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
62% City VOD Increase (2016-18)

482 City Programs
374 Community Programs

$503,683 City Council Chambers Investment
91 Customer Satisfaction Score
## Strategic Directions

### Develop programming mix that engages our community.
- Develop an “easy” news/info segment
- Develop long and short term video programs
- Develop a plan that includes new shows and sunset others
- Create a kids’ show to engage new partnership and interaction with schools/clubs

### Leverage community partners and programming to grow the brand.
- School districts have a dedicated informational liaison
- Deploy stakeholders to promote on social media
- Create opportunities for youth to be involved with QCTV
- More school group involvement (sports teams, more than game coverage)
- Capital investment sling studio at schools

### Market QCTV.
- Developing a marketing plan including PR and social media
- Rebrand QCTV
- Build brand with community engagement
- Develop a marketing plan
- Rebrand QCTV to better connect with the community
- Create marketing opportunities to involve community engagement

### Promote seamless collaborations between QCTV and city staff.
- Educate/engage city staff to partner with QCTV
- Build stronger relationships with city personnel
- Collaborative communication staffing plan (4) cities and QCTV
- Enhance office atmosphere to promote creative and collaborative environment
- Cities have dedicated information liaison
- Reconsider governance (board make up, technical advisory committee

### Foster collaborative working relationships among staff and board.
- Annual QCTV staff/commission engagement event
- Open budget process to be inclusive at all levels (staff, management, board)
- Have staff/board interact to close communication gaps
- Set up open lines of communication between cities and QCTV

### Define our core services and balance them with community services.
- QCTV board definition of core service
- Clearly defined core services
- Communicate legal requirements for revenues to cities/partners
- Define what is a core service

### Diversify our revenue streams for future sustainability.
- Develop alternative revenue streams
- Develop “for profit” entity
- Leverage real estate

### Diversify our distribution methods to get to people where they are at.
- Expand platforms for QCTV communication
- QCTV app
- Create a position for marketing (social media/city communications)
- Current staff are appropriately trained to use new/advancing technologies
- Research a QCTV app

### Identify community needs and measure our success at meeting them.
- Commitment to surveys (viewers, community needs, non-viewers, standardize questions on each city survey)
- How do we reach folks who don’t know us?
- Survey both cable subscribers and non-cable subscribers
- Stakeholder feedback – community survey

### Growing the Brand to Engage the Community

### Collaborating for the Success of QCTV and Partner Cities

### Innovating for Impact and Sustainability