



## MISSION

To strengthen the City of Lowell as a community media and education center that empowers, connects, and informs all residents, businesses and organizations in the city.

## VISION

We are the voice of Lowell around the world

## VALUES

1. Civic Engagement
2. Diversity of Voices
3. Community Education
4. Skill Development





## Strategic Plan STRATEGY

### **GOAL 1: Grow the brand and connect our community to the diverse programs of the media center**

#### **Objective 1: Build marketing outreach and brand promotion**

##### **Strategies:**

- Create LTC marketing packet, promo video and quarterly program flyers
- Design a business development packet to offer sponsorships and production services to nonprofit organizations and small businesses throughout Lowell
- Engage community groups to inform them of programs, opportunities, and volunteerism
- Utilize Facebook, LinkedIn, Twitter, and Instagram for social media advertising and content promotion
- Position the LTC Brand as a Media and Education Center
- Create multiple channels of content distribution

#### **Objective 2: Develop the fundraising and philanthropy needed for capacity and program growth**

##### **Strategies:**

- Board annual giving
- Grant writing to community and private foundations to support education and program initiatives
- Build the capabilities, set goals, and improve the outcomes of the board fundraising committee

#### **Objective 3: Build a member and service fee structure that aligns to the present value of the organization**

##### **Strategies:**

- Design a tiered membership pricing structure for individuals, businesses, and nonprofit organizations
- Create a tiered rate sheet for equipment rental and production services
- Create a sponsorship offering and pricing sheet for business promotion
- Implement a member billing and control system that will allow for a improved capability to manage member data, billing, and services



## **GOAL 2: Create high quality content that is engaging to our communities**

### **Objective 1: Assess the viewership and engagement of the current LTC video content**

#### **Strategies:**

- Assess under represented voices in the community and establish a pathway for involvement
- Monitor viewership statistics for on-line programs
- Send out an annual on-line survey to collect and measure viewer responses to LTC programming.

### **Objective 2: LTC staff produces high quality community oriented programming**

#### **Strategies:**

- Assess the community's demand for various types of programs and information.
- Collaborate with government agencies and non-profits on original productions.
- Provide high quality professional video equipment for staff productions.

### **Objective 3: Enable members to improve their production skills to strength voices in our community**

#### **Strategies:**

- Maintain and update LTC's video equipment and studios on a regular basis.
- Offer trainings that members want and need to improve their productions.
- Provide a web-based crew call and sign-up sheet for members in order to streamline the process of finding crew and crewing opportunities.
- Create new member production groups by hosting film screenings, video contests, and/or producer meet-ups.

### **Objective 4: To enhance our content through the distribution of meaningful outside programming**

#### **Strategies:**

- Advertise to Lowell filmmakers the option of broadcasting their projects on LTC channels.
- Search for, and broadcast, outside programming that informs and educates Lowell residents, including town hall forums, PSA's, and relevant programs from other access centers and universities.



**GOAL 3: Design training programs that improve production and develop digital media skills within the community**

**Objective 1: Build a robust training program that attracts students from all areas of our community**

**Strategies:**

- Assess the demand for various media production training needs
- Build partnerships that foster increased enrollment in training programs
- Build a member training curriculum and certification process
- Support and further engage the media departments of local colleges

**Objective 2: Build the staff capacity and professional development to support LTC strategy**

**Strategies:**

- Acquire training grants for staff development that aligns to strategy
- Build a list of training needs for staff
- Identify trainers within the community that can bring their expertise to LTC members
- Determine staffing needs to support the strategic plan around marketing, fundraising and training