

Scripps Howard Foundation Strategic Plan Summary 2018-2021

Initiative & Aspiration	Team	Objectives
Grantmaking and Impact Initiatives		
Journalism Impact: Our nationally recognized journalism education programs bridge the classroom and the newsroom, grounding journalists in time-honored values and skills, while preparing them for the future of journalism.	Battinto Batts	Obj 1A: Increase the value and impact of long standing programs.
		Obj 1B: Develop nationally recognized, highly effective programs advancing investigative journalism education through experiential learning.
		Obj 1C: Enhance the focus and effectiveness of journalist grants. ☑
Journalism Awards- The Scripps Howard Awards are among the most relevant and recognized journalism awards in the country.☑	Battinto Batts	Obj 2A: Increase prestige and relevance of the Scripps Howard Awards.
Community Giving- Through targeted grantmaking, partnerships and storytelling, the Foundation mobilizes communities around key issues, especially childhood literacy.	Casey Ruschman	Obj 3A Develop and implement focus, strategy and metrics for the Foundation's childhood literacy programs.
		Obj 3B Increase effectiveness of giving through local markets and national brands.
Book Campaign- Educate and mobilize communities to take action in ensuring children living in poverty learn to read.☑	Meredith Delaney/Casey Ruschman	Obj 4A Increase support for book campaign internally and externally, raise awareness of childhood literacy and put books into the hands of children in need.
Operational and Capacity Building Initiatives		
Governance - The SHF is an outstanding steward of its resources and earns the trust of our stakeholders through excellence in governance, transparency and accountability.	Liz Carter	Obj 5A: Values, Vision and Mission are current, meaningful and understood by the Board and staff.
Branding, Reputation and Awareness- The Scripps Howard Foundation name will be synonymous with journalistic excellence and literacy initiatives.	Meredith Delaney Becca Cochran	Obj. 6A: Clearly defined brand standards that support and convey our mission are consistently used in all communications.
		Obj. 6B: The Foundation's work is known and understood by internal and external audiences as a result of a well thought out and executed marketing/communications plan.
Development: A diverse group of deeply committed givers support the Foundation's mission with through their time, talent and treasure.	Meredith Delaney	Obj. 7A: Establish meaningful relationships and compelling engagement and giving opportunities with each generation of the founding families to continue a legacy of journalistic excellence and community impact.☑
		(Additional development steps embedded in impact initiatives extend our work beyond founding families to Scripps employees, views/listeners, and funding partners.)