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
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