of ETV. ETV Endowment Founding Executive Director Elaine Freeman retires. The agency consisted of the following seven divisions reporting to the ETV President: Administrative Services, Engineering, Education, Content, Radio and Programming, Development, and Communications and Legislative Relations.
- 2009
  - ETV ends its analog television broadcasting service. Coby Hennecy is named the Executive Director of the ETV Endowment. The agency consisted of the following seven divisions reporting to the ETV President: National Development/Radio, Engineering, Education, Content, Fundraising and Programming, HR and Administration, and Financial Operations.
- 2010
  - Linda O'Bryon is named President and Chief Executive Officer of ETV. The agency consisted of the following seven divisions reporting to the ETV President: National Programming/Radio, Engineering, Education, Content, Development and Programming, Administration/HR, and Financial Operations.
- 2011
  - Following a successful ETV Endowment capital campaign, ETV Radio moves into new 1.5 million dollar facility funded by corporate underwriters and over 1,000 ETV Endowment donors. The agency consisted of the following seven divisions reporting to the ETV President: ETV Radio and TV Programming,

Engineering, Education, Content, Underwriting and Business Enterprises, Administration/HR, and Financial Operations.

- 2012
  - Linda O'Bryon is named to the PBS board. ETV's Administration Building is sold to USC; the proceeds will be used to renovate and build-out unfinished areas of ETV's Telecommunications Center. ETV's Rapid Response Studio begins operation. This special studio links local newsworthy guests to national TV news programs with long interview formats. ETV Radio marks its 40th anniversary. Rowland Alston retires as host of *Making It Grow!* and receives The Order of the Palmetto, the State's highest award. Regular contributor Amanda McNulty becomes the new host.
- 2015
  - ETV Radio is renamed SC Public Radio. The agency consisted of the following eight divisions reporting to the ETV President: Radio and TV Programming, Engineering, Education, Content, Communications, Underwriting, Administration/HR/IT, and Financial & Procurement.
- 2016
  - ETV and SC Public Radio launch their own app. President and CEO Linda O'Bryon announces her retirement.
- 2017
  - Anthony Padgett is selected as ETV's President and CEO. The ETV Endowment celebrates 40 years. Smart Cat turns 25. The 2017 solar eclipse passes directly over Columbia (and the State Museum's telescope), which provides a perfect vantage point for a live national program and webcast for homes and schools during the event. SC Public Radio launches its first HD radio signal in Charleston.

Agency Personnel Responsible: Jennifer Green, Director of Administration and HR;  
Glenn Rawls, Director of Communications

## ***B. Governing Body***

7. Please provide information about the body that governs the agency, if any, and to whom the agency head reports. Explain what the agency's enabling statute outlines about the agency's governing body (e.g., board, commission, etc.), including, but not limited to: total number of individuals in the body; whether the individuals are elected or appointed; who elects or appoints the individuals; the length of term for each individual; whether there are any limitations on the total number of terms an individual can serve; whether there are any limitations on the number of consecutive terms an individual can serve; the names of the individuals currently on the governing body, date elected/appointed, and term number; duties of the governing body and any other requirements or nuances about the body which the agency believes is relevant to understanding how it and the agency operate. If the governing body operates differently than outlined in statute, please describe the differences.

The South Carolina ETV Commission was created in 1960 in Section 21-60 (now Section 59-7-10) of the Code of Laws of South Carolina. The Commission is charged with developing a statewide educational communications system to serve the needs of the people of South Carolina. The Commission transmits ETV programs to the public schools, institutions of higher education, other state agencies, and the general public through a statewide system, including broadcast transmitters and the Internet. The Commission also assists state schools and agencies with other communications needs and with the development of instructional and educational technology materials such as educational radio programs, online resources, and printed materials. ETV serves as an emergency communications backbone for the State.

The current Commission is comprised of nine members (one member from each Congressional District, a chairman from the state-at-large, and the State Superintendent of Education) who are reimbursed mileage and a \$35 per day per diem.

There are currently no term limits for members of the Commission. Members are appointed by the Governor and serve six-year, staggered terms. Commission membership also includes the Superintendent of Education who is elected. A member continues to serve at the end of his/her term until he/she is either replaced, reappointed, or resigns.

The Commission meets at the call of the Chair and typically meets every other month.

Commission Members are as follows:

March 2011	Chairman from the State-at-large	Brent Nelsen
September 2012	Representing 1 <sup>st</sup> Congressional District	Parker Harrington
March 2011	Representing 2 <sup>nd</sup> Congressional District	Elise Bidwell
October 2012	Representing 3 <sup>rd</sup> Congressional District	Craig Kinley
July 2011	Representing 4 <sup>th</sup> Congressional District	Karen Martin
September 2012	Representing 5 <sup>th</sup> Congressional District	David Vipperman
March 2011	Representing 6 <sup>th</sup> Congressional District	Nicole Holland
January 2017	Representing 7 <sup>th</sup> Congressional District	Jill Kelso Holt
January 2015	State Superintendent of Education	Molly Spearman

Agency Personnel Responsible: Myra Boyd, Executive Assistant to the President

### *C. Internal Audit Process*

- Please provide information about the agency's internal audit process, including: whether the agency has internal auditors; a copy of the internal audit policy or charter; the date the agency first started performing audits; the positions of individuals to whom internal auditors report; the general subject matters audited; the position of the person who makes the decision of when an internal audit is conducted; whether internal auditors conduct an agency-wide risk assessment routinely; whether internal auditors routinely evaluate the agency's performance measurement and improvement systems; the total number of audits performed in the last five fiscal years; and the date of the most recent Peer Review or Self-Assessment by the SC State Internal Auditors Association or other entity (if other entity, name of that entity).

ETV does not currently have an internal audit process.

Agency Personnel Responsible: Anthony Padgett, President/CEO

### *D. Laws*

- Please complete the **Laws Chart** tab in the attached Excel document.

Agency Personnel Responsible: Jennifer Green, Director of Administration and HR

### *E. Deliverables*

- Please complete the **Deliverables Chart** tab in the attached Excel document.

Agency Personnel Responsible: Jennifer Green, Director of Administration and HR

11. Please complete the **Deliverables - Potential Harm Chart** tab in the attached Excel document.

Agency Personnel Responsible: Jennifer Green, Director of Administration and HR

#### *F. Organizational Units*

12. Please complete the **Organizational Units Chart** tab in the attached Excel document.

Agency Personnel Responsible: Jennifer Green, Director of Administration and HR

### III. Agency Resources and Strategic Plan

13. Please complete the **Comprehensive Strategic Finances Chart** tab in the attached Excel document, to provide the Committee information on how the agency spent its funding in 2016-17.

Agency Personnel Responsible: Department of Administration Finance/Budget Team; ETV Senior Management Team

14. Please provide the following information regarding the amount of funds remaining at the end of each year that the agency had available to use the next year (i.e., in 2011-12, insert the amount of money left over at the end of the year that the agency was able to carry forward and use in 2012-13), for each of the last five years.

Year	<u>2012-13</u>	<u>2013-14</u>	<u>2014-15</u>	<u>2015-16</u>	<u>2016-17</u>
Amount Remaining at end of year that agency could use the next year	State: Other: 7,900,985.21 Federal: (15,699.82)	State: Other: 7,505,184.18 Federal: (491,181.95)	State: Other: 7,990,304.73 Federal:	State: 27,753.20 Other: 10,707,041.90 Federal: 15,684.22	State: 617,853.46 Other: 9,843,045.66 Federal: 95,125.46

Agency Personnel Responsible: Department of Administration Finance/Budget Team

### IV. Performance (Study Step 2: Performance)

15. Please complete the **Performance Measures Chart** tab in the attached Excel document.

Agency Personnel Responsible: ETV Senior Management Team

16. After completing the Performance Measure Chart, please pick three agency deliverables and provide the following information for each:

- What is the ideal benchmark outcome? How did the agency determine this to be the benchmark outcome?
- What, if any, entity (i.e., a local/state/federal government entity or a private entity in SC or another state) is the best at meeting that standard?

- Why does the agency consider that entity the best (most efficient, obtains best outcomes, efficient and obtains best outcomes, obtains best outcomes with limited resources, etc.)?
- Actions taken by the agency to obtain ideas on processes or best practices that will allow the agency to continually improve.

**Pre K-12 Educator Online Recertification Renewal Credits (2016-17 target value 95,000 – actual value 86,340)**

Pre K-12 educator online renewal recertification is a priority for teachers throughout South Carolina. All public school teachers are required to complete 120 hours of renewal credit every five years. Each year, ETV surveys teachers, administrators, and staff to learn how to better serve their needs. For FY 2017-2018, out of all of ETV's educational offerings, professional development services ranked second. For all the pre K-12 professional development services, including face-to-face webinars, and blended learning, online courses ranked number one. ETV's mission is to enrich lives by educating children, informing and connecting citizens, celebrating our culture and instilling the joy of learning. The agency determined that this is a benchmark outcome because every school district in the state benefits from the service. Based on nearly 60 years of services to the state's teachers, each year ETV continues to meet the standard of quality educational content. ETV works with public broadcasting organizations throughout the country to identify and acquire excellent course content as well as producing South Carolina specific resources to meet curriculum needs.

Agency Personnel Responsible: Dean Byrd, Director of Education

**Legislative Broadcast Session Hours (2016-17 target value 280 – actual value 253)**

ETV provides daily coverage of House and Senate sessions, as well as committee meetings. ETV provides the service to citizens throughout the state on ETV's World Channel and the sessions are also streamed. Transparency in government is key to civic engagement and supports ETV's mission to inform and connect citizens. ETV's unique statewide service is used extensively by legislators, policymakers, and staff from the state's agencies as well as by interested citizens (students and adults). Each year the benchmark is determined by the length of time the Legislature is in session and the number of committee chairs who request coverage of the hearings. In addition to transparency, the broadcast sessions also provide a record of the decisions of the Legislature.

Agency Personnel Responsible: Kerry Feduk, Vice President of Content  
Tom Posey: Director, News and Public Affairs

**Radio Listeners (2016-17 target value 335,900 – actual value 352,100)**

The fall of 2016 Nielsen rating is the deliverable of 352,100 persons based on a calendar year 2016-2017. SC Public Radio is the state's only statewide broadcasting service for radio. Our radio signals reach rural areas in the state where listeners often do not have access to or can't afford Internet services. The agency determined this benchmark based on the weekly audience of listeners as measured through the Nielsen ratings which are generally provided in January and September, so it runs a little behind the fiscal year reporting approach. South Carolina Public Radio provides a primary source of educational, cultural content, news and public affairs as well as live public safety/emergency preparedness alerts. SC Public Radio works with the Governor's Office and Emergency Management Division to communicate important information to citizens (inclement weather alerts, state office closings, voluntary/mandatory evacuations). Local radio programming has grown and continues to expand local content to include statewide news. As streaming services have expanded, SC Public Radio listeners use both radio and streaming to access programs.

Agency Personnel Responsible: Shari Hutchinson, General Manager, South Carolina Public Radio and Television Programming  
John Gasque, Program and Operations Manager, South Carolina Public Radio

## V. Strategic Plan Summary

17. Please complete the **Comprehensive Strategic Plan Summary Chart** tab in the attached Excel document.

Agency Personnel Responsible: ETV Senior Management Team

## VI. Agency Ideas/Recommendations (Study Step 3: Recommendations)

### A. Internal Changes

18. Please list any ideas agency representatives have for internal changes at the agency that may improve the agency's efficiency and outcomes. These can be ideas that are still forming, things agency representatives are analyzing the feasibility of implementing, or things agency representatives already have plans for implementing. For each, include as many of the following details as available:
- a. Stage of analysis;
  - b. Board/Commission approval;
  - c. Performance measures impacted and predicted impact;
  - d. Impact on amount spent to accomplish the objective(s); and
  - e. Anticipated implementation date.

The agency has a new President and CEO. Since his arrival, we have begun evaluating each department individually and assessing the relation of staff and resource allocation to current or emerging organizational goals and will be working to ensure that the proper structure is in place to take full advantage of the staff, talents, and resources available. During this process, we are reviewing existing positions and job descriptions for each department to ensure that the positions are what the organization actually needs or if there is excess capacity associated with any position that would allow responsibilities to be expanded.

In addition, we are also evaluating the support available from other agencies to determine if it would be more efficient and effective to utilize those support services instead of maintaining staff to preform those functions. One example of this is the agency's Finance Department. We are currently in the process of identifying the positions needed to support organization activities, determining job descriptions for those positions based on organizational needs, and analyzing the level of support that the Department of Administration's Finance/Budget team can continue to provide moving forward.

Agency Personnel Responsible: Anthony Padgett, President/CEO

### B. Law Changes

19. Please review the laws chart to determine ways agency operations may be less burdensome, or outcomes improved, from changes to any of the laws. Also, check if any of the laws are archaic or no longer reflect agency practices. Afterward, list any laws the agency recommends the Committee further evaluate. For each one, include the information below.

- a. Law number and title;
- b. Summary of current law;
- c. Recommendation (eliminate, modify, or add new law) and rationale for recommendation;
- d. Law recommendation number;
- e. Wording of law, with recommended change provided in strike through and underline;
- f. Presented and approved by Board/Commission; and
- g. Other agencies that may be impacted by revising, eliminating, or adding the law.

There are no recommendations for any changes in laws impacting the agency at this time.

Agency Personnel Responsible: Anthony Padgett, President/CEO

## VII. Additional Documents to Submit

### A. Reports

20. Please provide an updated version of the Reports Template from the Accountability Report. In the updated version, please do the following:
  - a. Add any reports necessary so the chart is current as of the date of submission of the Program Evaluation Report and include:
    - i. Audits performed on the agency by external entities, other than Legislative Audit Council, State Inspector General, or State Auditor's Office, during the last five years;
    - ii. Audits performed by internal auditors at the agency during the last five years;
    - iii. Other reports, reviews or publications of the agency, during the last five years, including fact sheets, reports required by provisos, reports required by the federal government, etc.; and
  - b. Include the website link for each document in the "Method to Access the Report" column, if website link is available. If website link is not available, enter the method by which someone from the public could access the report. If the method is to call or send a request to the agency, please specify to whom the request must be sent and any details the individual must include in the request.
  - c. Submit an electronic copy of any internal audits that are not posted online.

There are no changes to the Reports template and no internal audits that are not posted online.

Agency Personnel Responsible: Jennifer Green, Director of Administration and HR

### B. Organizational Charts

21. Please submit electronic copies of the agency's organizational chart for the current year and as many years back as the agency has readily available.

Organizational Charts are included with this submission.

Agency Personnel Responsible: Jennifer Green, Director of Administration and HR

### C. Glossary of Terms

22. Please submit a Word document that includes a glossary of terms, including, but not limited to, acronyms used by the agency.

A list of acronyms is included with this submission.



## VIII. Feedback (Optional)

After completing the Program Evaluation, please provide feedback to the Committee by answering the following questions:

23. What other questions may help the Committee and public understand how the agency operates, budgets, and performs?
24. What are the best ways for the Committee to compare the specific results the agency obtained with the resources the agency invested?
25. What changes to the report questions, format, etc., would agency representatives recommend?
26. What benefits do agency representatives see in the public having access to the information in the report?

The public currently has access to ETV's reports on the agency's website. It is important for the agency to understand what the public needs as it relates to services we provide. With regards to ETV, we provide services that include but are not limited to educational services, news and public affairs, and business and cultural affairs. ETV also covers legislative, committee, and Supreme Court sessions to provide transparency to viewers and listeners throughout the state. As such, the agency sees this report as an opportunity to increase public awareness by promoting the value of our services as well as contribute to transparency and accountability in government.

Agency Personnel Responsible: Anthony Padgett, President/CEO

27. What are two-three things agency representatives could do differently next time (or it could advise other agencies to do) to complete the report in less time and at a lower cost to the agency?

To complete such an extensive report, agency representatives need to be aware of the expectations in advance. In addition, it is important to keep all documentation annually in a format that is similar to the format that the report requires. We would also suggest that essential staff get as early a start as possible on preparation and to provide frequent updates to management contacts who contribute critical information necessary to complete the report.

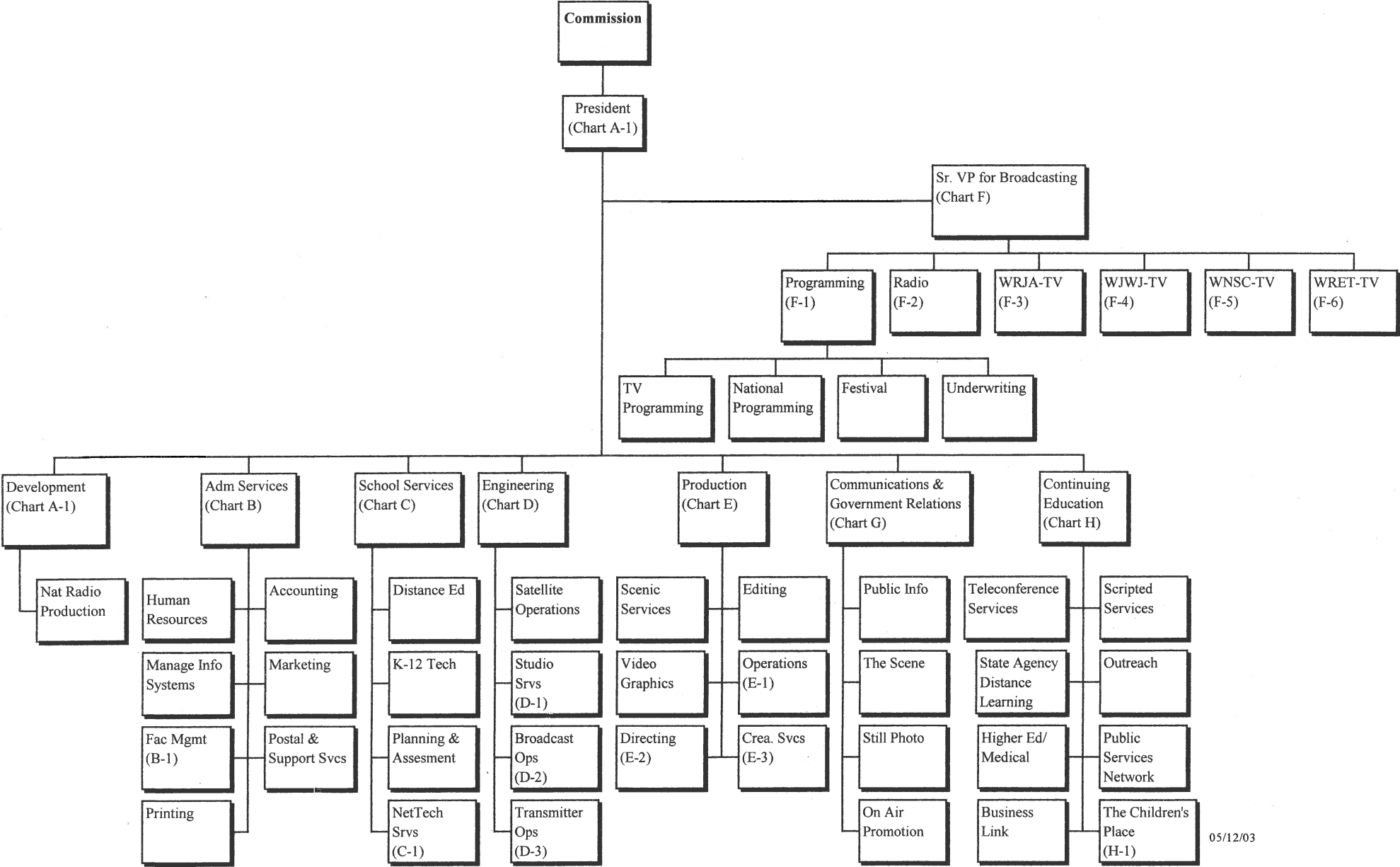
Agency Personnel Responsible: Anthony Padgett, President/CEO

