



# Next Steps for MGI Stations

---


CPB National Conference for Station  
Managers and Volunteer Leaders  
Washington, DC  
March 22 – 23, 2007  
Kay Sprinkel Grace, Facilitator



## After MGI, What?

---

- Welcome and introductions
- Feedback from stations: where are you relative to your initial goals, what do you still need to do?
- Maintaining the momentum – what will it take?
- What obstacles do you anticipate in continuing to maintain MGI activities?
- What systems/structures do you need to put into place to maintain momentum?
- What are your ideas for how this successful venture can keep going?



## Feedback from stations: where you are, what you still need to do (Discussion)

---

Progress with plans, prospects, staffing, budget and...

Mission, vision and values



## Some of What it Will Take to Maintain the Momentum

---

- Leadership – staff and board
- Volunteer involvement
- Sufficient staffing
- A solid IDP (integrated development plan) with strategies for moving prospects through the pipeline
- Appropriate allocation of resources
- Continued prospect development
  - Commitment to cultivation and stewardship



## Obstacles to Anticipate

---

- Resistance to change (silos)
- Lack of leadership support
- Budget/staffing shortages
- Volunteer involvement
- Lack of consistency in messages
- Paradox of urgency
- Others?



## Systems and Structures to Sustain MGI

---

- Use your IDP and update frequently
- If your “MVV” is not yet polished, make that a priority
- Create collateral materials that reflect the MVV
- Use staffing vacancies in membership and/or development to assess internal resource allocations and needs
- Continue to develop volunteer leadership, giving them more responsibility and involvement
- Celebrate your steps and successes



# Other Ideas from the Field

---

Ways to keep the momentum  
Discussion



# Next Steps for MGI Stations

---

CPB National Conference for Station  
Managers and Volunteer Leaders  
Washington, DC  
March 22 – 23, 2007  
Kay Sprinkel Grace, Facilitator