

Digital Plan for FMLA Leave

WKAR Digital Team — transition plan for coverage, training, and priorities while I'm out

At a Glance: Who's Covering What

Person	Focus During Leave
Jenna	Primary day-to-day digital lead: student assignments, social & marketing support, website and content management.
Bill	Brand/copy oversight, strategic & technical support, Grove & Media Manager lead, breaking news training, paid digital guidance, PO/timesheet approval. Leads Jenna's training while I'm on leave.
Kevin	DEV coordination — keeps Jenna on top of Development needs, deadlines, and PBS/NPR assets.
Students	Deni, Amanda, Maddie & Parker cover newsletter, design, video, data/trend analysis, and web content through April 25.

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Digital Priorities Timeline

NOW → APRIL 9

1. High-Priority Tasks

- **Complete Digital Data Mapping** — Finalize the mapping of all digital data sources.
- **Define KPIs** — Identify conversion and engagement KPIs for each department.

2. Testimonial Collection Process

- **Implement Testimonial Software** — Ensure the platform is set up and functioning.
- **Establish Collection Process** — Define a workflow for gathering and using testimonials.

3. Design Tool Transition

- **Move Design Tools to the Digital Team** — Ensure they remain in their current locations.
- **Create Short Links** — Develop an organized, accessible system for Jenna and students to quickly locate and use design assets.

APRIL 9 → JULY 1

1. Social Media Strategy & Execution

- **Consulting on trends** and strategy for social media, including execution.
- **Themes to focus on:**
 - Earth Day
 - Poetry Month
 - Mental Health Awareness
 - International Tuba Day (May 2)

2. Communication

- **WKAR Values & Initiatives:**
 - Did You Know
 - Protect My Public Media
- **Testimonial collection and promotion**
- **Community event promotion**
- **Shawn's Blog**
- **Heritage Month Programming:**
 - Arab American Heritage
 - Jewish American Heritage
 - Asian-Pacific Islander Heritage
 - LGBTQ+ Pride
 - Juneteenth

3. Production

- **Curious About Franchise**

- **MI in Verse**
- **OTR**
- **Dually Noted**
- **“I Feel” Campaign**
- **Live Public Affairs Special**

4. Education

- **Reading Kits** promotion
- **Event coverage**

5. Development

- **Monthly campaigns:** Align with integrated calendars and graphics spreadsheet for digital needs.
- **The Mid**

6. Corporate Support

- **Create and schedule GAMs** (Google Ad Manager).
- **Design tiles** for GAM and The Mid.
- **LinkedIn engagement:** Commenting and posting at Kate's request.

7. Radio & News

- **Breaking news content support.**
- **Coordinate with Team** to understand their story planning process and provide social media support.
- **Identify possible content for social** (low-hanging fruit).
- **Provide training sessions** for the News Team to create their own social visuals.

Jenna's Responsibilities During My Leave

1. Managing Student Assignments

- Assign students to social media, design, and web projects.
- Write clear instructions and compile necessary resources.
- Review and edit their work for quality control.
- **Use CoPilot** to assist in writing instructions efficiently.

2. Social Media & Marketing Support

- Provide strategic input on social media for upcoming productions and marketing efforts.
- Create digital assets for social media platforms.
- Track social media campaigns using the content calendar.
- **Pull basic KPIs** to help other departments understand engagement.

3. Website & Content Management

- **Post and update web stories.**
- **Schedule GAMs** (for DEV & CORP).
- **Manage The Mid:** Plan, review, edit, and send out the newsletter.
- **Homepage Updates** (e.g., OTR).
- **Web Posting:**
 - “In Your Community” section
 - TV Shows
 - YouTube content

4. Process & Workflow Improvements

- **Develop a social media checklist**, similar to a product launch, to ensure consistency and efficiency.

Student Responsibilities

Available through April 25

Student	Responsibilities
Deni	Layout and design for The Mid. Photography for various projects (with Amanda). Write and post “In Your Community” and other basic web content (with Parker & Maddie). Organize, locate, and edit photos (with Parker & Amanda).
Amanda	Design work, with a focus on DEV design needs. Photography & MI Minute (metadata writing & Grove upload). Pull monthly KPI data; research and report on trends (with Maddie). Organize, locate, and edit photos (with Deni & Parker). Cover events for social media — photography, video, posts (with Maddie & Deni).
Maddie	Social media design & video editing. Pull monthly KPI data; research and report on trends (with Amanda). Write and post “In Your Community” and other basic web content (with Deni & Parker). Cover events for social media — photography, video, posts (with Amanda & Deni).
Parker	Write and post “In Your Community” and other basic web content (with Deni & Maddie). Organize, locate, and edit photos (with Deni & Amanda).

Jenna's Support Needs from Kevin & Bill

General Support (Both)

- **Assist Jenna** in developing her own best practices and protocols for managing digital tasks.
- **Translating requests:** Jenna is still learning the lingo (e.g., she might not understand what a vanity link means when requested).
- **Crafting responses** to comments and private messages on social media.

