



# **Quad Cities Cable Communications Commission**

**QCTV Strategic Plan 2017 As of January 29, 2014**

## **MISSION STATEMENT**

Connecting communities through local programming valued by residents

## **VISION STATEMENT**

Innovative use of emerging technology for engaged communities

## **CORE VALUES**

- Respect people and perspectives
- Communicate openly
- Innovate for impact
- Focus on quality
- Collaborate for success

## **COMPETITIVE ADVANTAGES**

- Local coverage
- Community Interaction
- Multi-city focus
- Experienced staff
- Production facility
- New technology investment

## **ORGANIZATION-WIDE STRATEGIES**

- **Financial:** QCTV will manage finances responsibly to ensure organizational sustainability.
- **Customer:** QCTV will connect customers to information and services through evolving technologies.
- **Operations:** QCTV will measure performance to maximize efficiencies and improve services.
- **People:** QCTV will employ a team of professionals who create success for member cities and residents.

## **CUSTOMER SEGMENTS**

**Subscribers**

**Member cities-elected officials**

**Member cities - staff**

**Member cities - residents**

**Franchisee**

**Business**

**Civic groups**

**Other government entities**

**Legislators**

**PEG Producers**

**Comcast cable television subscribers**

**Elected officials representing Andover, Anoka, Champlin, Ramsey**

**Staff representing Andover, Anoka, Champlin, Ramsey**

**Residents of Andover, Anoka, Champlin, Ramsey**

**Comcast company representatives, government affairs department, technical services representatives, customer service representatives**

**Local business, chamber of commerce**

**Local non-profits and service organizations**

**Anoka and Hennepin Counties, Anoka-Hennepin School District**

**Local state legislators and U.S Congressional Delegation**

**Local producers providing programming to channels**

## **QCTV STRATEGIC PLAN 2017 - AT-A-GLANCE**

### **FINANCIAL STRATEGIC OBJECTIVES & ORGANIZATION GOALS**

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- 1 Align financial practices for increase efficiencies**
- 2 Make strategic investments in technology**
- 3 Plan for and fund long-term operating and capital building and equipment needs**
- 4 Negotiate franchise renewal with Comcast**

### **CUSTOMER STRATEGIC OBJECTIVES & ORGANIZATION GOALS**

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- 5 Develop processes to receive and utilize customer feedback**
- 6 Identify innovative programming and services to address emerging customer needs**
- 7 Brand the organization to establish its role in using technology to encompass the broad spectrum of current and future services**

### **OPERATIONS STRATEGIC OBJECTIVES & ORGANIZATION GOALS**

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- 8 Focus on core services**
- 9 Allocate resources to meet strategic objectives**
- 10 Improve marketing of QCTV**
- 11 Develop capacity to market member cities**
- 12 Adopt best practices**

### **PEOPLE STRATEGIC OBJECTIVES & ORGANIZATION GOALS**

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- 13 Attract and support the right people for the right job**
- 14 Invest in professional development**
- 15 Continually collaborate**
- 16 Promote accountability, transparency and teamwork**

## **PLAN IMPLEMENTATION**

- Strategic Plan Oversight - Karen George, Executive Director
- Commission Planning session annually, review mid-year
- Department Leader Review and Planning quarterly
- Team Member Review and Planning monthly