

## Impacts and Outcomes

By addressing the need to restructure the CEO's time and responsibilities, we can expect the following impacts and outcomes:

### For Stations:

- Stronger infrastructure and leadership.
- Solutions for long term financial independence and sustainability.
- Recognition as a significant local institution serving the needs and aspirations of the community.
- Greater capacity for engaging listeners, membership, community members, donors, funding organizations, and partnerships.
- A deeper and broader case for support closely aligned with the intended mission for public media.

### For General Managers and CEOs:

- More refined skill-set to lead transformation of the station.
- More refined skill-set to support staff in their work.
- Strategy to use current resources, and to develop future resources, to accomplish strategic goals, especially related to financial sustainability.
- An increasing focus on fundraising and external relationships that foster long term financial sustainability.
- Less time for involvement in daily station operations.
- Strategy for delivering locally relevant and inclusive programming and service to the community.

### For Development Staff:

- Increased time with the CEO for planning and strategy formation.
- Opportunity to introduce more prospects to the CEO
- Assurance that the CEO has sufficient time for quality contacts with current and prospective major donors
- Assurance that the CEO can invest the time necessary to successfully implement a [Moves Management or Cultivation Strategy](#)
- Assurance that the CEO will have the time to oversee the stewardship of gifts and to show appreciation to major donors

### For Senior Staff:

- Stronger leadership for organizational health and sustainability.
- Increased authority and autonomy for managing station operations.
- Increased resources to support programmatic goals.
- Increased opportunities to engage listeners and community members in station activities, programs, and services.

- Professional development and resources to assist the CEO in accomplishing these transformations, for engaging in philanthropic activities and in engaging the community.

### **For Volunteer Leaders:**

- Deeper engagement with the station, the community, partners, and potential donors.
- Professional development and resources to assist the CEO in accomplishing these transformations, for engaging in philanthropic activities and in engaging the community.
- Additional options and strategies to ensure station fiscal health and sustainability.
- Deeper responsibility and accountability to further development goals and objectives.