

**Louisiana Educational Television Authority
Strategic Plan**

FY 2011-2012 through FY 2015-2016

19-662
Louisiana Educational Television Authority (LETA)

Strategic Plan
FY 2011-2012 through 2015-2016

- VISION** The Louisiana Educational Television Authority (LETA) will be recognized as Louisiana’s trusted source for quality programming and a leader in providing life-long learning opportunities for the people of Louisiana.
- MISSION** The mission of the Louisiana Educational Television Authority is to provide programming that is intelligent, informative, educational and entertaining. LETA strives to connect the citizens of Louisiana by creating content that showcases Louisiana’s unique history, people, places and events.
- PHILOSOPHY** The Louisiana Educational Television Authority is dedicated to enriching the lives of our citizens with stimulating science, nature, art, history, and music programming. LETA is committed to continuing the life-long learning process for our citizens and supporting teachers, children and parents with instructional resources. The Louisiana Educational Television Authority strives to reflect the history, personality and culture of Louisiana through its programming and by partnering with like-minded institutions and individuals.
- GOALS**
- I. To maintain and enhance Louisiana’s role as a nationally recognized leader in emerging television and educational technologies
 - II. To further the educational and cultural enrichment of the citizens of the state of Louisiana

BROADCASTING PROGRAM
R.S. 17:2501-2507; SCR 41 of 1996

MISSION To provide intelligent, informative, and educational programming for use in the homes and classrooms of Louisiana. LETA supports lifelong learning and provides critical information during emergencies. LETA is a leader in using emerging media technologies for the benefit of Louisiana.

GOALS To develop, operate, and maintain a statewide system of broadcast facilities and innovative technologies to efficiently deliver educational and cultural programming and related services to the public, and to provide emergency information during times of natural disasters.

To provide services necessary to produce, acquire, schedule and present noncommercial programs that educate, enlighten and entertain Louisiana citizens and students. To provide a resource of innovative technologies for the life-long learning of the citizens of Louisiana. To provide for the maintenance of facilities and equipment at LETA's transmitter sites.

The Louisiana Educational Television Authority (LETA) uses its statewide television network, LPB, and broadband infrastructure to deliver the nation's finest educational programs and activities to Louisiana's classrooms and homes.

Objective 1: Provide distance learning, video streaming, online access and other educational formats through the use of broadcast and narrowcast systems for delivery of educational resources; and to provide delivery of educational resources through broadband and other digital delivery of educational and cultural content for continuing education, training and staff development for the general public and other state agencies. (State Outcome Goal: Youth Education)

Strategy 1.1 Provide, through existing and emerging technologies, educational services and resources to address the needs of educators and students including pre-K, K-12, and higher education

Strategy 1.2 Maintain and enhance the LPB educational web portal to provide educational resources to educators and students

Strategy 1.3 Provide for teacher professional development training related to using technology to improve classroom instruction

Strategy 1.4 Collaborate and partner with educational institutions, other agencies, and education-related organizations to identify and provide educational

services, resources, and professional development through existing and emerging technologies

Strategy 1.5 Deliver early childhood workshops statewide using customized PBS-developed materials.

Performance Indicators

- Number of community engagement events and professional development activities
- Number of streaming views annually (online)

Objective 2: Provide for the production of unique programs specifically designed to meet the needs of Louisiana's citizens and to present Louisiana history, culture and experience to national audiences.

Strategy 2.1 Produce, and acquire for distribution, high-quality programs that educate, inform, and entertain

Strategy 2.2 Increase the use of enhanced production and distribution technology for local productions

Strategy 2.3 Incorporate viewer feedback in programming decisions

Performance Indicators

- Percent of positive viewer responses to LPB content
- Number of hours of local programming produced

Objective 3: Provide for the operation and maintenance of LETA's television transmitters across the state.

Strategy 3.1 Implement and capitalize on increased power for additional coverage area of LETA transmitters

Strategy 3.2 Explore and implement new interconnect strategies

Performance Indicators

- Number of annual broadcast hours to exceed minimum federal requirement to maintain license.