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
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
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
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
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