28. Please provide any other comments or suggestions the agency would like to provide.

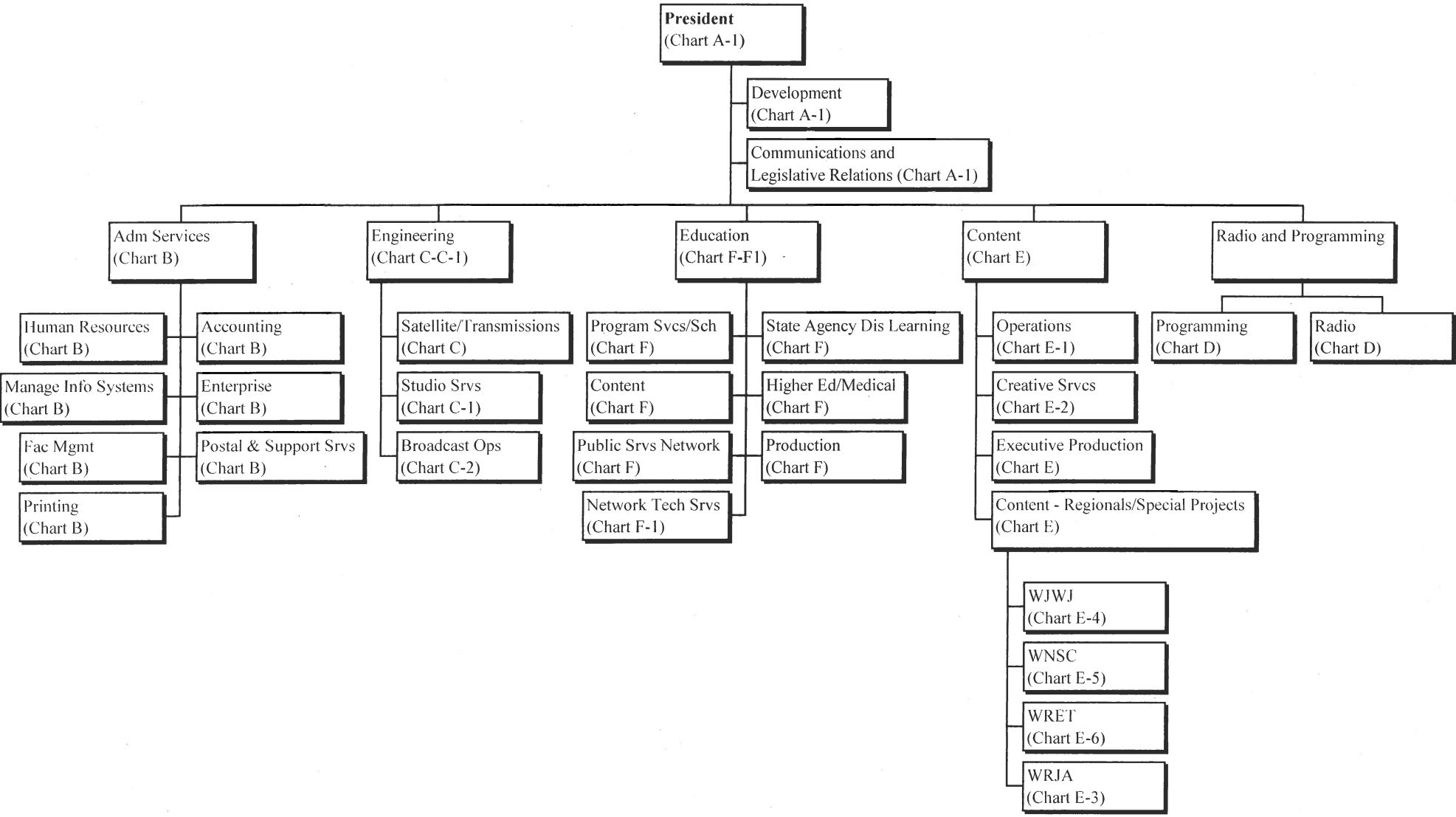




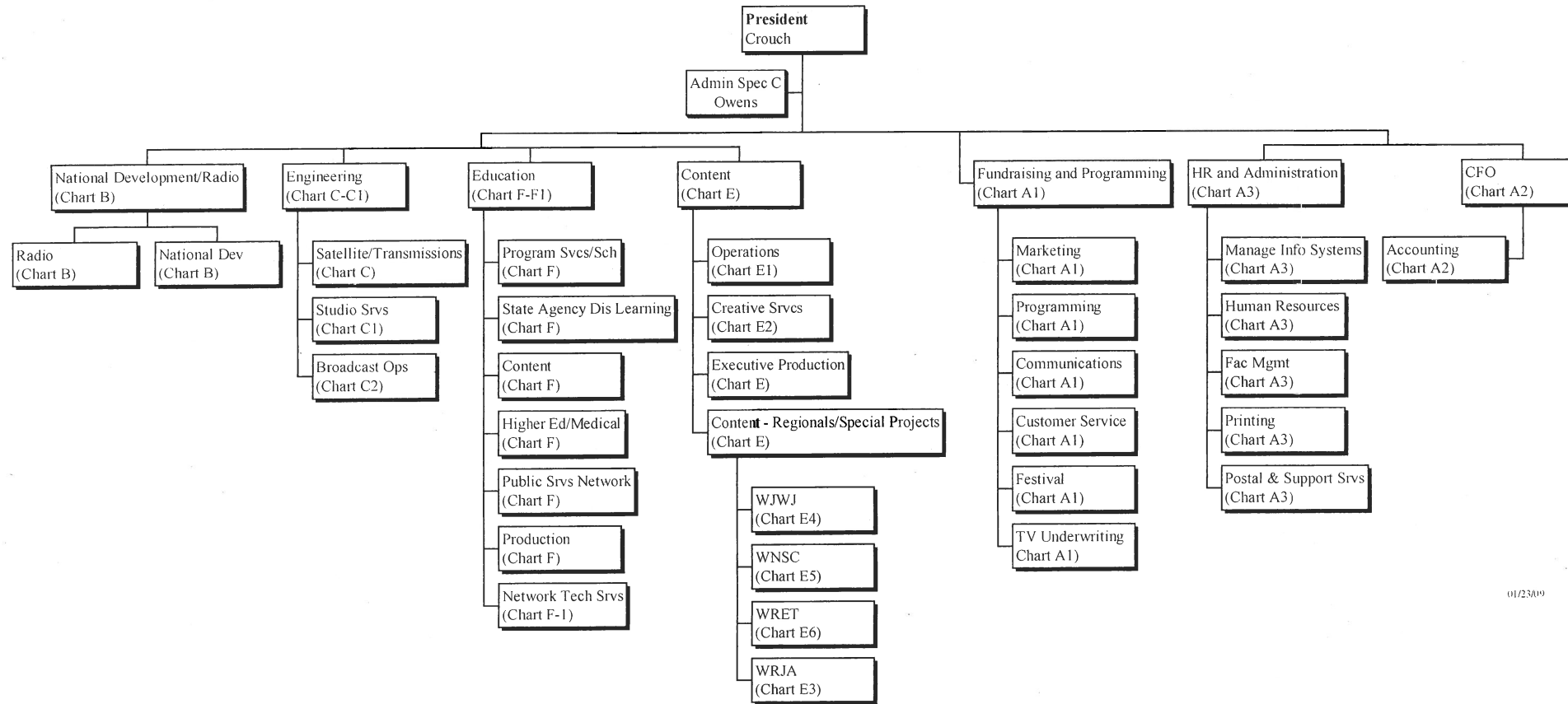
SC Educational Television  
Overview (Chart A)



ETV  
Overview (Chart A)



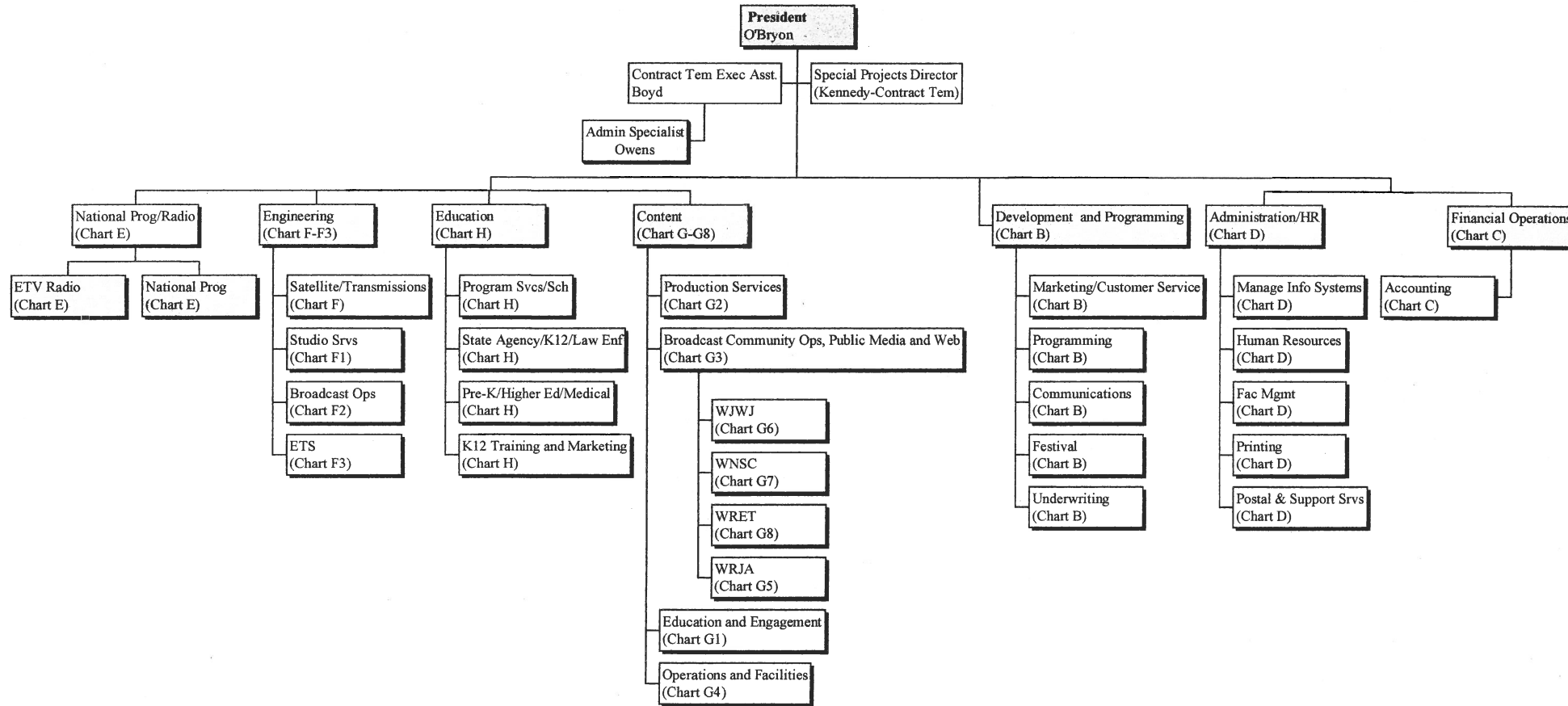
**ETV  
Overview (Chart A)**



01/23/09

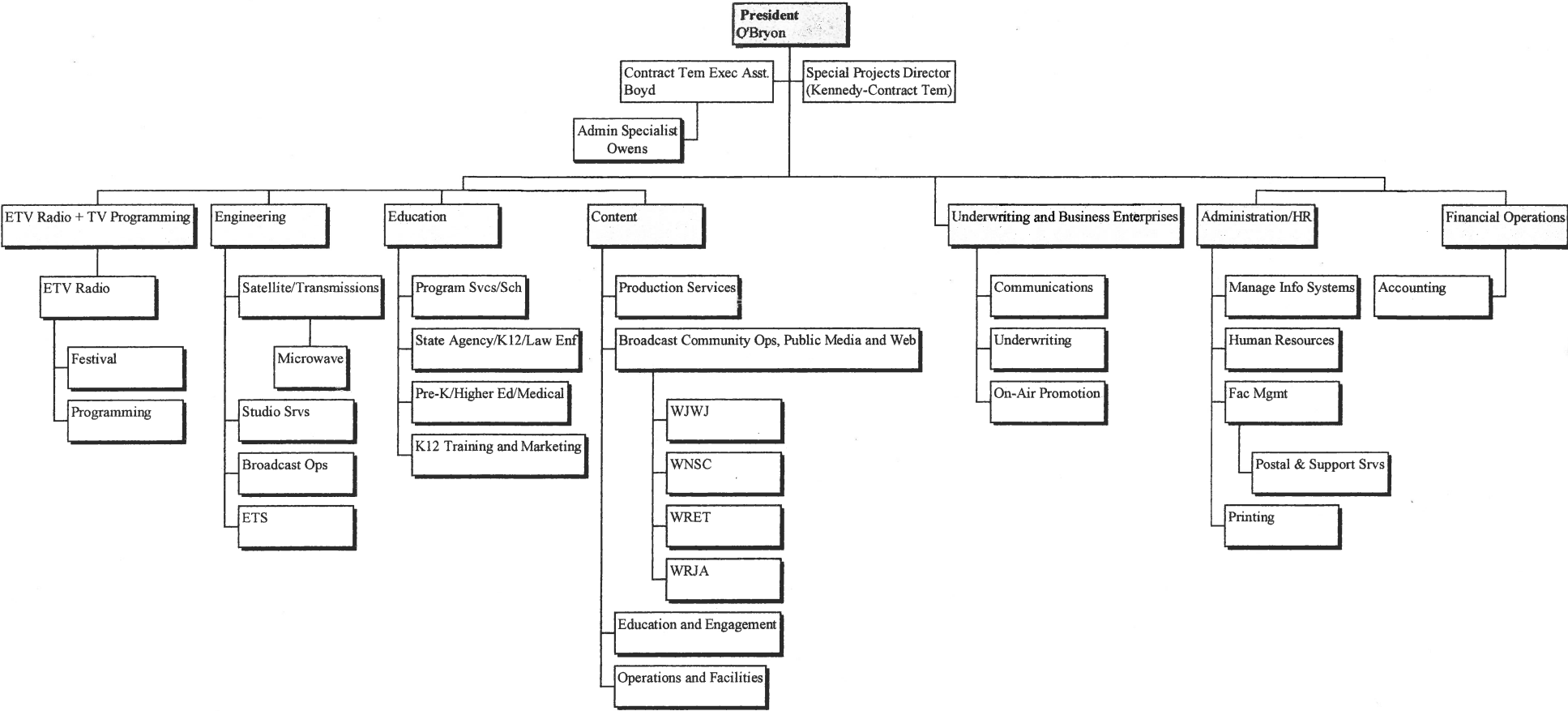
# ETV Overview (Chart A)

