Outline for Digital Refresh Workshop Report

1. A recap: What is the Digital Refresh Workshop
What and Why (From The Big Thaw and responses to needs from TMC members)
2. Who we worked with:
3. What did the two days look like: agenda round up
pre-survey/application + google analytics: which included the major goals from the organization
3 major goals from TMC
completed digital audit: participants responded to their own survey results (id surprises or areas that they know they have to work on)
TMC lab members then provided an alnalysis of their digital strategies/properties
Examples from TAP, Uptake and ColorLines: what did they learn
Sketched out the premise for four basic audicences, how media oganizations needed to feed/support those audiences. Then laid out the organization’s current editorial, business and community engagement strategy onto these four audiences. Resulted in brainstorming of areas that could be strengthened, identified missing opportunities and new strategic options.
Examples from TAP, Uptake and ColorLines
4. Audit led to the articulation of the org’s core promise: what readers are gaurnteed to expect when visiting the outlet’s digital properties. Set the tone for the organization’s overearching editorial vision and strategic initiatives to reach it.
Give examples from TAP, The Uptake and ColorLines
5. Brainstorm: based on initial goals, audit session and synthesization of core promise: brainstormed strategic opportunities and ideas for the organization. Some of this involved generating new ideas, tailoring current plans or even sometimes, helping to prioritize and lose current projects/programs.
6. After the initial brainstorming, TMC staff worked with the group to prioritize the top three initiatives/ideas to explore during the second day of the workshop. On this second day, the group iterated out the top three ideas creating goals and next steps. At the end of the day, the participants decided what projects they wanted to work on with TMC consulting over the next three months.

Successes

Took out of daily operation and had them evaluate at the past, current initiatives to identify what was working and sometimes most importantly, what was not working on both the editorial and business ends of the org

Challenged current assumptions and made them think about not just three months down the road, but how they wanted to evolve and what role they wanted to play for the long-term future

Put into perspective of what they were doing well, what was not working and what they could do in the future

Provided a new strategic framework of the four audiences that allowed for creativity and new strategic energy

Synced up new opportunities on both the editorial and business sides of the organization

QUOTES FROM COLORLINES and THE UPTAKE

Lessons Learned
The format of the workshop from preparation to execution was quite effective. The hardest thing to execute has been what we thought would be an added and important bonus—the three months of consulting and support after the workshop itself was complete. As the orgs returned to daily work, hard to fit into their time to execute the project that was developed out of the weekend. One organization has done no follow up, another has done a few hours, and another is moving forward full steam ahead.

But each organization had different needs for follow up. Some were smaller projects such as feedback on web site redesign and others

Scalablity—would love to repeat this process with more members. Need to have an expanded “swat team” that could repeat this process with members of one or two people. Want to find ways to create into a curriculum that could be digested/used by members on their own and with TMC team for additional and deeper brainstorming/strategizing. How do we make this scalable to help more members quickly and ongoing manner integrate into their DNA?