

NaSTA 2011/12 Strategic Plan

Main aims:

- Continue NaSTA's year long presence by adding more events to the yearly calender.
- Overhaul the NaSTA website to make accessing the content easier and improve the exec's profile within it.
- Offer more opportunities for stations to be involved on a national scale e.g more projects like Freshers TV.
- Find alternative source's of funding for NaSTA and begin the process of becoming a legal entity.
- To ensure we are the first port of call for stations looking for advice they can't get from within their Students Union.

Chair's aims:

As with the previous years the chair's main role is to engage member stations and keep them involved in NaSTA. This will be done through regular updates from the exec on a specific part of the website and the trial of video content created by the exec. The chair will also make it clear to stations that if they would like a visit from a member of the exec then they only have to ask. Obviously due to the lack of any money to fund these if demand is to high then events may have to be prioritised.

The chair will aim to work closely with the returning officer to oversea the reform of the NaSTA constitution to make it work properly for the organisation. If needed the option for Online General meetings will be used to debate any proposed reform. As this has never been tried before a good strategy will be needed to ensure maximum participation.

The chair will continue the work of the previous chair to look for alternative sources of funding for NaSTA. This will be in conjunction with any sponsorship the organisation may wish to take on. The issue of not being a legal entity has in the past hampered these efforts but finding a solution to these issues will be a top priority. For this reason the chair will be starting the process of turning NaSTA into a company for the sole reason of serving affiliated stations better. It will be a

long and difficult process and professional advice will need to be sought. Any such proposal would then be put to the membership for due consideration.

The chair should seek to increase NaSTA's presence nationally and forge links with industry that will be of benefit to the membership. As the person responsible for all press and publications issued by NaSTA it is crucial that they chair ensures a sustained online presence that regularly updates members and engages with industry.

Development:

There should be a high focus on understanding individual stations, their plans and ambitions for the coming year to facilitate communication between the association and stations, and to combat apathy.

To continue to add to the value of affiliation with NaSTA, the development officer should make sure that when stations produce exceptional work or build something that could be of benefit to other stations, NaSTA approaches them for details of how the success was achieved in order to build up strong training and development material.

In collaboration with the Technical Officer, the development of a 'members section' of the website will be explored, with access to more NaSTA training material, contacts and information.

Access to affiliated stations should be made as simple as possible to both the NaSTA executive and member stations, primarily through improvements to the NaSTA website. There should be strong support offered for NaSTA affiliates wishing to work on collaborative projects and access to this information is invaluable to stations.

Again there was interest expressed for more regional training events at the AGM, and affiliates should be approached with a view to hosting and assisting with the coordination of such events. Stations working on big events could invite local stations to help/observe/offer ideas.

An affiliates pack shall be produced and sent out to all stations on completion of payment for affiliation. The pack will explain what NaSTA is, and what it can offer to enhance national recognition of NaSTA, not just to station managers and their

committees/executives, but to extended participants of student TV.

Effort should also be put into creating a document that can be sent to student unions/sabbatical teams providing information about student television, the benefits it can offer to student unions and that NaSTA is willing to help in any development of such societies/departments.

Both domain names; NaSTA.tv and Freshers.tv, shall be obtained specifically by NaSTA in order to have full control over our main online presence and so that FreshersTV can continue to grow each year.

Marketing:

It is imperative to continue the work of the previous year & maintain the successful incorporation of communications into the role of the marketing officer with a view to exploring a constitutional amendment to this effect.

Current channels of communication are unbalanced and this must be addressed. To this end a Executive communications strategy is going to be essential to ensure transparent & effective day-to-day communication between the Executive and the membership, drawn from this strategic plan. This communications strategy will be derived from the outlined marketing strategy, the development & engagement strategies, the technical strategy and the overall Executive strategy which will provide the role, context, impetus and core definition of the communications strategy.

The social media strategy will be further developed (in conjunction with the above) to ensure that all NaSTA social media platforms continue to develop in both size, scope and value but also crucially remain distinct (and separate) to pre-existing channels of communication such as emailing to stations etc.

We need to examine how we look to structure PaSTA as the alumni association for NaSTA and its function within the Student Television as a whole.

We will continue to offer direct advice to stations on matters including communications, marketing and commercial strategies.

NaSTA must continue to explore the continued provision/commercial feasibility of "added value" for members into the cost of their affiliation to the association.

FreshersTV: now recognised as a staple of the NaSTA calendar, and we must look to protect the creative and commercial value (and integrity) of the brand.

Elsewhere we will also continue with the programme of with the NUS, exploring avenues for the continued provision of training for the NUS in their training of elected officers in the field of media & communications.

Key relationships will be actively explored with other relevant 3rd parties that could support and enhance the further development of Student Television on a local and national level.

Technical:

The current website has plenty of useful information on it, however it is hard to find specific items, therefore it requires a better design. It will still remain on Wordpress with all existing content however a new look (not a generic Wordpress template) will be created. Also a members area will be investigated because currently there are only password protected files so very few people can access them. The aim of the website is to provide a service to its membership as well as presenting a professional image to other organisations.

In the members area there will also be a wiki section which will allow stations to pool all of their knowledge so that any member of NaSTA will be able to get help on a number of issues. This will add value to NaSTA and encourage new stations to join.

The front page of the website is a key area to redesign as currently it is very cluttered and hard to read, this needs to be changed alongside the graphic redesign. Before this happens there will be a consultation with stations as to any improvements they would like to suggest for the website.

Another area which will be investigated is obtaining a streaming server owned by NaSTA which will allow any station to broadcast live programmes throughout the year without requiring their own server. The NaSTA website will ideally be moved onto this platform and eventually there is the possibility of having a NaSTA archive. The aim is to help smaller stations compete with the larger ones, whilst still providing a service to any station and adding value to NaSTA affiliation. The server would be externally funded so no affiliation money would go towards the project.

Supporting the less technically able stations is one of the key aims this year,

helping any station broadcast live, assisting with creating large broadcasts or just getting new stations up and running. The technology to run a TV station is now relatively cheap, it's just about understanding what is required and this is where the technical officer can provide help.

For awards submissions the technical officer will work closely with the host station to make the process as smooth as possible by implementing staggered uploads of categories. Another area will be FreshersTV ensuring that the selected station will be supported and making sure the rest of NaSTA are all able to get involved with the broadcast.

Supporting the Host

NaSTA 2012 Host NUTS will have the full assistance of the Exec, and there should be regular communication between the Exec and the Host throughout the year. The annual conference should - with the approval of the Host - be included when considering any potential funding or commercial opportunities for the association as a whole.