Shaded Boxes Reflect Areas Represented on the Executive Management Team



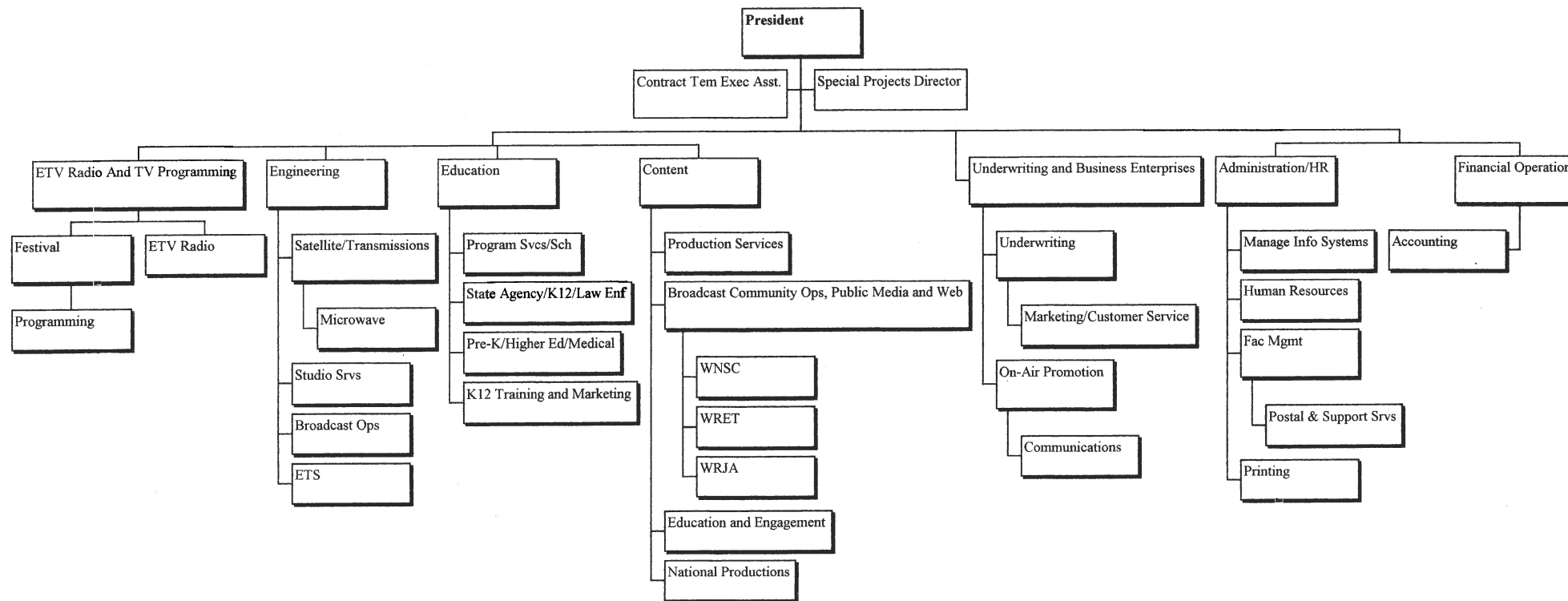
# ETV Overview

Shaded Boxes Reflect Areas Represented on the Executive Management Team



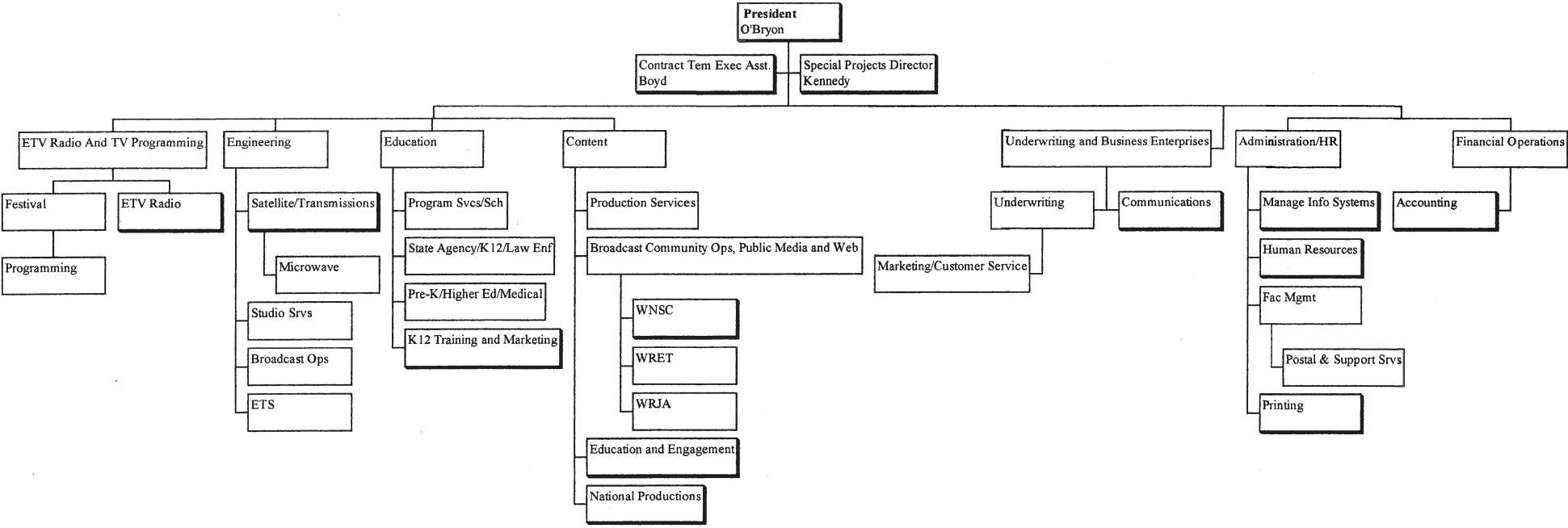
# ETV Overview

Chart 1



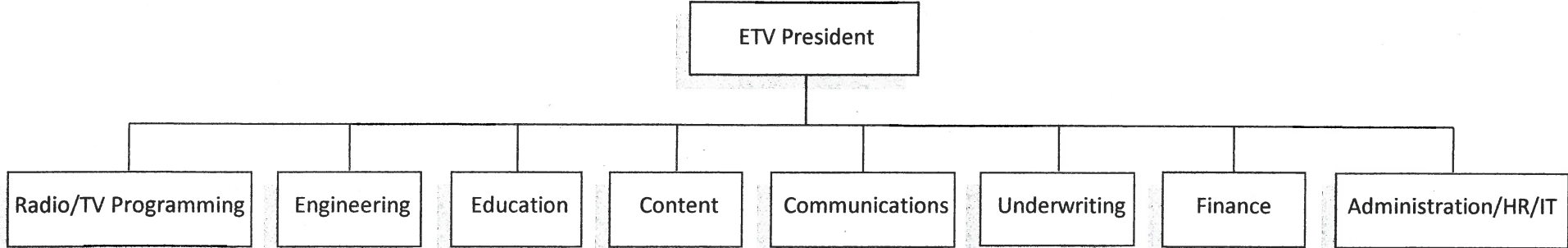
ETV  
Overview

Chart 1

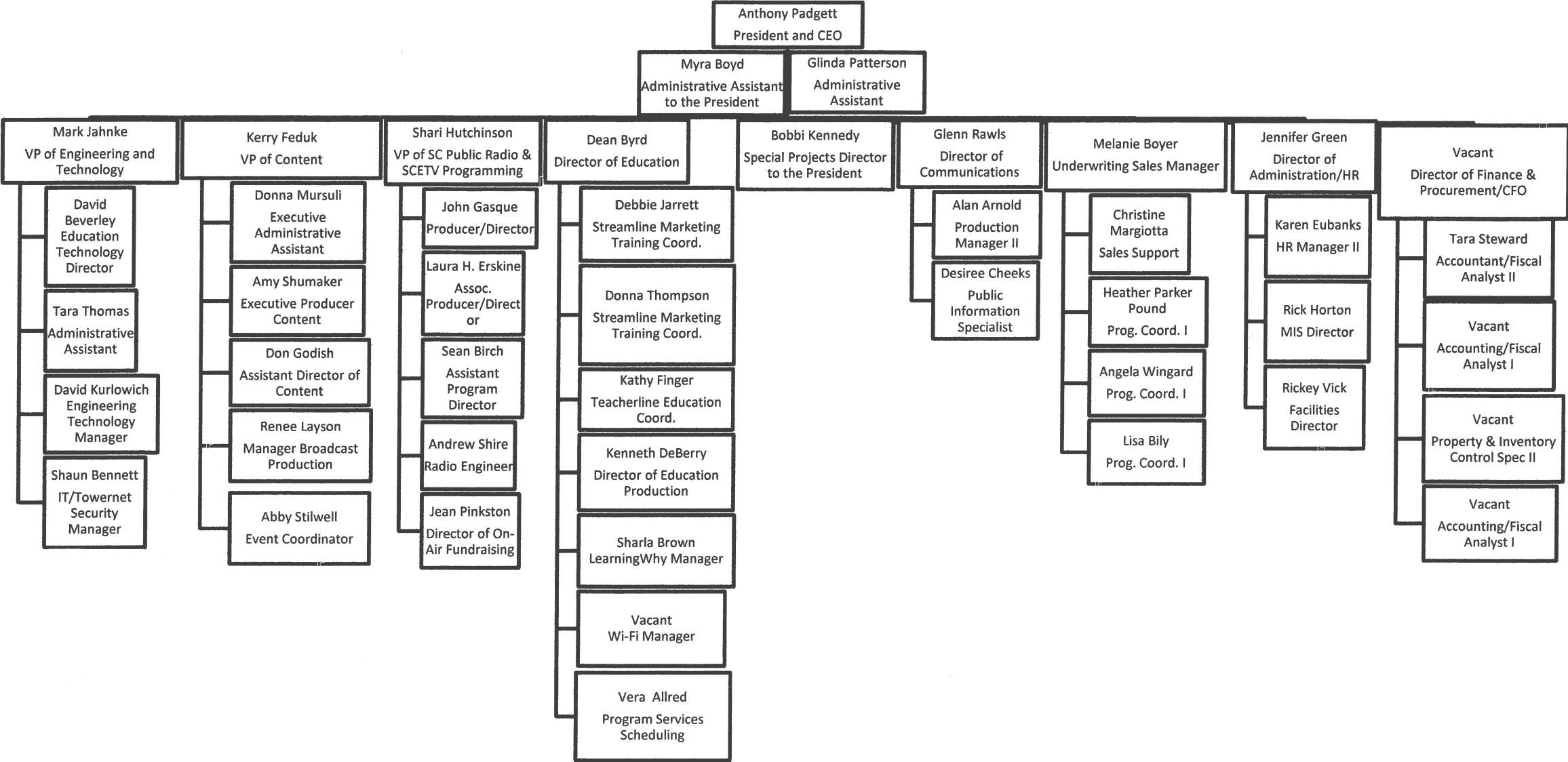


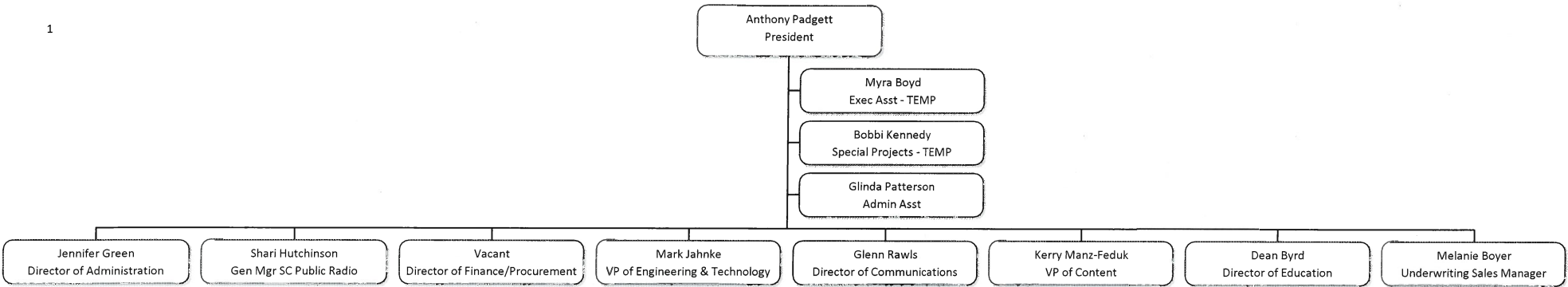


**ETV**  
**Overview 2015**

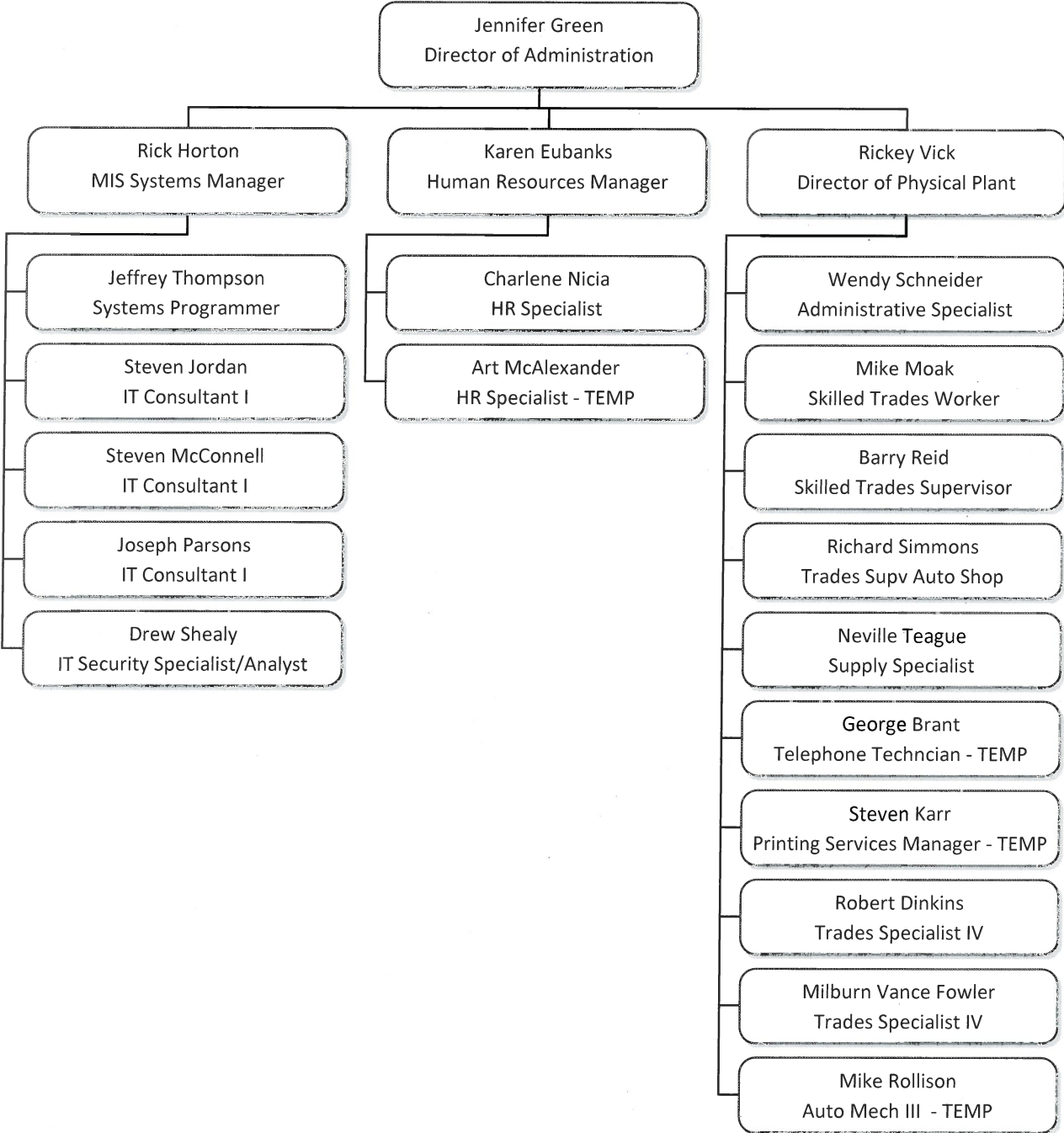


South Carolina Educational Television – December 2017



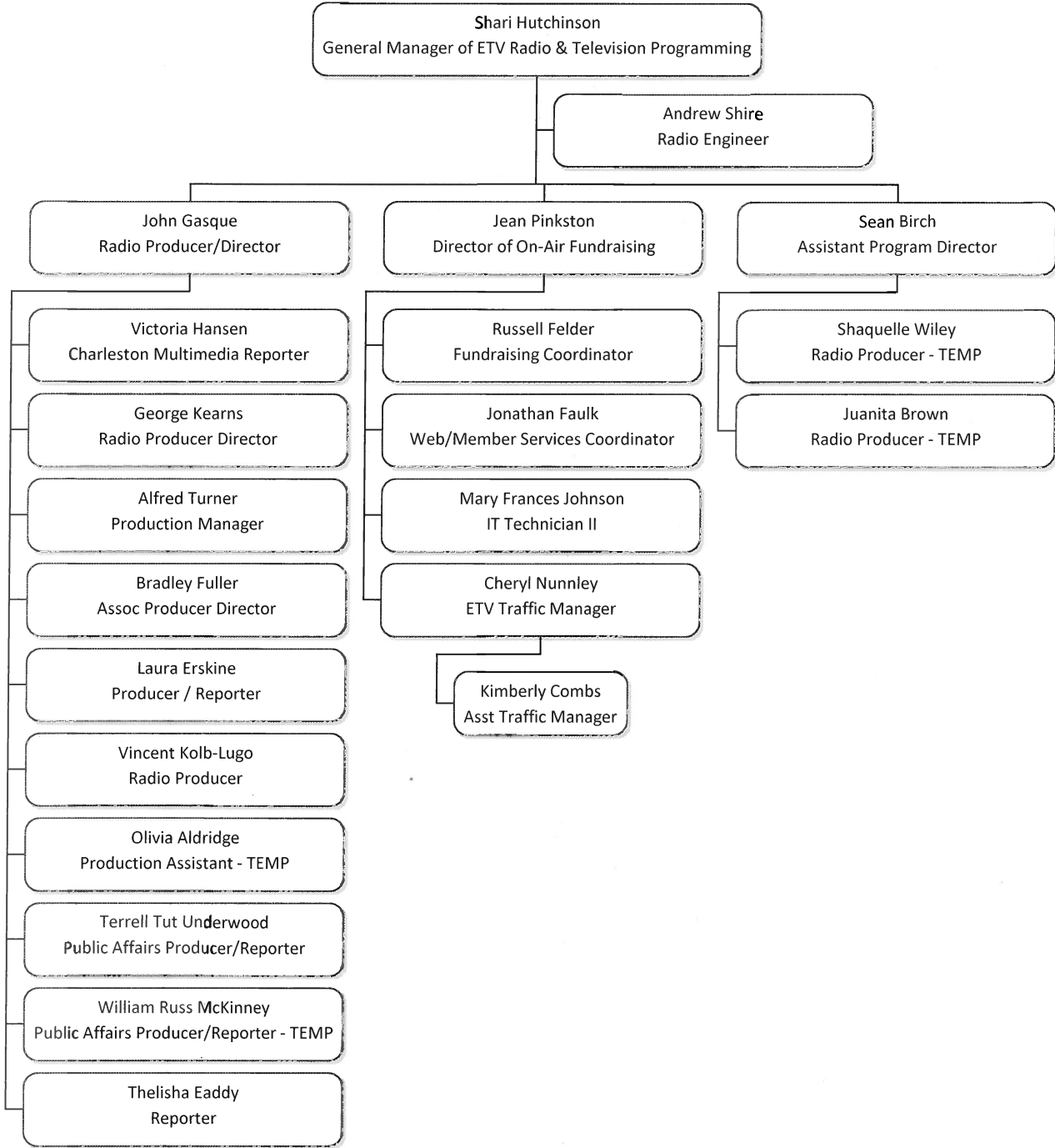


SCETV  
Administration

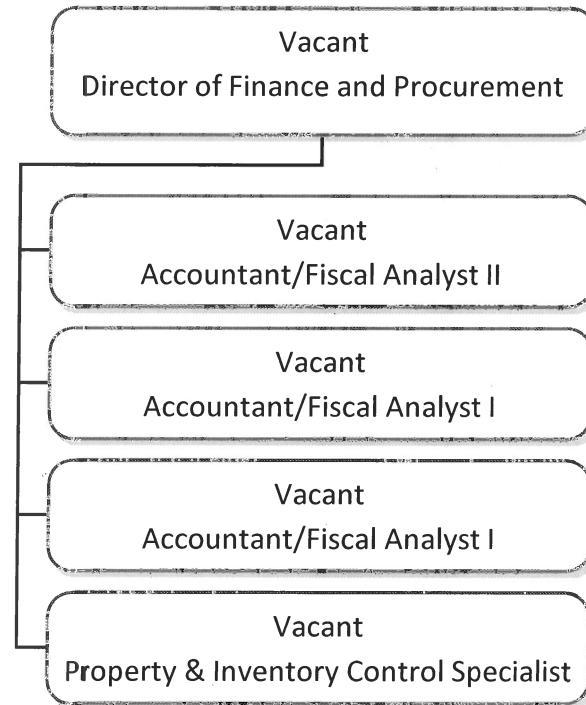


as of 4/4/2018

SCETV  
South Carolina Public Radio

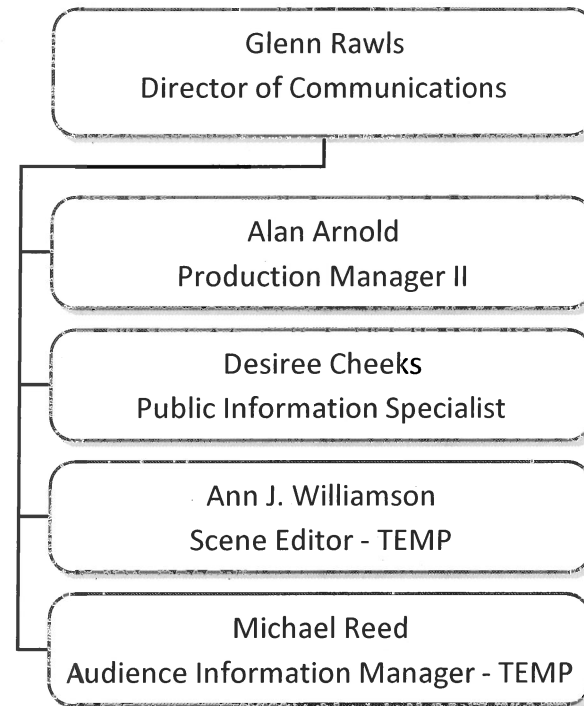


SCETV  
Finance and Procurement



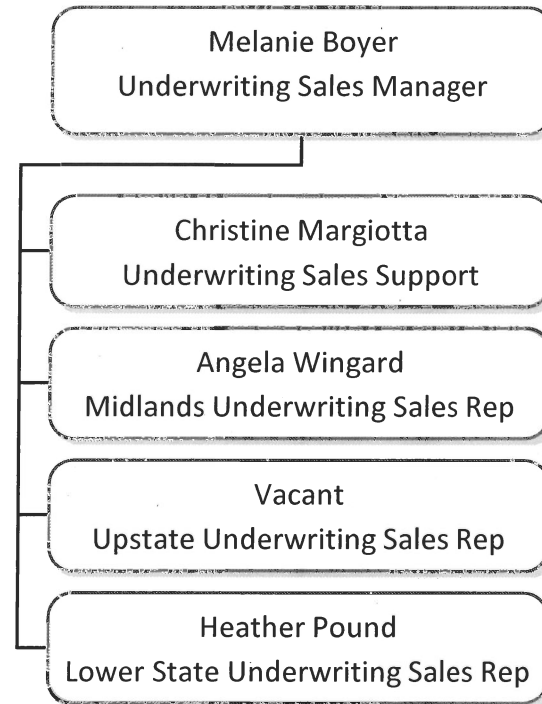
as of 4/4/2018

SCETV  
Communications



as of 4/4/2018

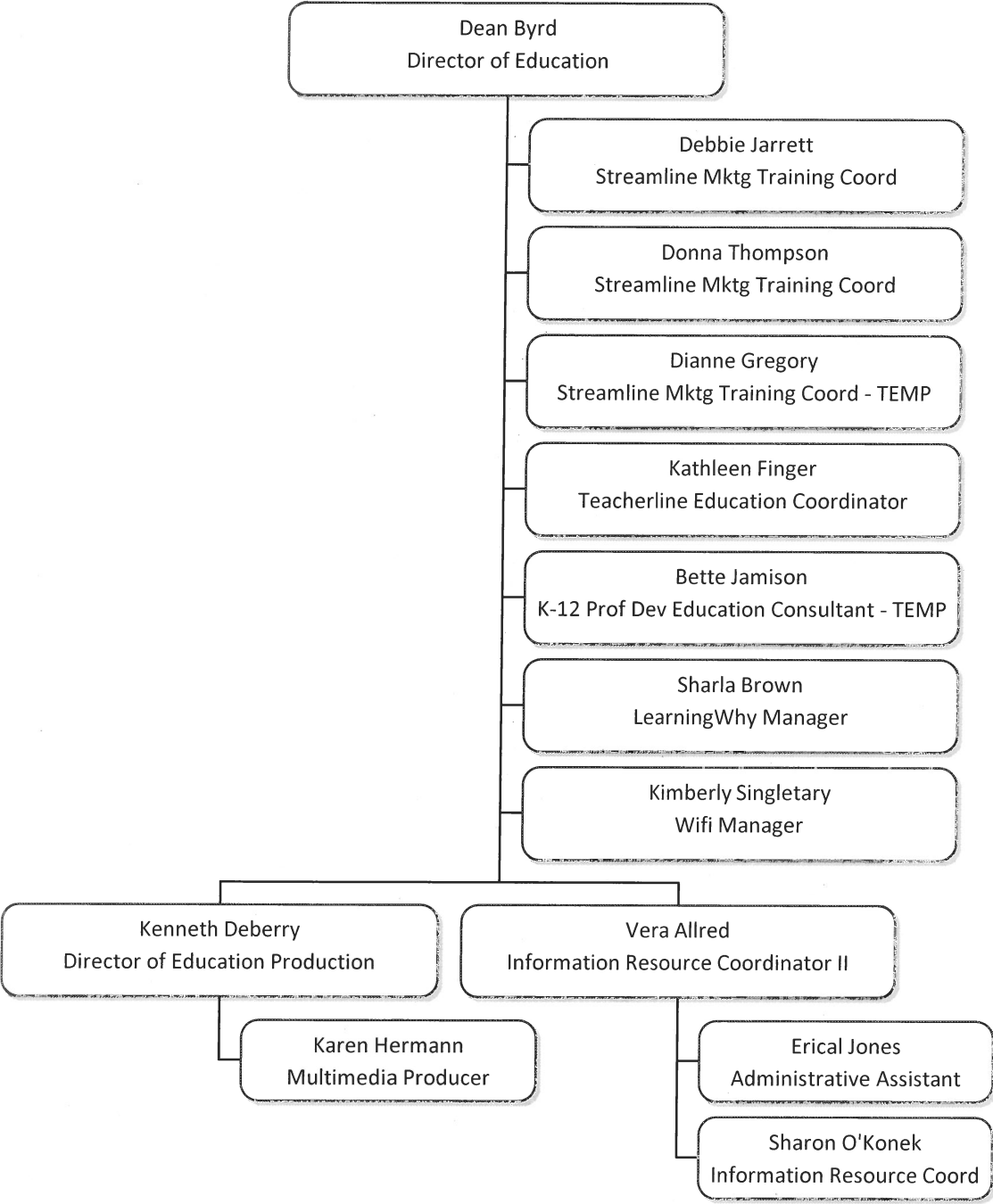
SCETV  
Underwriting



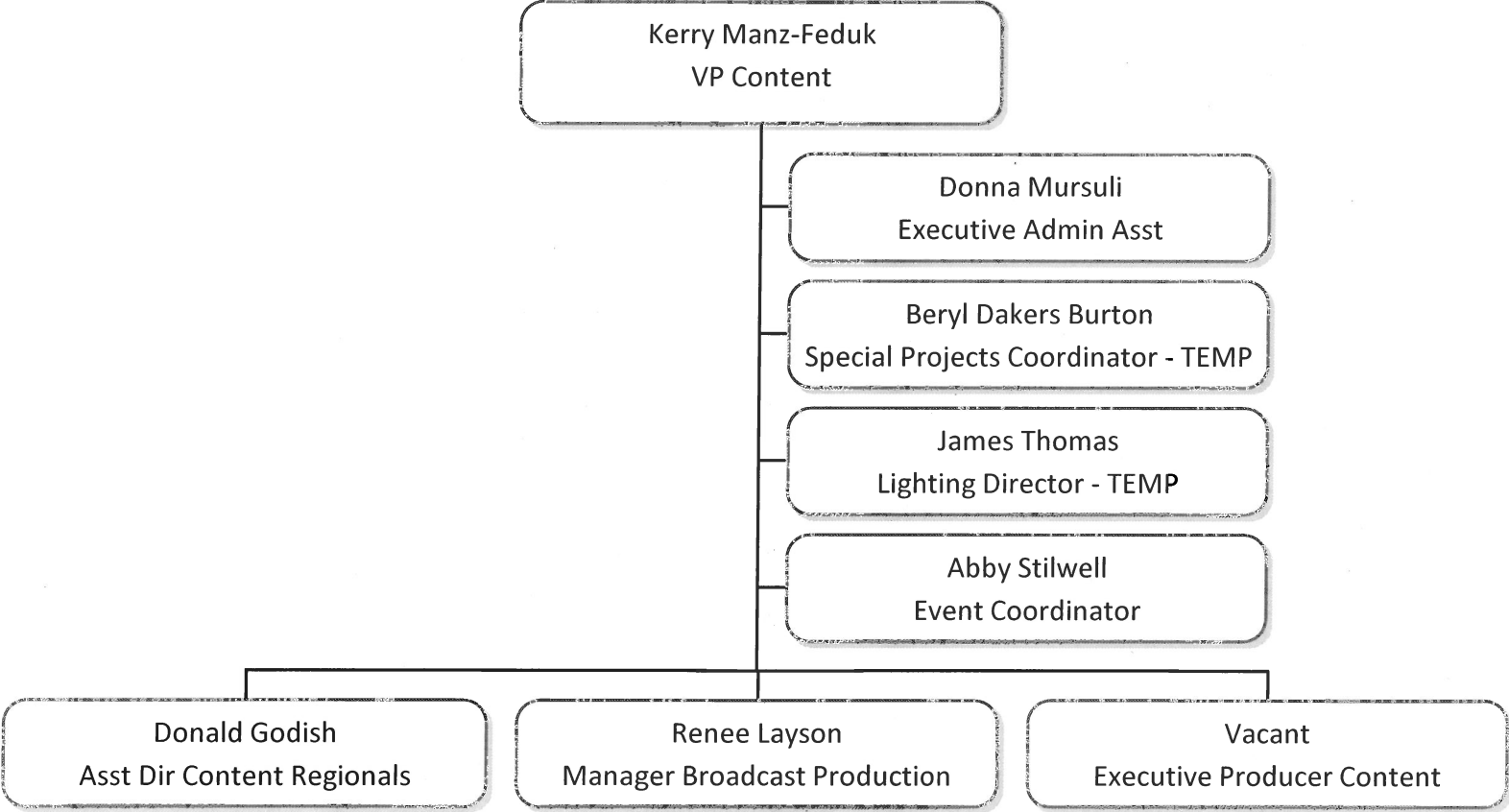
as of 4/4/2018



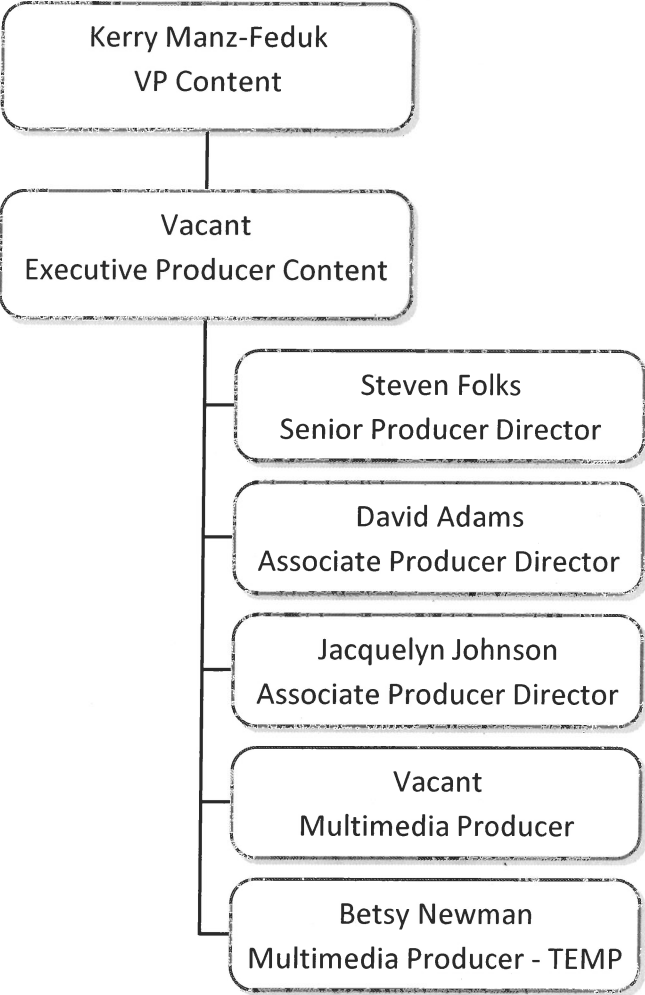
SCETV  
Education



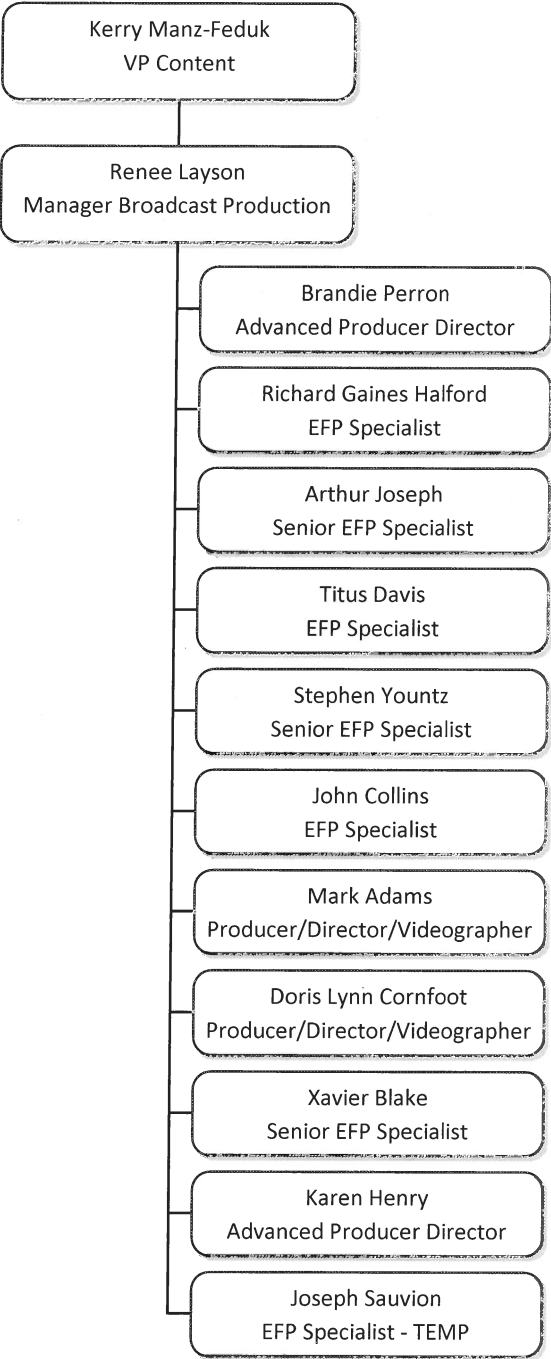
SCETV  
Content



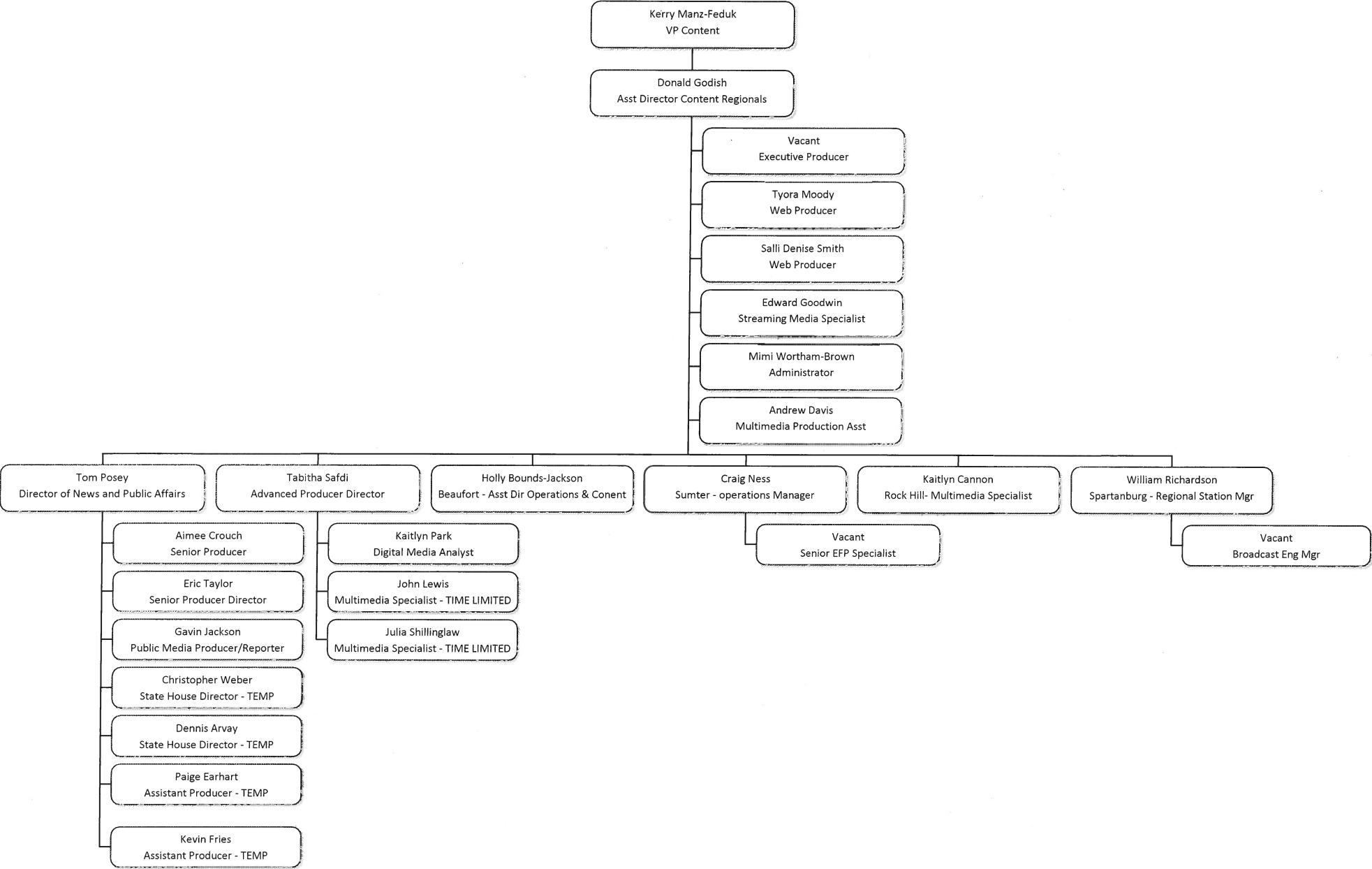
SCETV  
Content - Education and Engagement



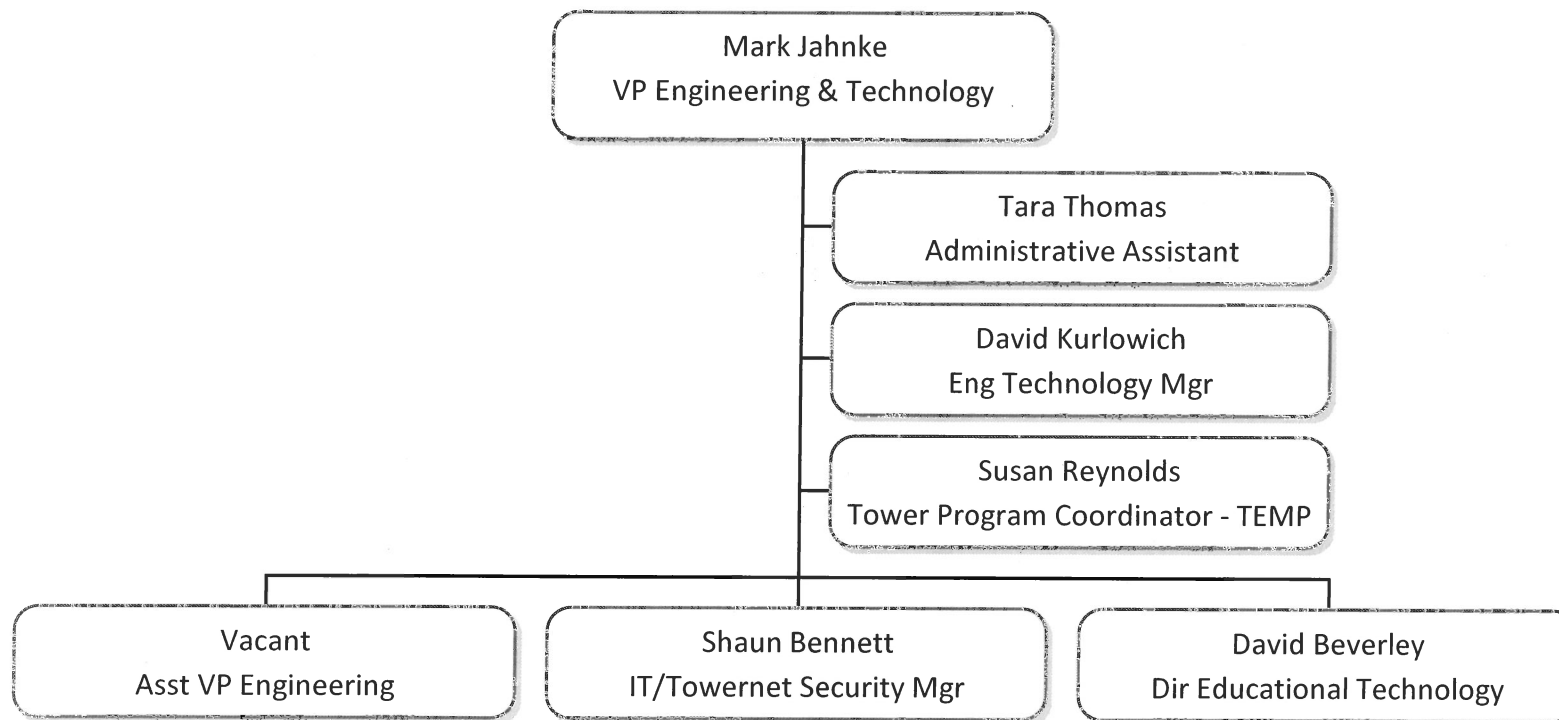
SCETV  
Content - Production Services



SCETV  
Community Ventures, Public Affairs & Web

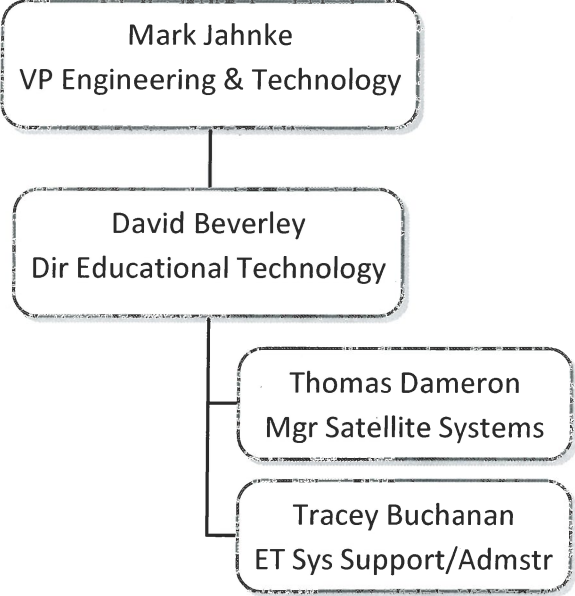


SCETV  
Engineering

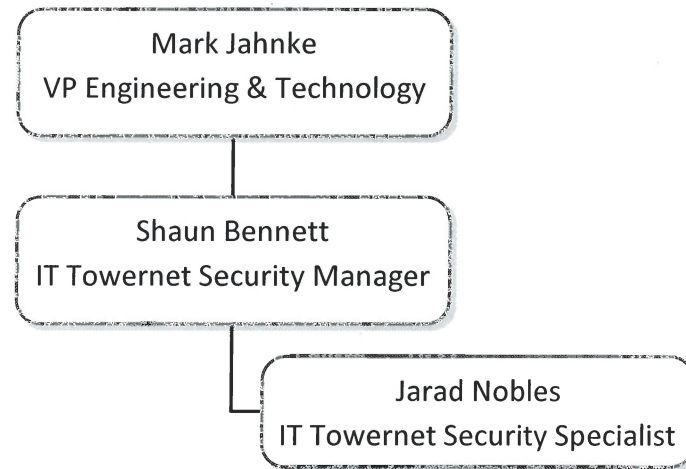


as of 4/4/2018

SCETV  
Engineering - Education Technology

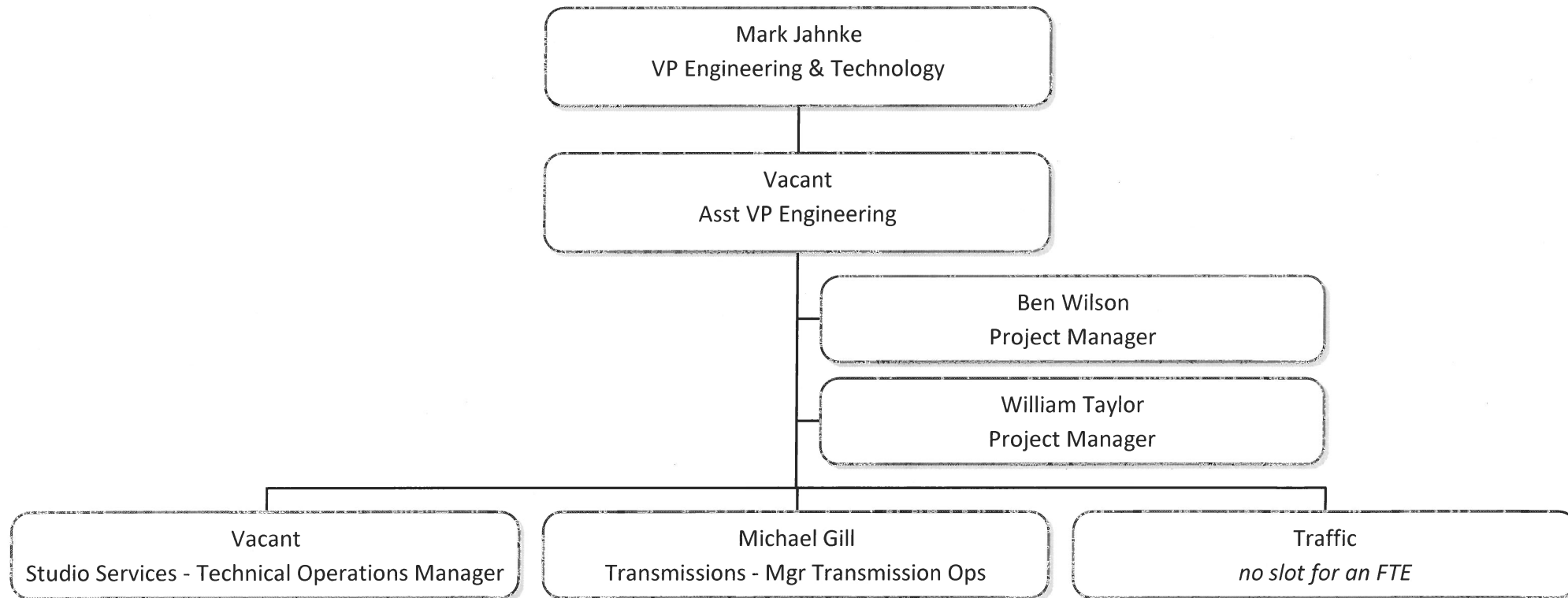


SCETV  
Engineering - IT/Towernet Security



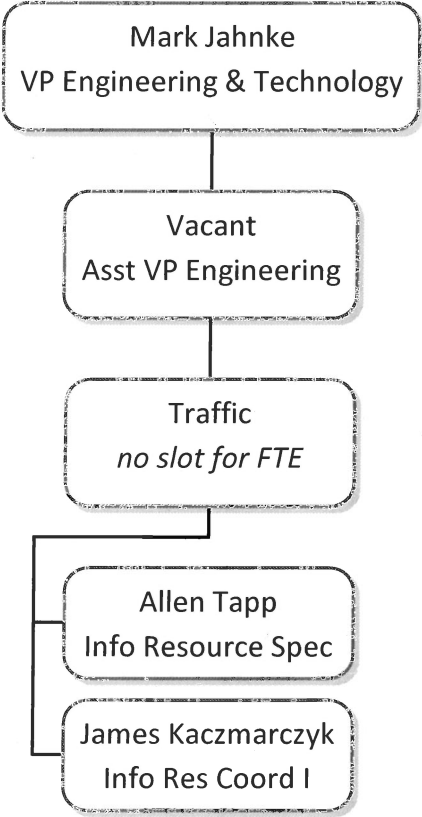


SCETV  
Engineering - Administration

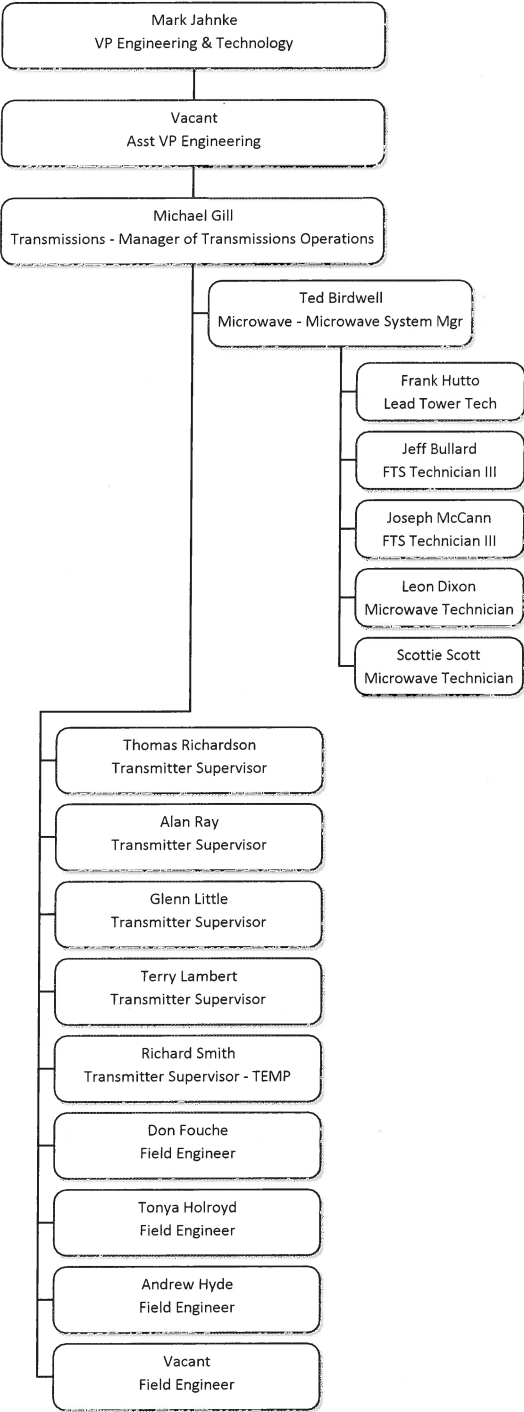


as of 4/4/2018

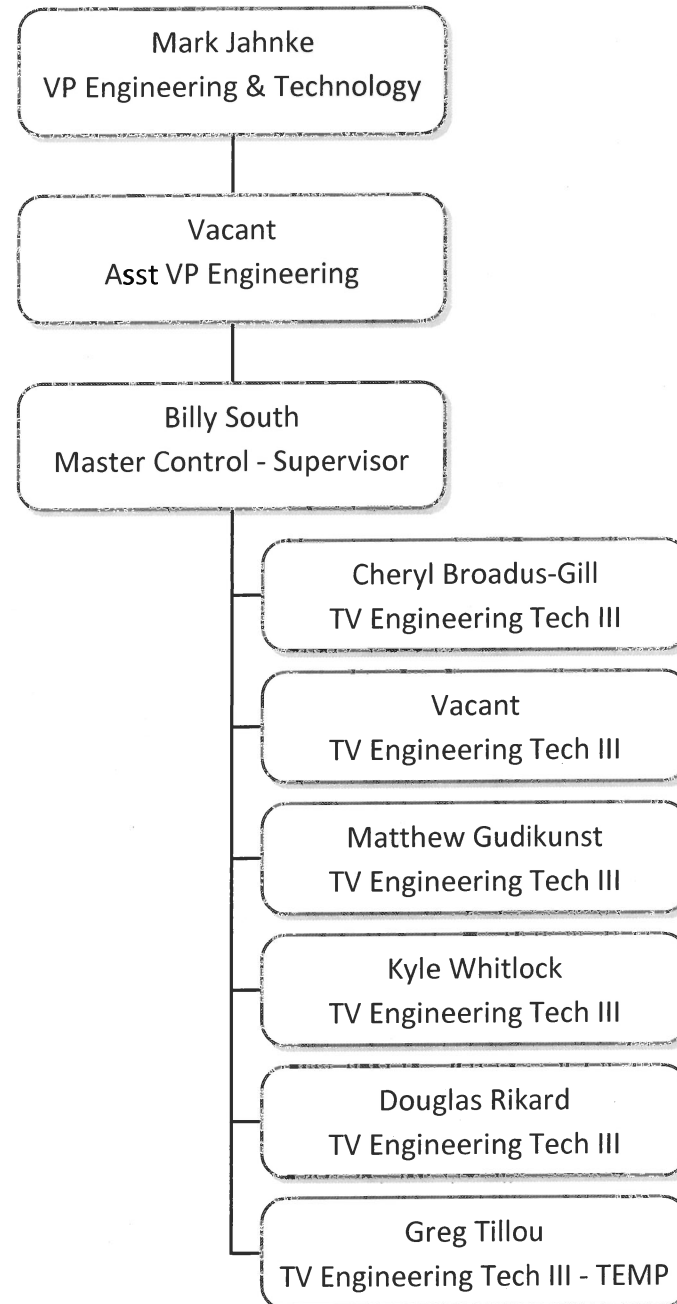
SCETV  
Engineering - Administration - Traffic



SCETV  
Engineering - Administration - Transmissions

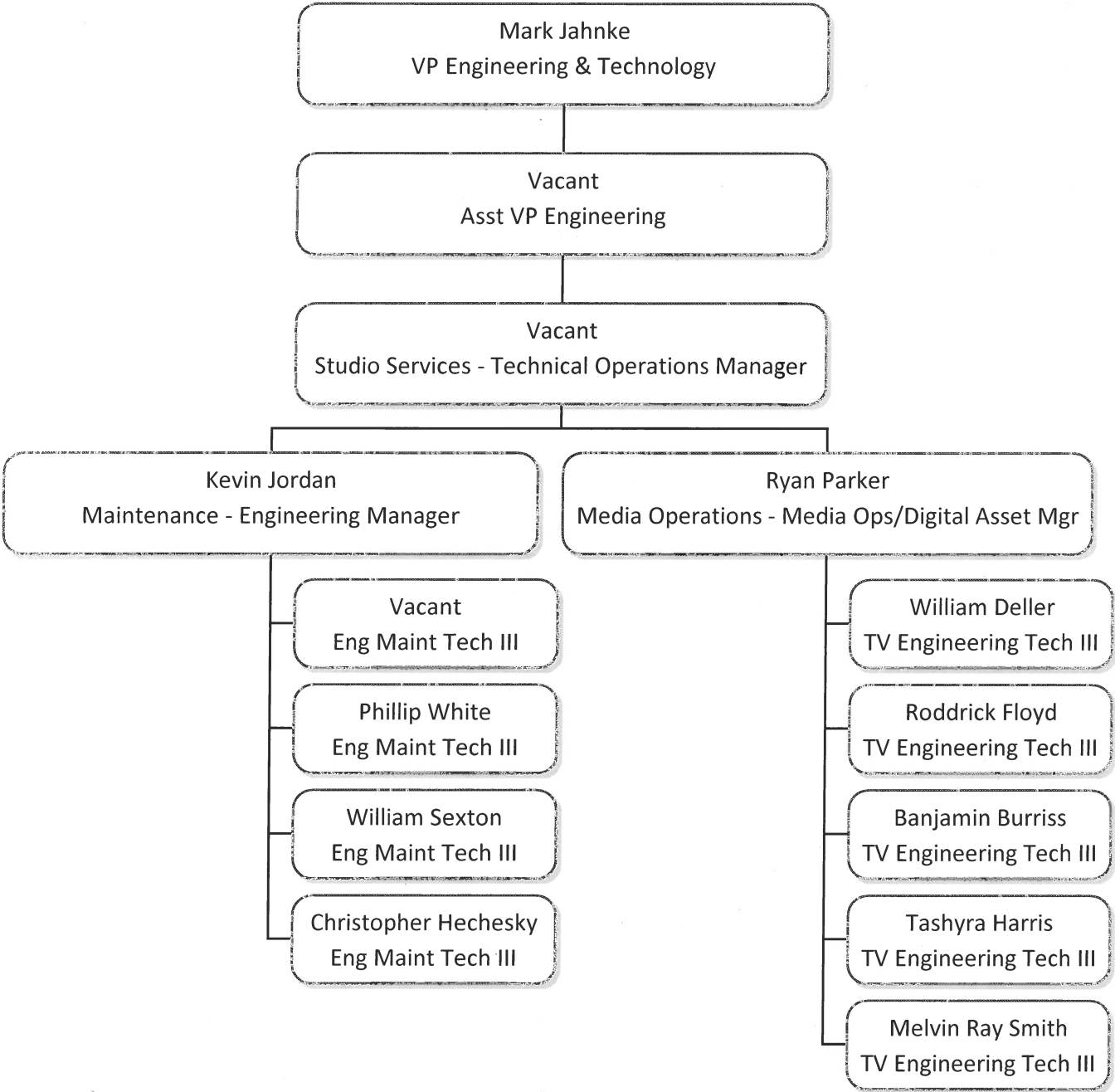


SCETV  
Engineering - Administration - Master Control



as of 4/4/2018

SCETV  
Engineering - Administration - Studio Services - Maintenance and Media Ops



as of 4/4/2018

## **ACRONYMS USED IN PUBLIC BROADCASTING**

APTS	ASSOCIATION OF PUBLIC TELEVISION STATIONS
APT	AMERICAN PUBLIC TELEVISION
CPB	CORPORATION FOR PUBLIC BROADCASTING
DEI	DEVELOPMENT EXCHANGE INFORMATION
DTV	DIGITAL TELEVISION
EBS	EDUCATIONAL BROADBAND SERVICE
ETV	EDUCATIONAL TELEVISION
INPUT	INTERNATIONAL PUBLIC TELEVISION SCREENING CONFERENCE
NPR	NATIONAL PUBLIC RADIO
NETA	NATIONAL EDUCATIONAL TELECOMMUNICATIONS ASSOCIATION
OSBE	ORGANIZATION OF STATE BROADCAST EXECUTIVES
PBS	PUBLIC BROADCASTING SERVICE