Bill's Responsibilities

- **1. Copywriting & Brand Oversight**
 - Maintain the WKAR voice in all copywriting.
 - Review designs and digital content to ensure brand consistency.
- **2. Strategic & Technical Support**
 - Help define social media needs and expectations within a COM strategy.
 - Provide guidance on technical design questions as they arise.
 - Offer Grove support for content management.
- **3. Grove & Media Manager Support**
 - Lead on Media Manager operations.
 - Handle complex Grove tasks: pulling in TV shows for digital platforms; preparing and scheduling content for premieres.
- **4. Breaking News Process & Training**
 - Train Jenna on handling breaking news — urgency, workflow, quick updates across platforms.
 - Funnel information to Jenna for execution: clear instructions, necessary assets, real-time protocols for updates and corrections.
- **5. Managing Paid Digital Efforts**
 - Advise on process and execution of paid digital campaigns.
 - Answer questions related to strategy, setup, and optimization.
- **6. Approving Digital POs & Student Timesheets**

Kevin's Responsibilities

- **Development (DEV) Coordination**
 - Ensure Jenna understands DEV needs and deadlines.
 - Collect and provide PBS/NPR assets for DEV-related projects.

Jenna's Training Plan

BEFORE LEAVE · NOW → APRIL 9

- **Homepage Updates** — Learn and manage updates as needed.
- **GAM (Google Ad Manager)** — Training on scheduling and management.
- **DEV Web Updates** — Focus on:
 - Donor landing page updates.
 - End-of-story CTA implementation.
- **Navigating Meta Ads Manager** — Creating, executing & monitoring paid social campaigns.

WHILE ON LEAVE · APRIL 9 → JULY 1 (LED BY BILL)

- **Pro Track Access & Training** — Gain access and learn how to use Pro Track effectively.
- **Media Manager** — Training on handling media assets within WKAR's system.
- **Complex Grove Updates** — Learn advanced tasks, including:
 - Pulling in TV shows.
 - Preparing content for premieres.
- **National Priorities** — Review & Process.

Tools & Resources Jenna Needs

- **1. Style Guide & Folder Organization**
 - A style guide for each TV show, including fonts, colors, logos, and other show-related assets.
 - Organized folders for quick access to design materials.
- **2. Social Media Checklist**
 - A structured list to ensure consistency in social media processes.
- **3. Gantt Chart for Promo Timelines**
 - A visual timeline for tracking promotional schedules and deadlines.
- **4. PBS Press Room Access & Training**
 - Access credentials and training on how to use the PBS Press Room effectively.

Current Status: Progress on Digital Vision

- **1. Improving Data Collection & Reporting**
 - Acquiring digital tools to streamline engagement and conversion data tracking.
 - Establishing a system for easier reporting to support ongoing social media reassessment.
 - Defining standardized KPIs to guide strategy development.
- **2. Testimonial Software Implementation**
 - Setting up the platform for collecting testimonials.
 - Preparing to promote the tool on social media to drive participation.
- **3. Optimizing Workflows & Data Mapping**
 - Completing the mapping of all digital data sources to ensure comprehensive tracking.
 - Establishing clear workflows for data collection and analysis.
- **4. Department-Specific KPI Development**
 - Identifying engagement and conversion KPIs tailored to each department's needs.

What I Want to Accomplish

1. Social Strategy Development

- **Analyze Past Performance**
 - Review data from the past few years.
 - Identify key performance indicators (KPIs) and high-performing content.
- **Understand Our Audience**
 - Develop user personas and map out their journey (current & new audiences).
- **Stay Ahead of Trends**
 - Identify algorithmic trends we want to experiment with.

2. Platform-Specific Direction

- **LinkedIn:**
 - Target MSU students and community partners.
 - Collaborate with Kate to refine strategy.
- **YouTube:**
 - Adjust channel strategy to align with content goals.

3. Project Implementation Checklist

- **Create a Shareable Timeline**
 - Develop a clear roadmap for execution.
- **Build a Digital Request Form**
 - Outline various digital touchpoints.
 - Assign a student to develop the form.
 - Share the form with the organization for streamlined requests.
- **Improve Internal Communication**
 - Develop a way to share digital strategy updates with the organization, considering COM, PROD, EDU & DEV initiatives.
 - Explore a more manageable alternative if a full digital strategy timeline is too complex.

4. Key Initiatives in Progress

- **Ways to Watch Pages**
 - Requested by Brant; awaiting content from Bill.
- **Website Redesign**
 - Assess budget.
 - Consider phased implementation or full RFP.
 - Identify and select a vendor.
 - Focus on improved UI/UX and SEO/SEM.
 - Define content hierarchy.
- **Vendor Collaboration**
 - Lead persona development and user journey mapping.

5. Training & Knowledge Sharing

- **Internal Newsletter Segment**

- Launch a “Top 5 Digital Trends” feature.
- **Lunch & Learn Sessions**
 - Train various departments on digital best practices.
 - Teach teams how to create digital assets for social media and other platforms.

6. Data Collection & Analysis

- **Improve Qualitative Data Insights**
 - Leverage platforms like Fresh Desk, testimonials, and social media comments/DMs.
 - Hire a graduate student data analyst to conduct research, generate reports, and present key findings.