



# QUAD CITIES COMMUNITY TELEVISION

ANDOVER | ANOKA | CHAMPLIN | RAMSEY

## MISSION

**Connecting communities through  
local programming valued by residents.**

## VISION

**Innovative use of emerging  
technology for engaged  
communities.**

## VALUES

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

## 2019 - 2023 STRATEGIC PLAN



### ENGAGING THE COMMUNITY

Develop capacity to market QCTV.

Leverage community partners for programming.

Update programming content to engage the community.



### COLLABORATING FOR SUCCESS

Define core services within legal parameters.

Promote engagement among staff and commissioners.

Foster collaborative working relationships between QCTV and city staff.



### INNOVATING FOR IMPACT

Identify community needs and assess engagement.

Diversify distribution platforms.

Diversify revenue for sustainability.

## 2018 KEY PERFORMANCE INDICATORS

**121,066**

Website Hits

**482**

City Programs

**\$503,683**

City Council Chambers Investment

**62%**

City VOD Increase (2016-18)

**374**

Community Programs

**91**

Customer Satisfaction Score

# Strategic Directions

<p><b>Develop programming mix that engages our community.</b></p> <ul style="list-style-type: none"> <li>• Develop an “easy” news/info segment</li> <li>• Develop long and short term video programs</li> <li>• Develop a plan that includes new shows and sunset others</li> <li>• Create a kids’ show to engage new partnership and interaction with schools/clubs</li> </ul>	<p><b>Leverage community partners and programming to grow the brand.</b></p> <ul style="list-style-type: none"> <li>• School districts have a dedicated informational liaison</li> <li>• Deploy stakeholders to promote on social media</li> <li>• Create opportunities for youth to be involved with QCTV</li> <li>• More school group involvement (sports teams, more than game coverage)</li> <li>• Capital investment sling studio at schools</li> </ul>	<p><b>Market QCTV.</b></p> <ul style="list-style-type: none"> <li>• Developing a marketing plan including PR and social media</li> <li>• Rebrand QCTV</li> <li>• Build brand with community engagement</li> <li>• Develop a marketing plan</li> <li>• Rebrand QCTV to better connect with the community</li> <li>• Create marketing opportunities to involve community engagement</li> </ul>	<p><b>Growing the Brand to Engage the Community</b></p>
<p><b>Promote seamless collaborations between QCTV and city staff.</b></p> <ul style="list-style-type: none"> <li>• Educate/engage city staff to partner with QCTV</li> <li>• Build stronger relationships with city personnel</li> <li>• Collaborative communication staffing plan (4) cities and QCTV</li> <li>• Enhance office atmosphere to promote creative and collaborative environment</li> <li>• Cities have dedicated information liaison</li> <li>• Reconsider governance (board make up, technical advisory committee)</li> </ul>	<p><b>Foster collaborative working relationships among staff and board.</b></p> <ul style="list-style-type: none"> <li>• Annual QCTV staff/commission engagement event</li> <li>• Open budget process to be inclusive at all levels (staff, management, board)</li> <li>• Have staff/board interact to close communication gaps</li> <li>• Set up open lines of communication between cities and QCTV</li> </ul>	<p><b>Define our core services and balance them with community services.</b></p> <ul style="list-style-type: none"> <li>• QCTV board definition of core service</li> <li>• Clearly defined core services</li> <li>• Communicate legal requirements for revenues to cities/partners</li> <li>• Define what is a core service</li> </ul>	<p><b>Collaborating for the Success of QCTV and Partner Cities</b></p>
<p><b>Diversify our revenue streams for future sustainability.</b></p> <ul style="list-style-type: none"> <li>• Develop alternative revenue streams</li> <li>• Develop “for profit” entity</li> <li>• Leverage real estate</li> </ul>	<p><b>Diversify our distribution methods to get to people where they are at.</b></p> <ul style="list-style-type: none"> <li>• Expand platforms for QCTV communication</li> <li>• QCTV app</li> <li>• Create a position for marketing (social media/city communications)</li> <li>• Current staff are appropriately trained to use new/advancing technologies</li> <li>• Research a QCTV app</li> </ul>	<p><b>Identify community needs and measure our success at meeting them.</b></p> <ul style="list-style-type: none"> <li>• Commitment to surveys (viewers, community needs, non-viewers, standardize questions on each city survey)</li> <li>• How do we reach folks who don’t know us?</li> <li>• Survey both cable subscribers and non-cable subscribers</li> <li>• Stakeholder feedback – community survey</li> </ul>	<p><b>Innovating for Impact and Sustainability</b></p>