PTV	PUBLIC TELEVISION
SCETV	SOUTH CAROLINA EDUCATIONAL TELEVISION

## Laws

January 2018 PER

(Study Step 1: Agency Legal Directives, Plan and Resources)

Agency Responding	ETV
Date of Submission	4/18/2018

Item #	Law Number	Jurisdiction	Type of Law	Statutory Requirement and/or Authority Granted	Customer/Client		Deliverable
					Does this law specify who (customer) the agency must or may serve? (Y/N)	If yes, who is/are the customer(s)?	Does the law specify a deliverable (service or product) the agency must or may provide? (Y/N)
1	47 U.S.C. Section 396	Federal	Statute	Communications Compliance Act establishes Corporation of Public Broadcasting	Yes	Public Radio and Television Broadcasting/Public Telecommunications Industry and Users	Yes - Other service or product
2	Title 47 C.F.R. Chapter I	Federal	Regulation	Telecommunication-Federal Communications Commission (FCC)	Yes	Radio, Television, and Wire, Satellite, and Cable Communications Industry and Users	Yes - Other service or product
3	Section 59-7-10	State	Statute	Creates ETV Commission	No		No
4	Section 59-7-20	State	Statute	Creates ETV Commission Advisory Committees	No		No
5	Section 59-7-30	State	Statute	Authorizes per diem for Commission members	No		No
6	Section 59-7-40	State	Statute	Studies and reports; cooperation of state agencies; acquisition of property	Yes	SC Department of Education, School Districts, Governor, and General Assembly	Yes - Providing report
7	Section 59-7-50	State	Statute	Authorizes acceptance of contributions and sale or lease of facilities.	No		No
8	Section 59-7-60	State	Statute	Assures educational textbooks used by ETV align with state standards.	No		No
9	8.1	State	Proviso	ETV: Grants/Contribution Carry Forward	No		No
10	8.2	State	Proviso	ETV: Spectrum Auction	No		Yes
11	8.3	State	Proviso	ETV: Antenna and Tower Replacement	No		No
12	8.4	State	Proviso	ETV: Wireless Communications Tower	Yes	Statewide tower and antenna/wireless communications industry, General Assembly	Yes - Providing report
13	117.27	State	Proviso	GP: School Technology Initiative	Yes	School Districts	Yes - Other service or product
14	117.79	State	Proviso	GP: Broadband Spectrum Lease	No		No
15	117.89	State	Proviso	GP: Funds Transfer to ETV	No		No
16	1A.23	State	Proviso	SDE-EIA: Reading	No		Yes - Providing report
17	1A.36	State	Proviso	SDE-EIA: ETV Teacher Training/Support	Yes	SDE and EOC	Yes - Providing report
18	1A.43	State	Proviso	SDE-EIA: EOC Partnerships for Innovation	No		No
19	93.20	State	Proviso	DOA: Sale of Surplus Real Property	Yes	ETV	No

The contents of this chart are considered sworn testimony from the Agency Director.

