

QCTV Strategic Plan

2021 ACTION RESULTS – December 2021

MAJOR ACCOMPLISHMENTS

QCTV accomplished a big pivot in distribution and are engaging the community via a social media strategy with multiple channels.

- Overall communications plan (incorporating social media first) is developed/revised. *Completed and implemented.*
- Diversity of content increased on social media platforms. *Added Instagram, YouTube, and LinkedIn to QCTV's social media portfolio.*
- Implemented QCTV voice/brand on trending topics in social media. *Completed and implemented for ongoing operations.*
- Explored and determined best practice for distribution of QCTV content. *Completed and implemented for ongoing operations.*
- Tapped into neighborhood Facebook groups and are actively posting content. *Joined 6 neighborhood groups.*
- Options and pricing identified for closed captioning of first tier core services-government meetings. *Completed and presented to Commission.*

ACCOMPLISHMENTS WE ARE PROUD OF

- **Closed captioning:** Commission direction to implement.
- **Neighborhood groups:** Achieved greater engagement and post reach.
- **Content platform strategy:** QCTV successfully relaunched its YouTube channel improving viewer experience.
- **Student produced PSAs:** Completed despite many challenges.
- **Election Review:** Completed; it will inform 2022 plan.
- **Intro of new staff to stakeholders:** Completed; New employees introduced to key stakeholders.



DIRECTION 1: ENGAGING THE COMMUNITY

Strategies

- A. Develop capacity to market QCTV.**
- B. Leverage community partners for programming.**
- C. Update programming content to engage the community.**

Success Indicators

- Revamped programming line up
- Younger audience know us
- Social media plan well developed
- Social media first
- More, shorter programming
- Community partners reach out to us to get the story out
- Junior Producers

Second Year Accomplishments!

Overall communications plan incorporating social media first is developed/revised with Lexica. *Completed phase 2 and presented plan to the Commission.*

Diversity of content increased on social media platforms. *Added Instagram, YouTube, and LinkedIn to QCTV's social media portfolio.*

Staff collaboration for ongoing social media posts and engagement. *Worked with each producer to coordinate posts for each member city. QCTV now posts daily on multiple platforms. Followers increased as a result.*

Testimonials of QCTV incorporated into social media/communication plan. *QCTV produced four city promos for the member cities. QCTV also produced two testimonials for the Anoka Area Chamber of Commerce.*

Student produced PSAs in The Post (extension of User Generated Content objective). *QCTV co-produced several PSAs with the local Anoka-Ramsey Technical College. Students received credit for the PSAs produced which played in The Post.*

Staff training event: Engagement plan/campaign for interactive posts on social media. *QCTV Producers posted story content to social media prior to hiring the Social Media and Communications role. Producers submit story details to the Social Media Coordinator for a unified posting schedule.*

Election review and prepare for 2022 election cycle. *Completed; updated program guidelines, contacted League of Women Voters, produced three Candidate Forums in 2021.*



DIRECTION 2: COLLABORATING FOR SUCCESS

Strategies

- A. Define core services within legal parameters.**
- B. Promote engagement among staff and commissioners.**
- C. Foster collaborative working relationships between QCTV and city staff.**

Success Indicators

- More shorter programming with or from city staff
- Staff more integrated into budgeting, have a chance to review and comment
- Staff attendance at regular commissioner meetings
- Communications function for both QCTV and member cities
- Core services defined for everyone
- Events for QCTV and city staff
- More staff/community events
- Better attended staff/community events
- Increased communication between city staff and QCTV

Second Year Accomplishments!

Implemented QCTV voice/brand on trending topics in social media. *QCTV established a friendly and professional brand on social media. This voice is consistently used when interacting with city accounts, views, local sports teams, etc.*

Technology report includes core services demonstrated in 2020 with emphasis on collaboration. *Completed and presented to Commission.*

Round table or meeting with city staff responsible for communications to identify responsibilities. *Completed.*

Core services documentation exists and is reviewed by staff. *Completed and a part of Channel Programming Guidelines.*

Programming report includes core services demonstrated in 2020 with emphasis on collaboration. *Completed and presented to Commission.*

Introductions of new employees to key stakeholders. *Completed.*

A new bootcamp training for social media/zoom for city staff. *QCTV now meets regularly with city communications staff.*



DIRECTION 3: INNOVATING FOR IMPACT

Strategies

- A. Identify community needs and assess engagement.**
- B. Diversify distribution platforms.**
- C. Diversify revenue for sustainability.**

Success Indicators

- Social media analytics incorporated into decision making
- Increased viewership in measurable areas
- Areas identified to diversify revenue
- For profit video opportunities identified – beyond existing partnerships
- Subscriber survey and non-subscribers
- Standardized questions about QCTV on member city surveys – compare data
- QCTV attending community events in each city to market QCTV

Second Year Accomplishments!

Explored and determined best practice for distribution of QCTV content. *Completed; has informed the Master Control Equipment Replacement Plan for 2022.*

Tapped into neighborhood Facebook groups and are actively posting content. *Joined 6 neighborhood groups and posted relevant QCTV content to these groups; exposing QCTV content to a larger audience and generating new Facebook followers.*

Options and pricing identified for closed captioning of first tier core services-government meetings. *Presented to Commission during September 2021 work session and at November 2021 meeting. Cost proposal will be presented to Commission in 2022.*

Implement QCTV content platform strategy. *Completed.*

Net Promoter score survey delivered virtually for ongoing statistical collection *Reviewed for effectiveness and staff are examining different metrics. Using a Google or Facebook rating could provide a better user experience and enhance SEO.*

Strategic planning check in (2.5 of 5 year) with commissioners and staff. *Completed; scheduled midpoint review for March 2022.*



IN PROGRESS

[D1] Pilot User generated content incorporated into social media post. Your Story.

[D3] Survey questions identified for member city resident survey.

