

## Lens Implementation Process Toolkit

**Toolkit Purpose:** Provide a description of the process Public Broadcasting Atlanta followed to establish the brand new Lens on Atlanta business initiative.

**History:** Using technology as a means to help bring our community together was a vision born years ago in the imagination of PBA President & CEO, Milton Clipper. Over the years the vision was refined and ultimately defined with the help of the IBM Innovation Center as they delivered a Lens on Atlanta Strategy, Design, and concrete demonstration of a potential scenario. Armed with a confidence that the future of public media involved community engagement and the Lens on Atlanta demo, Mr. Clipper was able to sell the concept and acquire a start up funding grant. This process begins with the high level vision, the demo, and the start up funding in place.

Process	Timeframe / Month:	Reference Materials
1. Create a Vision and Mission that are consistent with organization’s overall Vision.	0	Lens Vision Mission Goals Strategies
2. Hire the Director of Lens	0	
3. Define the Strategy for the Lens Initiative: Vision →Mission →Goals→Strategies →Objectives	0-2	Lens Vision Mission Goals Strategies
4. Business Planning	3-9	
4.1. Determine Resource Plan	3-4	Lens Budget Resource Job Descriptions
4.2. Determine Budget	4	Lens Budget
4.3. Develop Long Term Sustainability Plan – Fundraising & Monetization	4-9	Lens Fundraising Plan Lens Monetization Plan
4.4. Perform Risk Assessment	4-5	Lens Risk Management Strategy
4.5. Perform Competitive Analysis	4-6	Lens Risk Management Strategy
4.6. Define Critical Success Factors and Measurements for Success	4-6	Lens Analytics Plan
4.7. Establish longer term objectives for rolling out Lens	5-6	Lens Vision Mission Goals Strategies
5. Technical Implementation (build the web site)	0-12	
5.1. Assess and target one facet of Lens for initial launch	0	
5.2. Develop Requirements for Public Square	1	Lens Requirements
5.3. Seek out web vendor as partner	1	
5.4. Create a prototype	2	
5.5. Develop high level visual and technical designs	3	
5.6. Develop detailed designs	3-4	
5.7. Build web site	3-6	<a href="http://www.lensonatlanta.org">www.lensonatlanta.org</a>

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5.8. Test web site	7	
5.9. Engage prototype members	7-8	
5.10. Refine web site and address defects	8-10	
6. Community Engagement		
6.1. Prior to launch:		
6.1.1. Inform PBA Staff	2-12	Public Square Communication Plan
6.1.2. Enlist Strategic Partners	2-6	Lens Partner Strategy
6.1.3. Meet with Citizens, Community Groups, Businesses, Institutions, Non-Profits, Government, Elected Officials	2-12	Lens Elected Officials Strategy
6.2. Engage the community on Lens		
6.2.1. Develop Content Strategy & Plan	8-12	Lens Content Strategy
6.2.2. Create an On-line Community Engagement Plan	8-12	Lens Community Engagement Strategy
6.2.3. Develop Community Engagement Analysis and Measurement Plan	8-9	Lens Analytics Plan
7. Launching Lens:		
7.1. Initiate Communication Plan	9	Public Square Communication Plan
7.2. Initiate Soft Launch (small audience)	11	
7.3. Evaluate site, grow content, grow members	11-12	
7.4. Initiate Hard Launch (formal announcement and promotion)	13	Public Square Communication Plan