## Deliverables

Agency Responding	ETV
Date of Submission	4/18/2018

[illegible]



**Deliverables - Potential Harms**  
(Study Step 1: Agency Legal Directives, Plan and Resources)

Agency Responding	ETV
Date of Submission	4/18/2018

Item #	Deliverable	Is deliverable provided because... A) Specifically REQUIRED by law (must or shall); B) Specifically ALLOWED by law (may); or C) Not specifically mentioned in law, but PROVIDED TO ACHIEVE the requirements of the applicable law	Optional - Service or Product component(s) (If deliverable is too broad to complete the remaining columns, list each product/service associated with the deliverable, and complete the remaining columns)	Greatest potential harm to the public if deliverable is not provided	1-3 recommendations to the General Assembly, other than \$ and providing the deliverable, for how the General Assembly can help avoid the greatest potential harm	Other state agencies whose mission the deliverable may fit within
	First 4 columns auto-fill from Deliverables chart	First 4 columns auto-fill from Deliverables chart	First 4 columns auto-fill from Deliverables chart		1. 2. 3.	
1	Various reporting/compliance requirements	Require	n/a	Less funding available to promote and support public broadcasting; less access to non-commercial high quality content and telecommunications	1. n/a 2. 3.	Department of Administration
2	Various reporting/compliance requirements	Require	n/a	Compromised regulation of interstate communications to include broadband, competition, spectrum, media, public safety, security, and modernization	1. n/a 2. 3.	Department of Administration
3	Study of the use of educational television for instructional purposes in public schools statewide	Require	n/a	Lack of quality resource options for public school	1. n/a 2. 3.	Education Oversight Committee Department of Education First Steps to School Readiness
4	Report to General Assembly	Require	n/a	Restricted use to much needed to fund capital needs (i.e., broadcast industry standards changes, existing equipment repair, maintenance and replacement needs, and operational costs)	1. n/a 2. 3.	Department of Administration
5	Report to General Assembly	Require	n/a	Restricted use of revenue generated from coordinating tower and antenna operations within state government	1. n/a 2. 3.	Department of Administration
6	School Technology Initiative	Require	n/a	Restricted use of funds to improve technologies for K-12 public schools throughout the state	1. n/a 2. 3.	Education Oversight Committee Department of Education First Steps to School Readiness
7	SDE-EIA: Reading	Require	n/a	Decline in statewide student literacy	1. n/a 2. 3.	Education Oversight Committee Department of Education First Steps to School Readiness
8	SDE-EIA: ETV Teacher Training/Support	Require	n/a	Fewer high quality training opportunities for teachers statewide	1. n/a 2. 3.	Education Oversight Committee Department of Education
0	0	0	0		1. 2. 3.	
0	0	0	0		1. 2. 3.	

## Organizational Units

(Study Step 1: Agency Legal Directives, Plan and Resources)

Agency Responding	ETV
Date of Submission	4/18/2018

Did the agency make efforts to obtain information from employees leaving the agency (e.g., exit interview, survey, evaluation, etc.) in 2014-15; 2015-16; or 2016-17? (Y/N)	2014-15: Y 2015-16: Y 2016-17: Y
---	--

Organizational Unit	Purpose of Organizational Unit	Year	Turnover Rate in the organizational unit	Did the agency evaluate and track employee satisfaction in the organizational unit? (Y/N)	Did the agency allow for anonymous feedback from employees in the organizational unit? (Y/N)	Did any of the jobs in the organizational unit require a certification (e.g., teaching, medical, accounting, etc.)? (Y/N)	If yes, in the previous column, did the agency pay for, or provide in-house, classes/instruction/etc. needed to maintain all, some, or none of the required certifications?
Office of the President/CEO	Provides strategic direction and vision for the organization to include managing agency resources and providing services for education, government, business, and viewers	2014-15:	0.00%	No	Yes	No	
		2015-16:	0.00%	No	Yes	No	
		2016-17:	0.00%	No	Yes	No	
Administration/HR	Responsible for Human Resources, Information Technology, and Facilities/Fleet	2014-15:	4.70%	No	Yes	Yes	Some
		2015-16:	1.00%	No	Yes	Yes	Some
		2016-17:	0.00%	No	Yes	Yes	Some
SC Public Radio and SCETV Programming	Focuses on public radio and TV programming	2014-15:	26.70%	No	Yes	No	
		2015-16:	10.00%	No	Yes	No	
		2016-17:	31.80%	No	Yes	No	
Education	Manages initiatives pertaining to Pre-K-12 and law enforcement and public services (including professional development, instructional content, web services, public awareness and communications)	2014-15:	4.10%	No	Yes	No	
		2015-16:	8.30%	No	Yes	No	
		2016-17:	8.30%	No	Yes	No	
Content	Focuses on producing Network content creation and distribution	2014-15:	0.00%	No	Yes	No	
		2015-16:	8.50%	No	Yes	No	
		2016-17:	15.60%	No	Yes	No	
Engineering	Responsible for Broadcast Operations, Studio Operations, Educational Technology, and Transmissions	2014-15:	0.00%	No	Yes	Yes	Some
		2015-16:	4.90%	No	Yes	Yes	Some
		2016-17:	7.10%	No	Yes	Yes	Some
Communications	Responsible for agency and on-air communications as well as public events	2014-15:	0.00%	No	Yes	No	
		2015-16:	0.00%	No	Yes	No	
		2016-17:	0.00%	No	Yes	No	
Underwriting	Manages corporate sponsorship program	2014-15:	20.00%	No	Yes	No	
		2015-16:	25.00%	No	Yes	No	
		2016-17:	0.00%	No	Yes	No	
Finance/Procurement	Responsible for Accounting, Budget, and Procurement	2014-15:	0.00%	No	Yes	Yes	Some
		2015-16:	40.00%	No	Yes	Yes	Some
		2016-17:	40.00%	No	Yes	Yes	Some
		2014-15:					
		2015-16:					
		2016-17:					
		2014-15:					
		2015-16:					
		2016-17:					

**Comprehensive Strategic Finances**  
(Study Step 1: Agency Legal Directives, Plan and Resources)

<b>Agency Responding</b>		ETV					
<b>Date of Submission</b>		April 18, 2018					
If the agency feels additional explanation of data provided in any of the sections below would assist those reading the document in better understanding the data please add a row under the applicable section, label it "Additional Notes," and enter the additional explanation.							
<b>Line #</b>	<b>Fiscal Year 2016-17</b>						
<b>START OF YEAR FINANCIAL RESOURCES AVAILABLE (2016-17)</b>							
<b>Revenue (generated or received) sources</b>		<b>Total</b>	<b>Source #1</b>	<b>Source #2</b>	<b>Source #3</b>	<b>Source #4</b>	
1A	Revenue (generated or received) Source (do not combine recurring with one-time and please list the sources deposited in the same SCEIS Fund in consecutive columns)	N/A	State	Earmarked	Restricted	Federal	
2A	Recurring or one-time?	N/A	Recurring	Recurring	Recurring	Recurring	
3A	State, Federal, or Other?	N/A	State	Other	Other	Federal	
3A-2	Organizational Unit (or all agency) that generated or received the money	N/A	All Agency	All Agency	All Agency	All Agency	
3A-3	Indicate whether revenue is generated (by agency through sale of deliverables or application for grants) or received (from state or set federal matching formula)?	N/A	Received from state or set federal match	Generated by agency	Generated by agency	Received from state or set federal match	
4A	Does this money remain with the agency or go to the General Fund?	N/A	Remain with agency	Remain with agency	Remain with agency	Remain with agency	
<b>Revenue (generated or received) last year</b>		<b>Total</b>					
5A	<b>Total generated or received by June 30, 2016 (end of 2015-16)</b>	\$ 18,293,626	\$ -	\$ 13,433,622	\$ 4,829,281	\$ 30,724	
<b>Where revenue (generated or received) appears in SCEIS</b>		<b>Total</b>					
6A	SCEIS Fund # (Expendable Level - 8 digit) (Full set of financials available for each through SCEIS); same Fund may be in multiple columns if multiple funding sources are deposited into it	N/A	10010000	30350000 30350083 30350084 35190000 35210000 38530000 38530000	49730000	50550000 55110001	
7A	SCEIS Fund Description	N/A	General Fund	Op Rev-Int Serv FD Op Rev-ETV Agency Services Fund Op Rev-ETV Broadband Lease Public Broadcasting Grant Grants-Non Federal SCEIS Agy Set Aside	Educ Improvement	Federal 2015 Severe Flooding -FEMA Reimbursement	
<b>Cash balances at start of the year</b> - (Cash balance for each Source of Fund should be entered only once and appear in the column where the Source of Fund is first listed)		<b>Total</b>					
8A-2	Cash balance at the end of 2014-15	\$ 7,990,304	\$ -	\$ 6,408,487	\$ 1,581,817	\$ -	
8A-3	Change in cash balance during 2015-16	\$ 2,760,174	\$ 27,753	\$ 1,553,181	\$ 1,163,556	\$ 15,684	
8A	<b>Total cash balance as of July 1, 2016 (start of 2016-17)</b>	\$ 10,750,478	\$ 27,753	\$ 7,961,668	\$ 2,745,373	\$ 15,684	
<b>RESOURCES AGENCY IS ALLOWED TO USE (2016-17)</b>							
<b>General Appropriations Act Programs</b>		<b>Total</b>					
9A	State Funded Program #	N/A	2000.301000.000 2000.451000.000 8900.000000X000 8900.010000X000 9500.050000.000 9820.030000X000	0100.000000.000 2000.300500.000 2000.301000.000 2000.301500.000 2000.352000.000 2000.400000.000 2000.450500.000 2000.451000.000 2000.451500.000 2000.500500.000 2000.501000.000 2000.501500.000 2001.351000.000 9500.050000.000 9812.180000X000	0100.000000.000 2000.300500.000 2000.301000.000 2000.350500.000 2000.351500.000 2000.352000.000 2000.352500.000 2000.400000.000 2000.451000.000 2000.351000.000 9500.050000.000	2000.301000.000 2001.150000.000 9500.050000.000	
10A	State Funded Program Description in the General Appropriations Act	N/A	II.A.2 Transmis & Recep II.D.2 Local & Transparency 10% GF Carryforward General Fund Allocations X. Employee Benefits Capital Needs	I. Administration II.A.1 Engineering Admin II.A.2 Transmis & Recep II.A.3 Communications II.B.3 Higher Education II.B.4 Agency Local Other II.C Radio Content II.D.1 National II.D.2 Local & Transparency II.D.3 Regional Operations II.E.1 Fundraising II.E.2 Underwriting II.E.3 Marketing II.B.2 K-12 Education X. Employee Benefits Capital Needs Capital Projects	I. Administration II.A.1 Engineering Admin II.A.2 Transmis & Recep II.B.1 Pre-K Education II.B.3 Higher Education II.B.4 Agency Local Other II.B.5 Training and Assessment II.C Radio Content II.D.2 Local & Transparency II.B.2 K-12 Education X. Employee Benefits	II.A.2 Transmis & Recep ZZ Community Education X. Employee Benefits	
<b>Amounts Appropriated and Authorized (i.e. allowed to spend)</b>		<b>Total</b>					
Note: Appropriations and authorizations are based on cash available and amounts estimated to receive during the year							
11A	Amounts appropriated, and amounts authorized, to the agency for 2015-16 that were not spent AND the agency can spend in 2016-17	\$ 2,898,417	\$ 27,753	\$ 2,096,141	\$ 774,523	\$ -	
12A	2016-17 Appropriations & Authorizations to agency (start of year)	\$ 19,192,532	\$ 277,532	\$ 13,200,719	\$ 5,514,281	\$ 200,000	
13A	<b>Total allowed to spend at START OF 2016-17</b>	\$ 22,090,949	\$ 305,285	\$ 15,296,860	\$ 6,288,804	\$ 200,000	
14A	2016-17 Appropriations & Authorizations to agency (during the year)	\$ 1,945,520	\$ 1,755,270	\$ -	\$ 190,250	\$ -	
15A	<b>Total allowed to spend by END OF 2016-17</b>	\$ 24,036,469	\$ 2,060,555	\$ 15,296,860	\$ 6,479,054	\$ 200,000	
<b>HOW RESOURCES ARE UTILIZED (2016-17)</b>							
<b>How Spending is Tracked</b>		<b>Total</b>					
16A	Database(s) through which expenditures are tracked	N/A	SCEIS	SCEIS	SCEIS	SCEIS	
<b>Summary of Resources Available</b>		<b>Total</b>					
17A	Source of Funds	N/A	State	Earmarked	Restricted	Federal	
18A	If source of funds is multi-year grant, # of years, including this yr, remaining	N/A					
19A	External restrictions (from state/federal govt, grant issuer, etc.), if any, on use of funds	N/A					
20A	State Funded Program Description in the General Appropriations Act	N/A	II.A.2 Transmis & Recep II.D.2 Local & Transparency 10% GF Carryforward General Fund Allocations X. Employee Benefits Capital Needs	I. Administration II.A.1 Engineering Admin II.A.2 Transmis & Recep II.A.3 Communications II.B.3 Higher Education II.B.4 Agency Local Other II.C Radio Content II.D.1 National II.D.2 Local & Transparency II.D.3 Regional Operations II.E.1 Fundraising II.E.2 Underwriting II.E.3 Marketing II.B.2 K-12 Education X. Employee Benefits Capital Needs Capital Projects	I. Administration II.A.1 Engineering Admin II.A.2 Transmis & Recep II.B.1 Pre-K Education II.B.3 Higher Education II.B.4 Agency Local Other II.B.5 Training and Assessment II.C Radio Content II.D.2 Local & Transparency II.B.2 K-12 Education X. Employee Benefits	II.A.2 Transmis & Recep ZZ Community Education X. Employee Benefits	
21A	Total Appropriated and Authorized (i.e. allowed to spend) by the end of 2016-17	\$ 24,036,469	\$ 2,060,555	\$ 15,296,860	\$ 6,479,054	\$ 200,000	
<b>Toward Agency's 2016-17 Comprehensive Strategic Plan</b>							
(By Strategy at a minimum, and if possible, by Objective)							
<b>STRATEGIC PLAN</b>							
<b>Goal 1 - Works toward creating a more entrepreneurial agency through administrative efforts such as revenue generation, state fund development, marketing, developing employees to be successful in this new environment.</b>							
Strategy 1.1 - Increase giving/underwriting support		\$ 547,691					
Objective 1.1.1 - Works with ETV Endowment to grow revenue		\$ -					
Objective 1.1.2 - Works with ETV Endowment to grow members/donors		\$ -					
Objective 1.1.3 - Increase agency underwriting		\$ -					

**Comprehensive Strategic Finances**  
(Study Step 1: Agency Legal Directives, Plan and Resources)

<b>Agency Responding</b>		ETV					
<b>Date of Submission</b>		April 18, 2018					
Strategy 1.2 - Provides value added services to the State of South Carolina to support proviso funding		\$	5,054,095				
Objective 1.2.1 - Delivers teacher training; acknowledges and supports, teacher professionalism and training; supports equity and access; and uses innovative technology		\$	-				
Objective 1.2.2 - Provides transparency services to the legislature as requested		\$	-				
Objective 1.2.3 - Provides emergency preparedness services to the State of South Carolina and training for public service officials		\$	-				
Strategy 1.3 - Employee development		\$	6,905,584				
Objective 1.3.1 - Provides employee performance management		\$	-				
Objective 1.3.2 - Keep turnover at 5-8%		\$	-				
Strategy 1.4 - Sale of Services		\$	36,513				
Objective 1.4.1 - Sell production services to agencies and the private sector		\$	-				
Strategy 1.5 - Sell ETV video product to the public		\$	43,815				
Objective 1.5.1 - Maximize sales of ETV programs with available product		\$	-				
Objective 1.5.2 - Maximize revenues from sales with available product		\$	-				
<b>Goal 2 - Produce, convene, distribute, and market educational resources for South Carolina's Pre K-12 administrators, teachers, staff and students; using current educational content tools, technology, networks, and teaching practices that can be replicated throughout the state; combine these efforts with teacher training and credited recertification courses to meet the goals of the Profile of the South Carolina Graduate.</b>							
Strategy 2.1 - Improve teacher quality by customizing face-to-face training and online professional development services based on the state's and local schools' subject, skills and career needs		\$	1,124,685				
Objective 2.1.1 - Provides face-to-face training within schools, at regional centers and at ETV. Provides online courses for teachers to acquire recertification through the SC Department of Education		\$	-				
Strategy 2.2 - Collaborate with Department of Education, school districts and applicable state education institutions to create, convene, and distribute educational content to support Pre K-12 needs identified within profile of the SC Graduate		\$	909,587				
Objective 2.2.1 - Creates a new platform of Education Pre K-12 lessons for teachers to use in the classroom		\$	-				
Objective 2.2.2 - Provides statewide national and local Pre K-12 educational content through ETV StreamlineSC, South Carolina PBS LearningMedia, ETV's KnowItAll.org, and LearningWhy for students, teachers staff and administrators		\$	-				
Strategy 2.3 - Produce and market Pre K-12 educational broadcast and web programming to target students, teachers staff and administrators, parents and local communities		\$	718,130				
Objective 2.3.1 - Provide "Carolina Classrooms" a statewide broadcast and streaming program on topics and issues of importance to Pre-K institutions, parents, and citizenry		\$	-				
Strategy 2.4 - To aggregate content for easy access to districts throughout the state in order to meet Pre K-12 curriculum and professional development requirements		\$	888,561				
Objective 2.4.1 - Track ETV StreamlineSC, South Carolina PBS LearningMedia, KnowItAll.org, and LearningWhy usage to determine impact of providing content		\$	-				
Objective 2.4.2 - Track Pre-K-12 Educator Online Recertification Renewal Credits usage and face-to-face trainings to measure impact of provided PD material		\$	-				
<b>Goal 3 - Grow agency services with quality media and programming. Transparency services to legislature and government to provide citizens with an understanding of how government works</b>							
Strategy 3.1 - Increase transparency support		\$	657,540				
Objective 3.1.1 - Increase session and committee streaming support as requested		\$	-				
Strategy 3.2 - Provides support for law enforcement training		\$	805,961				
Objective 3.2.1 - Coordinate with Criminal Justice Academy and SLED partners to increase training opportunities		\$	-				
Strategy 3.3 - Provides emergency operations support		\$	1,544,074				
Objective 3.3.1 - Provide SCHEART		\$	-				
Objective 3.3.2 - Continue to seek tower space leases		\$	-				
<b>Goal 4 - Produces, acquires, and presents broadcast, radio, web, and mobile programming to become a provider of choice and create effective content</b>							
Strategy 4.1 - Maintains and develops South Carolina's image as a quality provider of National radio and television programming for the networks		\$	953,521				
Objective 4.1.1 - National program efforts reflect a focus on sharing the good news about SCETV's quality, tasteful programming and entertainment		\$	-				
Strategy 4.2 - Creates balance for local programming and content on radio and television to address important issues in South Carolina and be entertaining and enlightening		\$	1,878,349				
Objective 4.2.1 - Produces engaging and enlightening local television programming; ratings reflect that quality		\$	-				
Objective 4.2.2 - Produces engaging and enlightening local radio programming; ratings reflect that quality		\$	-				
Objective 4.2.3 - Produces engaging and enlightening local web content; web analytics reflect that quality		\$	-				
Strategy 4.3 - Maximizes hours of the venerable PBS Kids and other children's programming		\$	-				
Objective 4.3.1 - Provides content to help SC's children grow and learn with PBS Kids anchoring children's show		\$	-				
Strategy 4.4 - Seek to maximize the number of ETV television viewers		\$	1,193,786				
Objective 4.4.1 - Maximize TV ratings		\$	-				
Strategy 4.5 - Seek to maximize the number of SC Public Radio listeners		\$	692,725				
Objective 4.5.1 - Maximize SC Public Radio ratings		\$	-				
Strategy 4.6 - Maximizes www.sctv.org website		\$	81,854				
Objective 4.6.1 - Seek to maximize number of ETV web users		\$	-				
Strategy 4.7 - Maximizes user of ETV Apps		\$	-				
Objective 4.7.1 - Seek to maximize number of ETV App users		\$	-				
22A	<b>Total spent toward Strategic Plan</b>	\$	24,036,469	\$	-	\$	-
22A-2	Prior to receiving these report guidelines, did the agency have a comprehensive strategic plan? (enter Yes or No after the question mark in this cell)						
23A	<b>Spent/Transferred not toward Agency's Comprehensive Strategic Plan</b>	<b>Total</b>					
	Unrelated Purpose #1 - Insert description:	\$	-	\$	-	\$	-
	Insert any additional unrelated purposes	\$	-	\$	-	\$	-
24A	<b>Total not toward Strategic Plan in 2016-17</b>	\$	-	\$	-	\$	-
<b>END OF YEAR AMOUNT REMAINING (2016-17)</b>							
<b>Appropriations and Authorizations remaining at end of year</b>		<b>Total</b>					
25A	Source of Funds	N/A		State	Farmarked	Restricted	Federal
26A	Recurring or one-time?	N/A		Recurring	Recurring	Recurring	Recurring
27A	State, Federal, or Other?	N/A		State	Other	Other	Federal
28A	State Funded Program Description in the General Appropriations Act	N/A		II.A.2 Transmis & Recep II.D.2 Local & Transparency 10% GF Carryforward General Fund Allocations X. Employee Benefits Capital Needs	I. Administration II.A.1 Engineering Admin II.A.2 Transmis & Recep II.A.3 Communications II.B.3 Higher Education II.B.4 Agency Local Other II.C Radio Content II.D.1 National II.D.2 Local & Transparency II.D.3 Regional Operations II.E.1 Fundraising II.E.2 Underwriting II.E.3 Marketing II.B.2 K-12 Education X. Employee Benefits Capital Needs Capital Projects	I. Administration II.A.1 Engineering Admin II.A.2 Transmis & Recep II.B.1 Pre-K Education II.B.3 Higher Education II.B.4 Agency Local Other II.B.5 Training and Assessment II.C Radio Content II.D.2 Local & Transparency II.B.2 K-12 Education X. Employee Benefits	II.A.2 Transmis & Recep ZZ Community Education X. Employee Benefits
29A	Total allowed to spend by END of 2016-17	\$	24,036,469	\$	2,060,555	\$	200,000
30A	(Minus) Spent to Achieve Agency's Comprehensive Strategic Plan	\$	24,036,469	\$	-	\$	-
31A	(Minus) Spending/Transferring agency does not control	\$	-	\$	-	\$	-
32A	<b>Appropriations and authorizations remaining from 2016-17</b>	\$	0	\$	2,060,555	\$	200,000
<b>Line # Fiscal Year 2017-18</b>							
<b>START OF YEAR FINANCIAL RESOURCES AVAILABLE (2017-18)</b>							
<b>Revenue (generated or received) sources</b>		<b>Total</b>		Source #1	Source #2	Source #3	Source #4
1B	Revenue (generated or received) Source (do not combine recurring with one-time and please list the sources deposited in the same SCEIS Fund in consecutive columns)	N/A		State	Farmarked	Restricted	Federal
2B	Recurring or one-time?	N/A		Recurring	Recurring	Recurring	Recurring

**Comprehensive Strategic Finances**  
(Study Step 1: Agency Legal Directives, Plan and Resources)

<b>Agency Responding</b>		ETV					
<b>Date of Submission</b>		April 18, 2018					
3B	State, Federal, or Other?	N/A	State	Other	Other	Federal	
3B-2	Organizational Unit (or all agency) that generated or received the money	N/A	All Agency	All Agency	All Agency	All Agency	
3B-3	Indicate whether revenue is generated (by agency through sale of deliverables or application for grants) or received (from state or set federal matching formula)?	N/A	Received from state or set federal match	Generated by agency	Generated by agency	Received from state or set federal match	
4B	Does this money remain with the agency or go to the General Fund?	N/A	Remain with agency	Remain with agency	Remain with agency	Remain with agency	
<b>Revenue (generated or received) last year</b>		<b>Total</b>					
5B	<b>Total generated or received by June 30, 2017 (end of 2016-17)</b>	\$ 17,526,029	\$ -	\$ 12,043,606	\$ 5,394,590	\$ 87,833	
<b>Where revenue (generated or received) appears in SCEIS</b>		<b>Total</b>					
6B	SCEIS Fund # (Expendable Level - 8 digit) (Full set of financials available for each through SCEIS); same Fund may be in multiple columns if multiple funding sources are deposited into it	N/A	10010000	30350000 30350083 30350084 35190000 35210000 38530000 38530000	49730000	50550000 55110001 55110002	
7B	SCEIS Fund Description	N/A	General Fund	Op Rev-ETV Agency Services Fund Op Rev-ETV Broadband Lease Public Broadcasting Grant Grants-Non Federal SCEIS Agy Set Aside Sale of Assets	Educ Improvement	2015 Severe Flooding -FEMA Reimbursement Hurricane Matthew	Federal
<b>Cash balances at start of the year</b> - (Cash balance for each Source of Fund should be entered only once and appear in the column where the Source of Fund is first listed)		<b>Total</b>					
8B-2	Cash balance at the end of 2015-16	\$ 10,750,478	\$ 27,753	\$ 7,961,668	\$ 2,745,373	\$ 15,684	
8B-3	Change in cash balance during 2016-17	\$ (194,454)	\$ 590,100	\$ (971,001)	\$ 107,036	\$ 79,441	
8B	<b>Total cash balance as of July 1, 2017 (start of 2017-18)</b>	\$ 10,556,024	\$ 617,853	\$ 6,990,667	\$ 2,852,379	\$ 95,125	
<b>RESOURCES AGENCY IS ALLOWED TO USE (2017-18)</b>		<b>Total</b>					
<b>General Appropriations Act Programs</b>		<b>Total</b>					
9B	State Funded Program #	N/A	2000.301000.000 2000.451000.000 8900.000000X000 9500.050000.000 9820.030000X000	0100.000000.000 2000.300500.000 2000.301000.000 2000.301500.000 2000.352000.000 2000.400000.000 2000.450500.000 2000.451000.000 2000.451500.000 2000.500500.000 2000.501000.000 2000.501500.000 2001.351000.000 9500.050000.000 9812.180000X000 9816.250000X000 9901.951400.000	0100.000000.000 2000.300500.000 2000.301000.000 2000.350500.000 2000.351500.000 2000.352000.000 2000.352500.000 2000.400000.000 2000.451000.000 2000.351000.000 9500.050000.000 9810.210000X000 9812.200000X000 9813.190000X000 9815.220000X000 9816.230000X000 9816.240000X000 9816.250000X000	2000.301000.000 2001.150000.000 9500.050000.000 9816.250000X000	
10B	State Funded Program Description in the General Appropriations Act	N/A	II.A.2 Transmis & Recep II.D.2 Local & Transparency General Fund Allocations X. Employee Benefits Capital Needs	I. Administration II.A.1 Engineering Admin II.A.2 Transmis & Recep II.B.1 Pre-K Education II.B.3 Higher Education II.B.4 Agency Local Other II.C Radio Content II.D.1 National II.D.2 Local & Transparency II.D.3 Regional Operations II.E.1 Fundraising II.E.2 Underwriting II.E.3 Marketing II.B.2 K-12 Education X. Employee Benefits Capital Needs IV. FCC Req Chnl Reassgn Capital Projects	I. Administration II.A.1 Engineering Admin II.A.2 Transmis & Recep II.B.1 Pre-K Education II.B.3 Higher Education II.B.4 Agency Local Other II.C Radio Content II.C Radio Content II.D.2 Local & Transparency II.B.2 K-12 Education X. Employee Benefits IV. TCC HVAC Repl Yr One IV. Tower Inspection/Rep IV. Rutledge Move IV. Studio Upgrade/Remote IV. Master Control (Kids Edu) IV. ATSC 3.0 Upgrades IV. FCC Req Chnl Reassgn	II.A.2 Transmis & Recep Community Education X. Employee Benefits IV. FCC Req Chnl Reassgn	
<b>Amounts Appropriated and Authorized (i.e. allowed to spend)</b>		<b>Total</b>					
11B	Amounts appropriated, and amounts authorized, to the agency for 2016-17 that were not spent AND the agency can spend in 2017-18	\$ 2,157,956	\$ 617,853	\$ 1,112,392	\$ 427,710	\$ -	
12B	2017-18 Appropriations & Authorizations to agency (start of year)	\$ 30,397,802	\$ 282,802	\$ 13,200,719	\$ 16,714,281	\$ 200,000	
13B	<b>Total allowed to spend at START of 2017-18</b>	\$ 32,555,758	\$ 900,655	\$ 14,313,111	\$ 17,141,991	\$ 200,000	
14B	2017-18 Appropriations & Authorizations to agency (during the year) (BUDGETED)	\$ 430,470	\$ 1,455	\$ 8,192,918	\$ (7,855,550)	\$ 91,647	
15B	<b>Total allowed to spend by END of 2017-18</b>	\$ 32,986,228	\$ 902,110	\$ 22,506,029	\$ 9,286,441	\$ 291,647	
<b>HOW RESOURCES ARE UTILIZED (2017-18)</b>		<b>Total</b>					
<b>How Spending is Tracked</b>		<b>Total</b>					
16B	Databasel(s) through which expenditures are tracked	N/A	SCEIS	SCEIS	SCEIS	SCEIS	
<b>Summary of Resources Available</b>		<b>Total</b>					
17B	Source of Funds	N/A	State	Earmarked	Restricted	Federal	
18B	If source of funds is multi-year grant, # of years, including this yr, remaining	N/A					
19B	External restrictions (from state/federal avt, grant issuer, etc.), if any, on use of funds	N/A	General Fund	Other/Federal	Other/Federal	Federal	
20B	State Funded Program Description in the General Appropriations Act	N/A	II.A.2 Transmis & Recep II.D.2 Local & Transparency General Fund Allocations X. Employee Benefits Capital Needs	I. Administration II.A.1 Engineering Admin II.A.2 Transmis & Recep II.B.1 Pre-K Education II.B.3 Higher Education II.B.4 Agency Local Other II.C Radio Content II.D.1 National II.D.2 Local & Transparency II.D.3 Regional Operations II.E.1 Fundraising II.E.2 Underwriting II.E.3 Marketing II.B.2 K-12 Education X. Employee Benefits Capital Needs IV. FCC Req Chnl Reassgn Capital Projects	I. Administration II.A.1 Engineering Admin II.A.2 Transmis & Recep II.B.1 Pre-K Education II.B.3 Higher Education II.B.4 Agency Local Other II.C Radio Content II.C Radio Content II.D.2 Local & Transparency II.B.2 K-12 Education X. Employee Benefits IV. TCC HVAC Repl Yr One IV. Tower Inspection/Rep IV. Rutledge Move IV. Studio Upgrade/Remote IV. Master Control (Kids Edu) IV. ATSC 3.0 Upgrades IV. FCC Req Chnl Reassgn	II.A.2 Transmis & Recep Community Education X. Employee Benefits IV. FCC Req Chnl Reassgn	
21B	<b>Total Appropriated and Authorized (i.e. allowed to spend) by the end of 2017-18</b>	\$ 32,986,228	\$ 902,110	\$ 22,506,029	\$ 9,286,441	\$ 291,647	
<b>Toward Agency's 2017-18 Comprehensive Strategic Plan</b> (By Strategy at a minimum, and if possible, by Objective)							
<b>STRATEGIC PLAN</b>							
<b>Goal 1 - Works toward creating a more entrepreneurial agency through administrative efforts such as revenue generation, state fund development, marketing, developing employees to be successful in this new environment.</b>							
<b>Strategy 1.1 - Increase giving/underwriting support</b>		\$ 743,873					
<b>Objective 1.1.1 - Works with ETV Endowment to grow revenue</b>		\$ -					
<b>Objective 1.1.2 - Works with ETV Endowment to grow members/donors</b>		\$ -					
<b>Objective 1.1.3 - Increase agency underwriting</b>		\$ -					
<b>Strategy 1.2 - Provides value added services to the State of South Carolina to support proviso funding</b>		\$ 7,760,074					
<b>Objective 1.2.1 - Delivers teacher training; acknowledges and supports, teacher professionalism and training; supports equity and access; and uses innovative technology</b>		\$ -					
<b>Objective 1.2.2 - Provides transparency services to the legislature as requested</b>		\$ -					

**Comprehensive Strategic Finances**  
(Study Step 1: Agency Legal Directives, Plan and Resources)

<b>Agency Responding</b>		ETV				
<b>Date of Submission</b>		April 18, 2018				
Objective 1.2.3 - Provides emergency preparedness services to the State of South Carolina and training for public service officials		\$ -				
Strategy 1.3 - Employee development		\$ 9,227,002				
Objective 1.3.1 - Provides employee performance management		\$ -				
Objective 1.3.2 - Keep turnover at 5-8%		\$ -				
Strategy 1.4 - Sale of Services		\$ 49,592				
Objective 1.4.1 - Sell production services to agencies and the private sector		\$ -				
Strategy 1.5 - Sell ETV video product to the public		\$ 59,510				
Objective 1.5.1 - Maximize sales of ETV programs with available product		\$ -				
Objective 1.5.2 - Maximize revenues from sales with available product		\$ -				
<b>Goal 2 - Produce, convene, distribute, and market educational resources for South Carolina's Pre K-12 administrators, teachers, staff and students; using current educational content tools, technology, networks, and teaching practices that can be replicated throughout the state; combine these efforts with teacher training and credited recertification courses to meet the goals of the Profile of the South Carolina Graduate.</b>						
Strategy 2.1 - Improve teacher quality by customizing face-to-face training and online professional development services based on the state's and local schools' subject, skills and career needs		\$ 1,230,038				
Objective 2.1.1 - Provides face-to-face training within schools, at regional centers and at ETV. Provides online courses for teachers to acquire recertification through the SC Department of Education		\$ -				
Strategy 2.2 - Collaborate with Department of Education, school districts and applicable state education institutions to create, convene, and distribute educational content to support Pre K-12 needs identified within profile of the SC Graduate		\$ 899,102				
Objective 2.2.1 - Creates a new platform of Education Pre K-12 lessons for teachers to use in the classroom		\$ -				
Objective 2.2.2 - Provides statewide national and local Pre K-12 educational content through ETV StreamlineSC, South Carolina PBS LearningMedia, ETV's KnowItall.org, and LearningWhy for students, teachers staff, and administrators		\$ -				
Strategy 2.3 - Produce and market Pre K-12 educational broadcast and web programming to target students, teachers staff and administrators, parents and local communities		\$ 709,097				
Objective 2.3.1 - Provide "Carolina Classrooms" a statewide broadcast and streaming program on topics and issues of importance to Pre-K institutions, parents, and citizenry		\$ -				
Strategy 2.4 - To aggregate content for easy access to districts throughout the state in order to meet Pre K-12 curriculum and professional development requirements		\$ 836,608				
Objective 2.4.1 - Track ETV StreamlineSC, South Carolina PBS LearningMedia, KnowItall.org, and LearnineWhy usage to determine impact of providing content		\$ -				
Objective 2.4.2 - Track Pre-K-12 Educator Online Recertification Renewal Credits usage and face-to-face trainings to measure impact of provided PD material		\$ -				
<b>Goal 3 - Grow agency services with quality media and programming. Transparency services to legislature and government to provide citizens with an understanding of how government works.</b>						
Strategy 3.1 - Increase transparency support		\$ 1,104,803				
Objective 3.1.1 - Increase session and committee streaming support as requested		\$ -				
Strategy 3.2 - Provides support for law enforcement training		\$ 1,352,809				
Objective 3.2.1 - Coordinate with Criminal Justice Academy and SLED partners to increase training opportunities		\$ -				
Strategy 3.3 - Provides emergency operations support		\$ 2,033,154				
Objective 3.3.1 - Provide SCHEART		\$ -				
Objective 3.3.2 - Continue to seek tower space leases		\$ -				
<b>Goal 4 - Produces, acquires, and presents broadcast, radio, web, and mobile programming to become a provider of choice and create effective content</b>						
Strategy 4.1 - Maintains and develops South Carolina's image as a quality provider of National radio and television programming for the networks		\$ 1,194,874				
Objective 4.1.1 - National program efforts reflect a focus on sharing the good news about SCETV's quality, tasteful programming and entertainment		\$ -				
Strategy 4.2 - Creates balance for local programming and content on radio and television to address important issues in South Carolina and be entertaining and enlightening		\$ 2,911,895				
Objective 4.2.1 - Produces engaging and enlightening local television programming; ratings reflect that quality		\$ -				
Objective 4.2.2 - Produces engaging and enlightening local radio programming; ratings reflect that quality		\$ -				
Objective 4.2.3 - Produces engaging and enlightening local web content; web analytics reflect that quality		\$ -				
Strategy 4.3 - Maximizes hours of the venerable PBS Kids and other children's programming		\$ -				
Objective 4.3.1 - Provides content to help SC's children grow and learn with PBS Kids anchoring children's show		\$ -				
Strategy 4.4 - Seek to maximize the number of ETV television viewers		\$ 1,506,574				
Objective 4.4.1 - Maximize TV ratings		\$ -				
Strategy 4.5 - Seek to maximize the number of SC Public Radio listeners		\$ 1,228,713				
Objective 4.5.1 - Maximize SC Public Radio ratings		\$ -				
Strategy 4.6 - Maximizes www.sctv.org website		\$ 138,511				
Objective 4.6.1 - Seek to maximize number of ETV web users		\$ -				
Strategy 4.7 - Maximizes user of ETV Apps		\$ -				
Objective 4.7.1 - Seek to maximize number of ETV App users		\$ -				
228	<b>Total spent toward Strategic Plan</b>	<b>\$ 32,986,228</b>	\$ -	\$ -	\$ -	\$ -
228-2	Prior to receiving these report guidelines, did the agency have a comprehensive strategic plan? (Enter Yes or No after the question mark in this cell)					
238	<b>Spent/Transferred not toward Agency's Comprehensive Strategic Plan</b>	<b>Total</b>				
	Unrelated Purpose #1 - Insert description:	\$ -	\$ -	\$ -	\$ -	\$ -
248	Insert any additional unrelated purposes	\$ -	\$ -	\$ -	\$ -	\$ -
	<b>Total not toward Strategic Plan in 2017-18</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>END OF YEAR AMOUNT REMAINING (2017-18)</b>						
<b>Appropriations and Authorizations remaining at end of year</b>		<b>Total</b>				
258	Source of Funds	N/A	State	Earmarked	Restricted	Federal
268	Recurring or one-time?	N/A	Recurring	Recurring	Recurring	Recurring
278	State, Federal, or Other?	N/A	State	Other	Other	Federal
288	State Funded Program Description in the General Appropriations Act	N/A	II.A.2 Transmis & Recep II.D.2 Local & Transparency General Fund Allocations X. Employee Benefits Capital Needs	I. Administration II.A.1 Engineering Admin II.A.2 Transmis & Recep II.A.3 Communications II.B.3 Higher Education II.B.4 Agency Local Other II.C. Radio Content II.D.1 National II.D.2 Local & Transparency II.D.3 Regional Operations II.E.1 Fundraising II.E.2 Underwriting II.E.3 Marketing II.B.2 K-12 Education X. Employee Benefits Capital Needs IV. FCC Req Chnl Reassgn Capital Projects	I. Administration II.A.1 Engineering Admin II.A.2 Transmis & Recep II.B.1 Pre-K Education II.B.3 Higher Education II.B.4 Agency Local Other II.B.5 Training and Assessment II.C. Radio Content II.D.2 Local & Transparency II.B.2 K-12 Education X. Employee Benefits IV. TCC HVAC Repl Yr One IV. Tower Inspection/Rep IV. Rutledge Move IV. Studio Upgrade/Remote IV. Master Control (Kids Edu) IV. ATSC 3.0 Upgrades IV. FCC Req Chnl Reassgn	II.A.2 Transmis & Recep Community Education X. Employee Benefits IV. FCC Req Chnl Reassgn
298	Total allowed to spend by END of 2017-18	\$ 32,986,228	\$ 902,110	\$ 22,506,029	\$ 9,286,441	\$ 291,647
308	(minus) Spent to Achieve Agency's Comprehensive Strategic Plan (BUDGETED)	\$ 32,986,228	\$ -	\$ -	\$ -	\$ -
318	(minus) Spent/Transferred not toward Agency's Comprehensive Strategic Plan (BUDGETED)	\$ -	\$ -	\$ -	\$ -	\$ -
328	<b>Amount of appropriations and authorizations remaining (BUDGETED)</b>	<b>\$ 0</b>	<b>\$ 902,110</b>	<b>\$ 22,506,029</b>	<b>\$ 9,286,441</b>	<b>\$ 291,647</b>

**Performance Measures**  
(Study Step 2: Performance)

Agency Responding		ETV
Date of Submission		4/18/2018

**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/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

Performance Measure	Type of Measure:	Agency selected; Required by State; or Required by Federal:	Time Applicable	Target and Actual row labels	Target and Actual Results Time Period #1 (FY 2012-2013)	Target and Actual Results Time Period #2 (FY 2013-2014)	Target and Actual Results Time Period #3 (FY 2014-2015)	Target and Actual Results Time Period #4 (FY 2015-2016)	Target and Actual Results Time Period #5 (FY 2016-2017)	Target Results Time Period #6 (FY 2017-2018)	Currently using, considering using in future, no longer using
Endowment Revenues	Outcome Measure	Agency Selected	July - June	Target: Actual:	n/a \$ 4,326,555	\$ 4,254,400 \$ 4,369,184	\$ 4,715,250 \$ 4,732,146	\$ 4,792,146 \$ 4,920,208	\$ 4,929,805 \$ 5,475,868	\$ 5,188,650	Currently using
Face to Face Teacher Training	Outcome Measure	Agency Selected	July - June	Target: Actual:	n/a 5,798	n/a 5,842	6,000 8,404	6,000 6,305	6,500 5,327	6,000	Currently using
Legislative Streaming (streaming session hours)	Outcome Measure	Federal government + Agency Selected	July - June	Target: Actual:	n/a 502	550 467	485 485	485 273.18	273.18 302	n/a	Currently using
Employee Turnover (FTEs only)	Outcome Measure	Agency Selected	July - June	Target: Actual:	n/a 8%	5% 5%	5% 5%	5% 9%	5% 5.30%	9%	Currently using
Pre-K-12 Educator Online Recertification Renewal	Outcome Measure	Agency Selected	July - June	Target: Actual:	n/a n/a	n/a 0	80,000 78,992	80,000 92,884	95,000 86,340	90,000	Currently using
Legislative Broadcast Session Hours	Outcome Measure	Federal government + Agency Selected	July - June	Target: Actual:	n/a n/a	n/a n/a	n/a n/a	250 273	280 253	n/a	Currently using
On-Demand Pre-K-12 Sessions/Uses	Output Measure	Agency Selected	July - June	Target: Actual:	n/a n/a	n/a 0	1,434,000 1,392,724	1,434,000 1,104,562	900,000 797,362	900,000	Currently using
Local Television Programming Hours	Output Measure	Federal government + Agency Selected	July - June	Target: Actual:	n/a 483	486 486	492 478	478 401	401 412	415	Currently using
Local Radio Programming Hours	Output Measure	Agency Selected	July - June	Target: Actual:	n/a 980	1,022 1,012	1,094 1,094	1,094 1,322	1,322 1,306	1,306	Currently using
PBS Kids Programming	Output Measure	Agency Selected	July - June	Target: Actual:	n/a 4,342	4,420 4,420	4,420 4,135	4,420 4,420	4,300 4,564	10,650	Currently using
Television Viewing Households	Outcome Measure	Agency Selected	January - December	Target: Actual:	n/a 429,131	465,000 464,305	450,000 443,200	443,200 485,410	450,000 485,234	500,000	Currently using
Radio Listeners	Outcome Measure	Agency Selected	January - December	Target: Actual:	n/a 342,000	350,000 342,700	335,900 335,900	335,900 327,300	335,900 352,100	360,000	Currently using
Production billings	Output Measure	Agency Selected	July - June	Target: Actual:	n/a 418,989	n/a \$ 450,700	\$ 464,221 \$ 556,201	\$ 572,887 \$ 793,419	\$ 607,775 \$ 633,785	\$ 634,000	Currently using
www.sctev.org sessions	Outcome Measure	Agency Selected	July - June	Target: Actual:	n/a 1,211,068	1,576,993 1,433,363	1,240,000 1,206,448	1,206,171 755,753	831,328 643,189	667,334	Currently using
www.sctev.org users	Outcome Measure	Agency Selected	July - June	Target: Actual:	n/a 657,456	936,357 851,234	735,000 714,184	714,019 381,863	420,039 354,738	365,380	Currently using
www.sctev.org page views	Outcome Measure	Agency Selected	July - June	Target: Actual:	n/a 1,973,720	2,430,203 2,209,275	0 2,105,795	2,102,994 1,304,961	1,435,457 1,676,849	1,727,154	Currently using
www.scpublicradio.org website sessions	Outcome Measure	Agency Selected	July - June	Target: Actual:	n/a n/a	n/a n/a	n/a n/a	n/a 137,708	138,000 397,527	400,000	Currently using
www.scpublicradio.org website page views	Outcome Measure	Agency Selected	July - June	Target: Actual:	n/a n/a	n/a n/a	n/a n/a	n/a 433,395	435,000 869,787	900,000	Currently using
www.scpublicradio.org streaming	Outcome Measure	Agency Selected	July - June	Target: Actual:	n/a n/a	n/a n/a	n/a n/a	n/a 1,936,692	1,610,500 1,764,018	1,800,000	Currently using
SCETV App Downloads	Outcome Measure	Agency Selected	July - June	Target: Actual:	n/a n/a	n/a n/a	n/a n/a	n/a n/a	10 percent 3,650	365	Currently using
Cove sessions	Outcome Measure	Agency Selected	July - June	Target: Actual:	n/a 82,345	82,866 75,333	82,817 82,743	82,817 428,389	ETV or PBS goal 185,672	ETV or PBS goal	No longer using
Cove users	Outcome Measure	Agency Selected	July - June	Target: Actual:	n/a 38,420	56,532 51,393	62,504 62,392	62,504 198,040	ETV or PBS goal 92,077	ETV or PBS goal	No longer using

## Performance Measures

(Study Step 2: Performance)

Performance Measure	Type of Measure:	Agency selected; Required by State; or Required by Federal:	Time Applicable	Target and Actual row labels	Target and Actual Results Time Period #1 (FY 2012-2013)	Target and Actual Results Time Period #2 (FY 2013-2014)	Target and Actual Results Time Period #3 (FY 2014-2015)	Target and Actual Results Time Period #4 (FY 2015-2016)	Target and Actual Results Time Period #5 (FY 2016-2017)	Target Results Time Period #6 (FY 2017-2018)	Currently using, considering using in future, no longer using
Cove page views	Outcome Measure	Agency Selected	July - June	Target:	n/a	153,961	230,474	230,474	ETV or PBS goal	ETV or PBS goal	No longer using
				Actual:	157,942	139,965	185,120	138,419	205,254		
YouTube video views	Outcome Measure	Agency Selected	July - June	Target:	n/a	n/a	297,304	297,304	460,841	561,119	Currently using
				Actual:	n/a	0	270,277	347,199	544,776		
YouTube minutes watched	Outcome Measure	Agency Selected	July - June	Target:	n/a	n/a	894,095	894,095	939,707	1,462,337	Currently using
				Actual:	n/a	0	777,474	854,370	1,419,745		
NPR One	Outcome Measure	Agency Selected	July - June	Target:	n/a	n/a	n/a	n/a	n/a	50,000	Currently using
				Actual:	n/a	n/a	n/a	n/a	48,600		
				Target:							
				Actual:							



Comprehensive Strategic Plan Summary

(Study Step 1: Agency Legal Directives, Plan and Resources; and Study Step 2: Performance)

Agency Responding	ETV
Date of Submission	4/18/2018
Mission: To enrich lives by educating children, informing and connecting citizens, celebrating our culture, and instilling the joy of learning.	
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: S.C. Code Ann. 59-7-10	

2016-17	
Total # of FTEs available / Total # filled at start of year	Total amount Appropriated and Authorized to Spend
Available FTEs: 141.33	\$ 24,036,469
Filled FTEs: 129.17	
Temp/Grant: 32	
Time Limited: 1	
Part Time: 13.67	

Amount of remaining
\$ 0

2017-18	
Total # of FTEs available / Total # filled at start of year	Total amount Appropriated and Authorized to Spend
Available FTEs: 149.38	\$ 32,986,228
Filled FTEs: 132.63	
Temp/Grant: 27.63	
Time Limited: 1.63	
Part Time: 33.66	

Amount of remaining
\$ 0

2017-18 Comprehensive Strategic Plan Part and Description (e.g., Goal 1 - Insert Goal 1; Strategy 1.1 - Insert Strategy 1.1; Objective 1.1.1 - Insert Objective 1.1.1)	Intended Public Benefit/Outcome: (Ex. Outcome = incidents decrease and public perceives that the road is safer)	2016-17				2017-18				Associated Performance Measures (Please ensure each performance measure is on a separate line within the cell by typing the first associated performance measure, "Alt + Enter," then type the next assoc. PM, "Alt + Enter," and continue until all associated PMs are entered)	Associated Organizational Unit(s)	Responsible Employee Name & Time staff member has been responsible for the goal or objective (e.g. John Doe (responsible less than 3 years) or Jane Doe (responsible more than 3 years))	Does this person have input into the budget for this goal, strategy or objective? (Y/N)	Partner(s), by segment, the agency works with to achieve the objective (Federal Government; State Government; Local Government; Higher Education Institution; Private Business; Non-Profit Entity; Individual; or Other)
		# of FTE equivalents utilized	Amount Spent (including employee salaries/wages and benefits)	% of Total Available to Spend	Associated General Appropriations Act Program(s) (If there are a number of different assoc. programs, please enter "A," then explain at the end of the chart what is included in "A")	# of FTE equivalents planned to utilize	Amount budgeted (including employee salaries/wages and benefits)	% of Total Available to Budget	Associated General Appropriations Act Program(s)					
Goal 1 - Works toward creating a more entrepreneurial agency through administrative efforts such as revenue generation, state fund development, marketing, developing employees to be successful in this new environment.														
Strategy 1.1 - Increase giving/underwriting support	Outcome = Underwriting is support from businesses and non-profit organizations that helps underwrite the cost of programming and production; Membership and underwriting support offsets the cost of quality local and national programming available to every citizen of the state at no cost	14	\$ 547,690.58	2.28%	II. E. Enterprise	14	\$ 743,873.16	2.26%	II. E. Enterprise	PM Endowment Revenues	Office of the President/CEO Underwriting SC Public Radio and SCTV Programming Communications	Anthony Padgett (responsible less than 3 years) Melanie Boyer (responsible more than 3 years) Shari Hutchinson (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Non-Governmental Private Business
Objective 1.1.1 - Works with ETV Endowment to grow revenue	Outcome = Donations through ETV fundraising efforts are added to the ETV Endowment's membership to establish long-term donor relationships and increased financial support. Proceeds support the yearly TV and radio member station dues and local program production costs.  Outcome = Underwriting is support from businesses and non-profit organizations that helps underwrite the cost of programming and production; Membership and underwriting support offsets the cost of quality local and national programming available to every citizen of the state at no cost	15		0.00%	II. E. Enterprise	15		0.00%	II. E. Enterprise	PM Endowment Revenues	Office of the President/CEO Underwriting SC Public Radio and SCTV Programming Communications	Anthony Padgett (responsible less than 3 years) Melanie Boyer (responsible more than 3 years) Shari Hutchinson (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Non-Governmental Private Business
Objective 1.1.2 - Works with ETV Endowment to grow members/donors	Outcome = Successful fundraising strategies are implemented using our on-air and online platforms to generate new members to grow and maintain the health of the ETV Endowment's overall membership program.	16		0.00%	II. E. Enterprise	16		0.00%	II. E. Enterprise	PM Endowment Revenues	Office of the President/CEO SC Public Radio and SCTV Programming Communications	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Non-Governmental Private Business
Objective 1.1.3 - Increase agency underwriting	Outcome = Sponsorships are offered to businesses and non-profit organizations, providing them with exposure to audiences of ETV, SC Public Radio, and digital products.; this revenue helps underwrite the cost of programming and production, which in turn, makes the content available to citizens	18		0.00%	II. E. Enterprise	18		0.00%	II. E. Enterprise		Office of the President/CEO Underwriting SC Public Radio and SCTV Programming Communications	Anthony Padgett (responsible less than 3 years) Melanie Boyer (responsible more than 3 years) Shari Hutchinson (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Non-Governmental Private Business

Comprehensive Strategic Plan Summary  
(Study Step 1: Agency Legal Directives, Plan and Resources; and Study Step 2: Performance)

2017-18 Comprehensive Strategic Plan Part and Description (e.g., Goal 1 - Insert Goal 1; Strategy 1.1 - Insert Strategy 1.1; Objective 1.1.1 - Insert Objective 1.1.1)	Intended Public Benefit/Outcome: (Ex. Outcome = incidents decrease and public perceives that the road is safer)	2016-17				2017-18				Associated Performance Measures (Please ensure each performance measure is on a separate line within the cell by typing the first associated performance measure, "Alt + Enter," then type the next assoc. PM; "Alt + Enter," and continue until all associated PMs are entered)	Associated Organizational Unit(s)	Responsible Employee Name & Time staff member has been responsible for the goal or objective (e.g. John Doe (responsible less than 3 years) or Jane Doe (responsible more than 3 years))	Does this person have input into the budget for this goal, strategy or objective? (Y/N)	Partner(s), by segment, the agency works with to achieve the objective (Federal Government; State Government; Local Government; Higher Education Institution; K-12 Education Institution; Private Business; Non-Profit Entity; Individual; or Other)
		# of FTE equivalents utilized	Amount Spent (including employee salaries/wages and benefits)	% of Total Available to Spend	Associated General Appropriations Act Program(s) (If there are a number of different assoc. programs, please enter "A," then explain at the end of the chart what is included in "A")	# of FTE equivalents planned to utilize	Amount budgeted (including employee salaries/wages and benefits)	% of Total Available to Budget	Associated General Appropriations Act Program(s)					
Strategy 1.2 - Provides value added services to the State of South Carolina to support proviso funding	Outcome = Provides daily coverage of the House and Senate sessions, as well as production support for live web streaming in collaboration with LSA from House and Senate hearing rooms; provide production support and direct streaming on SCETV web site for SCTB, SFAA, RSIC, PSC, and the SC Supreme Court. SC Public Radio broadcasts weekly legislative updates and daily newscasts. ETV is Media of Record and responds when EMD activates for emergencies, including broadcasting Governor's press conferences on TV and Radio.	24	\$ 5,054,095.05	21.03%	II. D.2. Local & Transparency	24	\$ 7,760,073.70	23.53%	II. D.2. Local & Transparency		Office of the President/CEO SC Public Radio and SCETV Programming Content Engineering Education	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years) Kerry Feduk (responsible more than 3 years) Mark Jahnke (responsible less than 3 years) Dean Byrd (responsible more than 3 years)	Yes	State Government Local Government Non-Governmental
Objective 1.2.1 - Delivers teacher training; acknowledges and supports, teacher professionalism and training; supports equity and access; and uses innovative technology	Outcome = Provides professional development through face-to-face training and online courses for the state's required teacher recertifications; trainers visit school sites across the state and also offer web courses for pre K-12 administrators, teachers, and staff; prepares educators across the state for various technologies used in the classroom	12		0.00%	II. B.4. Agency, Local, and other Educational Services	14		0.00%	II. B.4. Agency, Local, and other Educational Services		Office of the President/CEO Content Education	Anthony Padgett (responsible less than 3 years) Kerry Feduk (responsible more than 3 years) Dean Byrd (responsible more than 3 years)	Yes	State Government Local Government Non-Governmental
Objective 1.2.2 - Provides transparency services to the legislature as requested	Outcome = Increase public awareness of and accessibility to legislative procedures through TV and Radio broadcasts; track major legislative issues and how they may affect citizens of the state; provide live coverage of major events such as the Governor's State of the State Address.  Outcome = Comprehensive broadcast coverage of the legislative sessions; Increase public awareness and accessibility to state government in action. Provide both TV and Radio analysis of bills and their impact and in-depth coverage on broadcast series "This Week in South Carolina." Track major legislative issues and how they may affect citizens of the state on broadcast series, Palmetto Scene, live daily FACEBOOK reports from the Statehouse and the podcast, SC LEDE; also provide live coverage of major events such as the Governor's State of the State Address and other significant events including but not limited to state funerals, dedications, memorials, or other state sponsored events.	32		0.00%	II. D.2. Local & Transparency	32		0.00%	II. D.2. Local & Transparency		Office of the President/CEO Content Engineering	Anthony Padgett (responsible less than 3 years) Kerry Feduk (responsible more than 3 years) Mark Jahnke (responsible less than 3 years)	Yes	State Government Local Government Non-Governmental
Objective 1.2.3 - Provides emergency preparedness services to the State of South Carolina and training for public service officials	Outcomes = Public receives accurate information during emergencies; increasing public safety through broadcasts of TV and Radio. Provides current and timely access to training that is vetted by public service and emergency management institutions.	38		0.00%	II. D.2. Local & Transparency	38		0.00%	II. D.2. Local & Transparency		Office of the President/CEO SC Public Radio and SCETV Programming Content Engineering Communications	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years) Kerry Feduk (responsible more than 3 years) Mark Jahnke (responsible less than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	State Government Federal Government
Strategy 1.3 - Employee development	Outcome = Provide employee resources to ensure job success and high quality job performance	5	\$ 6,905,583.77	28.73%	I. Internal Administration III. Employee Benefits	5	\$ 9,227,002.18	27.97%	I. Internal Administration III. Employee Benefits	PM Employee Turnover (FTEs only)	Office of the President/CEO Administration/HR	Anthony Padgett (responsible less than 3 years) Jennifer Green (responsible less than 3 years)	Yes	State Government
Objective 1.3.1 - Provides employee performance management	Outcome = Provide feedback, coaching, and necessary training to employees and supervisors	5		0.00%	I. Internal Administration III. Employee Benefits	5		0.00%	I. Internal Administration III. Employee Benefits		Office of the President/CEO Administration/HR	Anthony Padgett (responsible less than 3 years) Jennifer Green (responsible less than 3 years)	Yes	State Government
Objective 1.3.2 - Keep turnover at 5-8%	Outcome = Maintain employees as a result of job satisfaction	5		0.00%	I. Internal Administration III. Employee Benefits	5		0.00%	I. Internal Administration III. Employee Benefits	PM Employee Turnover (FTEs only)	Office of the President/CEO Administration/HR	Anthony Padgett (responsible less than 3 years) Jennifer Green (responsible less than 3 years)	Yes	State Government
Strategy 1.4 - Sale of Services	Outcome = Market the SCETV facilities and personnel skills and capabilities to meet target revenue gains 3-5% above previous annual revenue actuals.	26	\$ 36,512.71	0.15%	II. E. Enterprise	26	\$ 49,591.54	0.15%	II. E. Enterprise	PM Production Billings	Office of the President/CEO Content Engineering	Anthony Padgett (responsible less than 3 years) Kerry Feduk (responsible more than 3 years) Mark Jahnke (responsible less than 3 years)	Yes	Individual State Government

Comprehensive Strategic Plan Summary

(Study Step 1: Agency Legal Directives, Plan and Resources; and Study Step 2: Performance)

2017-18 Comprehensive Strategic Plan Part and Description (e.g., Goal 1 - Insert Goal 1; Strategy 1.1 - Insert Strategy 1.1; Objective 1.1.1 - Insert Objective 1.1.1)	Intended Public Benefit/Outcome: (Ex. Outcome = incidents decrease and public perceives that the road is safer)	2016-17				2017-18				Associated Performance Measures (Please ensure each performance measure is on a separate line within the cell by typing the first associated performance measure, "Alt + Enter," then type the next assoc. PM, "Alt + Enter," and continue until all associated PMs are entered)	Associated Organizational Unit(s)	Responsible Employee Name & Time staff member has been responsible for the goal or objective (e.g. John Doe (responsible less than 3 years) or Jane Doe (responsible more than 3 years))	Does this person have input into the budget for this goal, strategy or objective? (Y/N)	Partner(s), by segment, the agency works with to achieve the objective (Federal Government; State Government; Local Government; Higher Education Institution; K-12 Education Institution; Private Business; Non-Profit Entity; Individual; or Other)
		# of FTE equivalents utilized	Amount Spent (including employee salaries/wages and benefits)	% of Total Available to Spend	Associated General Appropriations Act Program(s) (If there are a number of different assoc. programs, please enter "A," then explain at the end of the chart what is included in "A")	# of FTE equivalents planned to utilize	Amount budgeted (including employee salaries/wages and benefits)	% of Total Available to Budget	Associated General Appropriations Act Program(s)					
Objective 1.4.1 - Sell production services to agencies and the private sector	Outcome = Optimize opportunities to sell production services in public and private sector (when appropriate) by representing SCETV in professional associations and developing a strong network among peers.	20		0.00%	II. E. Enterprise	20		0.00%	II. E. Enterprise	PM Production Billings	Office of the President/CEO Content Engineering	Anthony Padgett (responsible less than 3 years) Kerry Feduk (responsible more than 3 years) Mark Jahnke (responsible less than 3 years)	Yes	Individual State Government
Strategy 1.5 - Sell ETV video product to the public	Outcome = ETV has long been known as the state's storyteller - in SC history, the arts and education; offering ETV video product to the public allows them to own a personal copy of these stories which cannot be found elsewhere; additionally, videos are available to teachers and public libraries at a special rate  Outcome = Create marketing ops to assure SCETV's content is accessible as viewing habits transform across different distribution points	18	\$ 43,815.25	0.18%	II. E. Enterprise	18	\$ 59,509.85	0.18%	II. E. Enterprise		Office of the President/CEO Underwriting Finance/Procurement	Anthony Padgett (responsible less than 3 years) Melanie Boyer (responsible more than 3 years)	Yes	Individual
Objective 1.5.1 - Maximize sales of ETV programs with available product	Outcome = ETV has long been known as the state's storyteller - in SC history, the arts and education; offering ETV video product to the public allows them to own a personal copy of these stories which cannot be found elsewhere; additionally, videos are available to teachers and public libraries at a special rate  Outcome = Increase productivity, support, creativity, and empower employees to contribute innovative ideas to exploit existing	18		0.00%	II. E. Enterprise	18		0.00%	II. E. Enterprise		Office of the President/CEO Content Underwriting Finance/Procurement	Anthony Padgett (responsible less than 3 years) Melanie Boyer (responsible more than 3 years) Kerry Feduk (responsible more than 3 years)	Yes	Individual
Objective 1.5.2 - Maximize revenues from sales with available product	Outcome = ETV has long been known as the state's storyteller - in SC history, the arts and education; offering ETV video product to the public allows them to own a personal copy of these stories which cannot be found elsewhere; additionally, videos are available to teachers and public libraries at a special	18		0.00%	II. E. Enterprise	18		0.00%	II. E. Enterprise		Office of the President/CEO Content Underwriting Finance/Procurement	Anthony Padgett (responsible less than 3 years) Melanie Boyer (responsible more than 3 years) Kerry Feduk (responsible more than 3 years)	Yes	Individual
Goal 2 - Produce, convene, distribute, and market educational resources for South Carolina's Pre K-12 administrators, teachers, staff and students; using current educational content tools, technology, networks, and teaching practices that can be replicated throughout the state; combine these efforts with teacher training and credited recertification courses to meet the goals of the Profile of the South Carolina Graduate.														
Strategy 2.1 - Improve teacher quality by customizing face-to-face training and online professional development services based on the state's and local schools' subject, skills and career needs	Outcome = Teachers, staff, and administrators are exposed and presented to national, state and local instructional trends and technologies; pre K-12 instructional and administrative personnel are offered opportunities to learn what is most needed to improve their profession	10	\$ 1,124,684.57	4.68%	II. B.4. Agency, Local, and other Educational Services	12	\$ 1,230,038.07	3.73%	II. B.4. Agency, Local, and other Educational Services	PM Face to Face Teacher Training PM Pre-K-12 Educator Online Recertification Renewal Credits	Office of the President/CEO Education	Anthony Padgett (responsible less than 3 years) Dean Byrd (responsible more than 3 years)	Yes	State Government Non-Governmental Higher Education Institute Individual
Objective 2.1.1 - Provides face-to-face training within schools, at regional centers and at ETV. Provides online courses for teachers to acquire recertification through the SC Department of Education.	Outcome = Teachers, staff, and administrators learn the skills and knowledge they need within the settings they perform; online courses give universal access to teachers for recertification they need to continue working in public schools	10		0.00%	II. B.4. Agency, Local, and other Educational Services	12		0.00%	II. B.4. Agency, Local, and other Educational Services	PM Face to Face Teacher Training PM Pre-K-12 Educator Online Recertification Renewal Credits	Office of the President/CEO Education	Anthony Padgett (responsible less than 3 years) Dean Byrd (responsible more than 3 years)	Yes	State Government Non-Governmental Higher Education Institute Individual
Strategy 2.2 - Collaborate with Department of Education, school districts and applicable state education institutions to create, convene, and distribute educational content to support Pre K-12 needs identified within profile of the SC Graduate	Outcome = All educational content that is created and acquired by ETV can be easily found over the web and incorporated into instruction; over 93% of applicable pre K-12 survey participants that use ETV noted that the educational services (including content and professional development) helped meet needs of the public K-12 classroom	15	\$ 909,586.53	3.78%	II. B.1. Pre-K Education II. B.2. K-12 Education	17	\$ 899,102.35	2.73%	II. B.1. Pre-K Education II. B.2. K-12 Education	PM On-Demand Pre-K12 Sessions/Uses	Office of the President/CEO Education Engineering	Anthony Padgett (responsible less than 3 years) Dean Byrd (responsible more than 3 years) Mark Jahnke (responsible less than 3 years)	Yes	Local Government Individual
Objective 2.2.1 - Creates a new platform of Education Pre K-12 lessons for teachers to use in the classroom	Outcome = LearningWhy.org (a pre K-12 educational lessons website for one-to-one devices) was created based on what teachers needed in today's classrooms; innovative lessons created by ETV and partner institutions (including school districts) are shared, vetted, and editable to help facilitate	8		0.00%	II. B.1. Pre-K Education II. B.2. K-12 Education	10		0.00%	II. B.1. Pre-K Education II. B.2. K-12 Education		Office of the President/CEO Education	Anthony Padgett (responsible less than 3 years) Dean Byrd (responsible more than 3 years)	Yes	Local Government Individual

Comprehensive Strategic Plan Summary

(Study Step 1: Agency Legal Directives, Plan and Resources; and Study Step 2: Performance)

		2016-17				2017-18				Associated Performance Measures (Please ensure each performance measure is on a separate line within the cell by typing the first associated performance measure, "Alt + Enter," then type the next assoc. PM, "Alt + Enter," and continue until all associated PMs are entered.)	Associated Organizational Unit(s)	Responsible Employee Name & Time staff member has been responsible for the goal or objective (e.g. John Doe (responsible less than 3 years) or Jane Doe (responsible more than 3 years))	Does this person have input into the budget for this goal, strategy or objective? (Y/N)	Partner(s), by segment, the agency works with to achieve the objective (Federal Government; State Government; Local Government; Higher Education Institution; K-12 Education Institution; Private Business; Non-Profit Entity; Individual; or Other)
2017-18 Comprehensive Strategic Plan Part and Description (e.g., Goal 1 - Insert Goal 1; Strategy 1.1 - Insert Strategy 1.1; Objective 1.1.1 - Insert Objective 1.1.1)	Intended Public Benefit/Outcome: (Ex. Outcome = incidents decrease and public perceives that the road is safer)	# of FTE equivalents utilized	Amount Spent (including employee salaries/wages and benefits)	% of Total Available to Spend	Associated General Appropriations Act Program(s) (If there are a number of different assoc. programs, please enter "A," then explain at the end of the chart what is included in "A")	# of FTE equivalents planned to utilize	Amount budgeted (including employee salaries/wages and benefits)	% of Total Available to Budget	Associated General Appropriations Act Program(s)					
Objective 2.2.2 - Provides statewide national and local Pre K-12 educational content through ETV StreamlineSC, South Carolina PBS LearningMedia, ETV's Knowitall.org, and LearningWhy for students, teachers staff, and administrators	Outcome = ETV acquires, develops, and delivers pre K-12 educational resources through the internet at no cost to all SC students, teachers, staff and administrators; site features a wide assortment of PBL and 1:1 curriculum, media assets, and national content.	19		0.00%	II. B.1. Pre-K Education II. B.2. K-12 Education	22		0.00%	II. B.1. Pre-K Education II. B.2. K-12 Education	PM On-Demand Pre-K12 Sessions/Uses	Office of the President/CEO Education	Anthony Padgett (responsible less than 3 years) Dean Byrd (responsible more than 3 years)	Yes	Local Government Individual
Strategy 2.3 - Produce and market Pre K-12 educational broadcast and web programming to target students, teachers staff and administrators, parents and local communities	Outcome = Content provides needed facilities and personnel support services to create content in collaboration with Education Department.	21	\$ 718,129.53	2.99%	II. B.1. Pre-K Education II. B.2. K-12 Education	25	\$ 709,096.68	2.15%	II. B.1. Pre-K Education II. B.2. K-12 Education	PM Television Viewing Households PM www.sctev.org sessions PM www.sctev.org users PM www.sctev.org page views	Office of the President/CEO Education Content	Anthony Padgett (responsible less than 3 years) Kerry Feduk (responsible more than 3 years) Dean Byrd (responsible more than 3 years)	Yes	Individual
Objective 2.3.1 - Provide "Carolina Classrooms" a statewide broadcast and streaming program on topics and issues of importance to Pre-K institutions, parents, and citizenry	Outcome = Content uses its resources to support production needs for Carolina Classroom and its audience.	10		0.00%	II. B.5. Training and Assessment	14		0.00%	II. B.5. Training and Assessment	PM Television Viewing Households PM www.sctev.org sessions PM www.sctev.org users PM www.sctev.org page views	Office of the President/CEO Education SC Public Radio and SCETV Programming Content	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years) Kerry Feduk (responsible more than 3 years) Dean Byrd (responsible more than 3 years)	Yes	Individual
Strategy 2.4 - To aggregate content for easy access to districts throughout the state in order to meet Pre K-12 curriculum and professional development requirements	Outcome = All of ETV's educational content and professional development are found online on ETV's website; all pre K through adult educational students, teachers, administrators, staff and any of the SC public interested in education can find the tools and information they need	22	\$ 888,561.19	3.70%	II. B.1. Pre-K Education II. B.2. K-12 Education	25	\$ 836,608.02	2.54%	II. B.1. Pre-K Education II. B.2. K-12 Education	PM Face to Face Teacher Training PM Pre-K-12 Educator Online Recertification Renewal Credits PM On-Demand Pre-K-12 Sessions/Uses	Office of the President/CEO Education Engineering Content	Anthony Padgett (responsible less than 3 years) Dean Byrd (responsible more than 3 years) Mark Jahnke (responsible less than 3 years) Kerry Feduk (responsible more	Yes	Individual
Objective 2.4.1 - Track ETV StreamlineSC, South Carolina PBS LearningMedia, Knowiatl.org, and LearningWhy usage to determine impact of providing content	Outcome = Offers the state's pre K-12 schools several quality vetted content websites that meet state curriculum requirements; Knowitall.org and PBS LearningMedia use web analytics to monitor which resources are the most valued and where they are needed	4		0.00%	II. B.4. Agency, Local, and other Educational Services	5		0.00%	II. B.4. Agency, Local, and other Educational Services		Office of the President/CEO Education	Anthony Padgett (responsible less than 3 years) Dean Byrd (responsible more than 3 years)	Yes	Individual
Objective 2.4.2 - Track Pre-K-12 Educator Online Recertification Renewal Credits usage and face-to-face trainings to measure impact of provided PD material	Outcome = Identify all participants attending face-to-face training, presentations, and curriculum specific conferences to demonstrate the impact ETV has across the state in pre K-12 communities; no matter where schools are located or the limited availability to qualified professional development; provides affordable online courses that are easily accessible throughout	7		0.00%	II. B.1. Pre-K Education II. B.2. K-12 Education	9		0.00%	II. B.1. Pre-K Education II. B.2. K-12 Education	PM Face to Face Teacher Training PM Pre-K-12 Educator Online Recertification Renewal Credits PM On-Demand Pre-K-12 Sessions/Uses	Office of the President/CEO Education	Anthony Padgett (responsible less than 3 years) Dean Byrd (responsible more than 3 years)	Yes	Individual
Goal 3 - Grow agency services with quality media and programming. Transparency services to legislature and government to provide citizens with an understanding of how government works.														
Strategy 3.1 - Increase transparency support	Outcome = SCETV, as the only available statewide broadcast network, provides airs all House and Senate sessions on SCETV's WORLD channel During 2016-17 ETV broadcast 273 hours of the House and Senate sessions aligning with the Network's fundamental responsibility to educate, inform, and broaden the perspective of the audience, and create opportunities for an informed citizenry on major issues affecting their lives.	27	\$ 657,540.04	2.74%	II. D.2. Local & Transparency	27	\$ 1,104,803.02	3.35%	II. D.2. Local & Transparency	PM Legislative Streaming (session/committee) Hours PM Legislative Broadcast Session Hours	Office of the President/CEO Content Engineering	Anthony Padgett (responsible less than 3 years) Kerry Feduk (responsible more than 3 years) Mark Jahnke (responsible less than 3 years)	Yes	State Government
Objective 3.1.1 -Increase session and committee streaming support as requested	Outcome = SCETV began offering streaming services to legislative committees in 2012. The service continues today. Between 2012 and 2016 SCETV experienced a 79% increase in legislative streaming service.	27		0.00%	II. D.2. Local & Transparency	27		0.00%	II. D.2. Local & Transparency	PM Legislative Streaming (session/committee) Hours PM Legislative Broadcast Session Hours	Office of the President/CEO Content Engineering	Anthony Padgett (responsible less than 3 years) Kerry Feduk (responsible more than 3 years) Mark Jahnke (responsible less than 3 years)	Yes	State Government
Strategy 3.2 - Provides support for law enforcement training	Outcome = Provides access to online training 24/7 for content provided by the Criminal Justice Academy, SLED, and the South Carolina Statewide 800 MHz Radio and Mobile Data System	4	\$ 805,960.82	3.35%	II. B.5. Training and Assessment	4	\$ 1,352,809.21	4.10%	II. B.5. Training and Assessment		Office of the President/CEO Education	Anthony Padgett (responsible less than 3 years) Dean Byrd (responsible more than 3 years)	Yes	State Government

Comprehensive Strategic Plan Summary

(Study Step 1: Agency Legal Directives, Plan and Resources; and Study Step 2: Performance)

2017-18 Comprehensive Strategic Plan Part and Description (e.g., Goal 1 - Insert Goal 1; Strategy 1.1 - Insert Strategy 1.1; Objective 1.1.1 - Insert Objective 1.1.1)	Intended Public Benefit/Outcome: (Ex. Outcome = incidents decrease and public perceives that the road is safer)	2016-17				2017-18				Associated Performance Measures (Please ensure each performance measure is on a separate line within the cell by typing the first associated performance measure, "Alt + Enter," then type the next assoc. PM; "Alt + Enter," and continue until all associated PMs are entered)	Associated Organizational Unit(s)	Responsible Employee Name & Time staff member has been responsible for the goal or objective (e.g. John Doe (responsible less than 3 years) or Jane Doe (responsible more than 3 years))	Does this person have input into the budget for this goal, strategy or objective? (Y/N)	Partner(s), by segment, the agency works with to achieve the objective (Federal Government; State Government; Local Government; Higher Education Institution; K-12 Education Institution; Private Business; Non-Profit Entity; Individual; or Other)
		# of FTE equivalents utilized	Amount Spent (including employee salaries/wages and benefits)	% of Total Available to Spend	Associated General Appropriations Act Program(s) (If there are a number of different assoc. programs, please enter "A," then explain at the end of the chart what is included in "A")	# of FTE equivalents planned to utilize	Amount budgeted (including employee salaries/wages and benefits)	% of Total Available to Budget	Associated General Appropriations Act Program(s)					
Objective 3.2.1 - Coordinate with Criminal Justice Academy and SLED partners to increase training opportunities	Outcome = Provides an online training course site for public service personnel; the site gives the public service officers the ability to be certified online through the Criminal Justice Academy and SLED; helps public service personnel access the courses that help keep our public service officers certified in the newest and improved techniques	4		0.00%	II. B.5. Training and Assessment	4		0.00%	II. B.5. Training and Assessment		Office of the President/CEO Education	Anthony Padgett (responsible less than 3 years) Dean Byrd (responsible more than 3 years)	Yes	State Government
Strategy 3.3 - Provides emergency operations support	Outcome = As Media of Record, ETV acts as EMD's broadcast support system to make sure the public is informed and stays safe during times of emergency using Radio announcements and TV crawls for updates on closings and emergency announcements, as well on its web site for related safety information and emergency alerts.	43	\$ 1,544,074.32	6.42%	II. D.2. Local & Transparency	43	\$ 2,033,154.00	6.16%	II. D.2. Local & Transparency		Office of the President/CEO SC Public Radio and SCETV Programming Content Engineering	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years) Kerry Feduk (responsible more than 3 years) Mark Jahnke (responsible less than 3 years)	Yes	Federal Government State Government Non-Governmental Private Business
Objective 3.3.1 - Provide SCHEART	Outcome = Improve statewide emergency communications with the SC Healthcare Amateur Radio Team through linked repeaters using the ETV microwave network	26		0.00%	II. A.2. Engineering Administration	26		0.00%	II. A.2. Engineering Administration		Office of the President/CEO Engineering	Anthony Padgett (responsible less than 3 years) Mark Jahnke (responsible less than 3 years)	Yes	State Government Private Business
Objective 3.3.2 - Continue to seek tower space licenses	InfoOutcome = Ensure consistent administration statewide of statewide tower and antenna operations  Outcome = Generate revenue to support agency operations	7		0.00%	II. E. Enterprise	7		0.00%	II. E. Enterprise		Office of the President/CEO Administration/HR Engineering Finance/Procurement	Anthony Padgett (responsible less than 3 years) Jennifer Green (responsible less than 3 years) Mark Jahnke (responsible less than 3 years)	Yes	Non-Governmental
Goal 4 - Produces, acquires, and presents broadcast, radio, web, and mobile programming to become a provider of choice and create effective content														
Strategy 4.1 - Maintains and develops South Carolina's image as a quality provider of National radio and television programming for the networks	Outcome = Public is engaged and involved. Quality of programming attracts positive attention within and outside of the state.  Outcome = ETV and Radio produce local programming relevant to South Carolina and available on multiple platforms, i.e. during 2016-17 "Victory Starts Here: Fort Jackson Centennial," "Live Total Solar Eclipse" that included national coverage from South Carolina, and comprehensive coverage of Hurricane Matthew. We partner with agencies and organizations to further their reach and impact to the communities they service. The Network hosts events and expands opportunities around a wide range of initiatives including education, culture, South Carolina history, economic development, telehealth, and environmental issues that effect the state. Public is engaged and involved. Quality of programming attracts positive attraction within and outside of the state.	60	\$ 953,520.82	3.97%	II. C. Radio Content II. D.1. Television Content	60	\$ 1,194,873.58	3.62%	II. C. Radio Content II. D.1. Television Content		Office of the President/CEO SC Public Radio and SCETV Programming Content Communications	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years) Kerry Feduk (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Federal Government State Government Non-Governmental
Objective 4.1.1 - National program efforts reflect a focus on sharing the good news about SCETV's quality, tasteful programming and entertainment	Outcome = Increase public knowledge of educational and entertainment resources available through agency. Produce content for PBS/NPR to tell South Carolina's story to the nation.	71		0.00%	II. C. Radio Content II. D.1. Television Content	71		0.00%	II. C. Radio Content II. D.1. Television Content		Office of the President/CEO SC Public Radio and SCETV Programming Content Communications	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years) Kerry Feduk (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Federal Government State Government Non-Governmental

**Comprehensive Strategic Plan Summary**  
(Study Step 1: Agency Legal Directives, Plan and Resources; and Study Step 2: Performance)

2017-18 Comprehensive Strategic Plan Part and Description (e.g., Goal 1 - Insert Goal 1; Strategy 1.1 - Insert Strategy 1.1; Objective 1.1.1 - Insert Objective 1.1.1)	Intended Public Benefit/Outcome: (Ex. Outcome = incidents decrease and public perceives that the road is safer)	2016-17				2017-18				Associated Performance Measures (Please ensure each performance measure is on a separate line within the cell by typing the first associated performance measure, "Alt + Enter," then type the next assoc. PM; "Alt + Enter," and continue until all associated performance measures are entered.)	Associated Organizational Unit(s)	Responsible Employee Name & Time staff member has been responsible for the goal or objective (e.g. John Doe (responsible less than 3 years) or Jane Doe (responsible more than 3 years))	Does this person have input into the budget for this goal, strategy or objective? (Y/N)	Partner(s), by segment, the agency works with to achieve the objective (Federal Government; State Government; Local Government; Higher Education Institution; K-12 Education Institution; Private Business; Non-Profit Entity; Individual; or Other)
		# of FTE equivalents utilized	Amount Spent (including employee salaries/wages and benefits)	% of Total Available to Spend	Associated General Appropriations Act Program(s) (If there are a number of different assoc. programs, please enter "A," then explain at the end of the chart what is included in "A")	# of FTE equivalents planned to utilize	Amount budgeted (including employee salaries/wages and benefits)	% of Total Available to Budget	Associated General Appropriations Act Program(s)					
Strategy 4.2 - Creates balance for local programming and content on radio and television to address important issues in South Carolina and be entertaining and enlightening	Outcome = Increase audience scope, expanding interests for public from diverse backgrounds. Local content includes statewide news and weather coverage.	65	\$ 1,878,349.29	7.81%	II. C. Radio Content II. D.1. Television Content	65	\$ 2,911,894.83	8.83%	II. C. Radio Content II. D.1. Television Content	PM Local Television Programming Hours PM Television Viewing Households PM Local Radio Programming Hours PM Radio Listeners PM www.scpublicradio.org website sessions PM www.scpublicradio.org website page views PM www.scpublicradio.org streaming PM NPR One PM www.sctv.org sessions PM www.sctv.org users PM www.sctv.org page views PM Cove sessions PM Cove users PM Cove page views PM YouTube video views PM YouTube minutes watched	Office of the President/CEO SC Public Radio and SCETV Programming Content	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years) Kerry Feduk (responsible more than 3 years)	Yes	State Government Non-Governmental Education Institution Private Business
Objective 4.2.1 - Produces engaging and enlightening local television programming; ratings reflect that quality	Outcome = We aggregate the best of what public media has to offer (programming) and we create original local programming focusing on what's most interesting about South Carolina. We have the ability to provide audiences with local and acquired content they won't find anywhere but SCETV.	47		0.00%	II. D.1. Television Content	47		0.00%	II. D.1. Television Content	PM Local Television Programming Hours PM Television Viewing Households	Office of the President/CEO Content	Anthony Padgett (responsible less than 3 years) Kerry Feduk (responsible more than 3 years)	Yes	State Government Non-Governmental Private Business
Objective 4.2.2 - Produces engaging and enlightening local radio programming; ratings reflect that quality	Outcome = Public trusts coverage; increase quality of life for audience. Offer indigenous content to attract SC listeners.	17		0.00%	II. C. Radio Content	17		0.00%	II. C. Radio Content	PM Local Radio Programming Hours PM Radio Listeners PM www.scpublicradio.org website sessions PM www.scpublicradio.org website page views PM www.scpublicradio.org classical streaming starts	Office of the President/CEO SC Public Radio and SCETV Programming	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years)	Yes	State Government Non-Governmental Higher Education Institute
Objective 4.2.3 - Produces engaging and enlightening local web content; web analytics reflect that quality	Outcome = SCETV delivers a variety of digital content such as "Original SC," "Mytelehealth" and "Making it Grow" along with a diverse offering of non-series content shorts. Our SCETV You Tube channel is the primary location for all this categorized content. Viewer growth within this digital space has been steady from month to month yielding total views in FY 16 of 427,787 and 544,776 in FY 17.	16		0.00%	II. C. Radio Content II. D.1. Television Content	16		0.00%	II. C. Radio Content II. D.1. Television Content	PM www.sctv.org sessions PM www.sctv.org users PM www.sctv.org page views PM Cove sessions PM Cove users PM Cove page views PM YouTube video views PM YouTube minutes watched	Office of the President/CEO SC Public Radio and SCETV Programming Content	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years) Kerry Feduk (responsible more than 3 years)	Yes	Non-Governmental
Strategy 4.3 - Maximizes hours of the venerable PBS Kids and other children's programming	Outcome = As of August 2017, ETV added PBS Kids channels giving everyone in the state 24/7 access to broadcast and streaming; this programming includes internet sites and apps targeting 2 year old children to 3rd grade, and are proven to improve reading and STEM skills	13	\$ -	0.00%	II. D.1. Television Content	15	\$ -	0.00%	II. D.1. Television Content	PM PBS Kids Programming PM Television Viewing Households	Office of the President/CEO SC Public Radio and SCETV Programming Education Communications	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years) Dean Byrd (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Non-Governmental Individual
Objective 4.3.1 - Provides content to help SC's children grow and learn with PBS Kids anchoring children's show.	Outcome = In collaboration with the President's Office, sent letters to all cable companies in SC letting them know Kids Channel was being added to SCETV's channel offerings.	16		0.00%	II. D.1. Television Content	18		0.00%	II. D.1. Television Content	PM PBS Kids Programming PM Television Viewing Households	Office of the President/CEO SC Public Radio and SCETV Programming Content Education Communications	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years) Kerry Feduk (responsible more than 3 years) Dean Byrd (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Non-Governmental Individual
Strategy 4.4 - Seek to maximize the number of ETV television viewers	Outcome = Over the past 50 years+ SCETV has earned a national reputation for creating content that gives voice to a larger conversation about our state's heritage and its place in the world. We create sense of place content that is not just relevant but vital to audiences within and beyond South Carolina's borders. Our content informs economic development, enhances quality of life, and provides life-long learning and educational opportunities across program genres and generations of South Carolinians. The donor base provides further evidence that ETV's television viewers not only consume SCETV's content, but contribute to	31	\$ 1,193,785.99	4.97%	II. D.1. Television Content	31	\$ 1,506,573.75	4.57%	II. D.1. Television Content	PM Television Viewing Households	Office of the President/CEO Content Communications	Anthony Padgett (responsible less than 3 years) Kerry Feduk (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Non-Governmental Individual Private Business

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		# of FTE equivalents utilized	Amount Spent (including employee salaries/wages and benefits)	% of Total Available to Spend	Associated General Appropriations Act Program(s) (If there are a number of different assoc. programs, please enter "A," then explain at the end of the chart what is included in "A")	# of FTE equivalents planned to utilize	Amount budgeted (including employee salaries/wages and benefits)	% of Total Available to Budget	Associated General Appropriations Act Program(s)					
Objective 4.4.1 - Maximize TV ratings	Outcome = Informs decisions about what content to produce or to stop producing	31		0.00%	II. D.1. Television Content	31		0.00%	II. D.1. Television Content	PM Television Viewing Households	Office of the President/CEO Content Communications	Anthony Padgett (responsible less than 3 years) Kerry Feduk (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Non-Governmental Individual Private Business
Strategy 4.5 - Seek to maximize the number of SC Public Radio listeners	Outcome = Demonstrated support of programming by public allows service to be available more widely for underserved populations. In addition to broadcast, uses streaming and ancillary apps such as Tune-In, Public Radio Player, NPR One, and iTunes radio.	23	\$ 692,724.77	2.88%	II. C. Radio Content	23	\$ 1,228,713.34	3.72%	II. C. Radio Content	PM Radio Listeners	Office of the President/CEO SC Public Radio and SCETV Programming Communications	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Non-Governmental Individual Private Business
Objective 4.5.1 - Maximize SC Public Radio ratings	Outcome = Increases listener/sponsor confidence and support, and therefore facilitates future programing for the public radio. Higher ratings result in additional underwriting revenue.	69		0.00%	II. C. Radio Content	69		0.00%	II. C. Radio Content	PM Radio Listeners	Office of the President/CEO SC Public Radio and SCETV Programming Communications	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Non-Governmental Individual Private Business
Strategy 4.6 - Maximizes www.sctev.org website	Outcome=Users of sctev.org enjoy swift navigation of site and can use bookmarks to easily access direct links resulting in a modest overall bounce rate. For FY 2016-17 sctev.org had bounce rate of 26.46% which is considered low based on industry standards. This means SC audiences are engaged with SCETV and staying online longer because of its	53	\$ 81,853.75	0.34%	II. D.1. Television Content	53	\$ 138,510.73	0.42%	II. D.1. Television Content	PM www.sctev.org sessions PM www.sctev.org users PM www.sctev.org page views	Office of the President/CEO Content Communications	Anthony Padgett (responsible less than 3 years) Kerry Feduk (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Non-Governmental Individual Private Business
Objective 4.6.1 - Seek to maximize number of ETV web users	Outcome=Deliver robust content throughout sctev.org that generates an increase in active sessions. Update content daily to assure a fresh user experience. In FY16-17, sceetv.org had 1676849 page views and 643189 sessions	53		0.00%	II. C. Radio Content II. D.1. Television Content	53		0.00%	II. C. Radio Content II. D.1. Television Content	PM www.sctev.org sessions PM www.sctev.org users PM www.sctev.org page views	Office of the President/CEO Content Communications	Anthony Padgett (responsible less than 3 years) Kerry Feduk (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Non-Governmental Individual Private Business
Strategy 4.7 - Maximizes user of ETV Apps	Outcome=Offer an easily navigable mobile app with much of SCETV and SC Public Radio content including live streams of both public radio stations. Content is refreshed frequently to provide a new user experience with each use	53	\$ -	0.00%	II. C. Radio Content II. D.1. Television Content	53	\$ -	0.00%	II. C. Radio Content II. D.1. Television Content	PM SCETV App Downloads	Office of the President/CEO Content Communications	Anthony Padgett (responsible less than 3 years) Kerry Feduk (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Non-Governmental Individual Private Business
Objective 4.7.1 - Seek to maximize number of ETV App users	Outcome=Update content regularly and conduct sustained campaign to attract downloads of app to both Apple and Android devices. From FY 16 to FY 17 total downloads increased from 1,563 to 3,650.	69		0.00%	II. C. Radio Content II. D.1. Television Content	69		0.00%	II. C. Radio Content II. D.1. Television Content	PM SCETV App Downloads	Office of the President/CEO SC Public Radio and SCETV Programming Content Communications	Anthony Padgett (responsible less than 3 years) Shari Hutchinson (responsible more than 3 years) Kerry Feduk (responsible more than 3 years) Glenn Rawls (responsible more than 3 years)	Yes	Non-Governmental Individual Private Business
Spent/Transferred NOT toward Agency's Comprehensive Strategic Plan				0.00%			0.00%							
Unrelated Purpose #1 - Insert description:				0.00%			0.00%							
Insert any additional unrelated purposes				0.00%			0.00%							