



**NORTH SUBURBAN ACCESS CORPORATION
May 3, 2012
Immediately following NSCC Meeting
NSCC/NSAC
2670 Arthur Street, Roseville, MN**

A G E N D A

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
- V. Reports
 - A. Executive Director
 - B. Production & Outreach Manager
 - C. Senior Technician/Facilities Coordinator
- VI. General Business
 - A. Treasurer's Report – March 2012
 - B. Approve Strategic Goals
- VII. Announcements
 - A. Crew introductions
- VIII. Executive Session to Discuss Personnel Matters in Accordance with Minnesota Statutes 13.D.
- IX. Adjournment

Please call the office if you or your alternate are unable to attend the meeting.

Next Regular Meeting – June 7, 2012

THIS PAGE IS INTENTIONALLY LEFT BLANK

**NSAC Item VI.B.
May 1, 2012**

to: Board of Directors
from: Cor Wilson, Executive Director
subject: Strategic Goals

The notes from the April 14 strategic planning work session are attached for your review and five goals that the consultant, Sue Buske, developed from the discussion and the needs ascertainment are attached for your approval. The Strategic Planning Committee have review both and agreed with my recommendation that we add this item to the agenda for your consideration. My hope is that we can keep the process moving so that the “final” strategic plan might be completed for your review and approval at the June 2012 meeting.

Action Requested: Motion to approve the five Strategic Goals as presented.

THIS PAGE IS INTENTIONALLY LEFT BLANK

**North Suburban Access Corporation
(CTV North Suburbs)**

CTV MISSION STATEMENT

**Building our communities by
Providing access to services, tools and training to
Facilitate communications through electronic media**

Instructions

Below please find the suggested strategic goals. These goals were developed through an analysis of the notes from the Strategic Planning Study Session held on April 14 as well as an examination of the relevant outcomes of the needs assessment process.

As we move forward with further developing the plan, I will develop strategic initiatives for each goal that will be necessary in order to reach the goal. Under each strategic initiative will be tasks that will be necessary to fulfill each initiative and fulfill each goal. This is a building block process. What you see below is the first step in the development of the strategic/business plan.

STRATEGIC GOALS

Strategic Goal 1: Raise the Level of Awareness of CTV and its Services

Undertake a series of one time and ongoing activities including the development of marketing and public relations plans. The primary goals will be to (1) raise the level of awareness and CTV among the cities, schools, and the public; (2) engage the cities, schools, and public in using CTV services including new services developed pursuant to Strategic Goal 4, and (3) increase the perceived value of CTV.

Strategic Goal 2: Build Sustainability: Expand and Diversify Funding Sources.

Expand and diversify funding sources and maintain vigilance regarding regulatory actions at the state and federal level that will negatively impact the sustainability of CTV. Complete the franchise renewal process with Comcast with a result that maintains or increases the level of support provided under the current expiring franchise. Maintain high quality management.

Strategic Goal 3: Explore the Opportunities Presented by Making Changes to CTV Organizational Structure

Explore and transform the organizational and board structure of CTV to more broadly represent the community in addition to the local governments. Involve community members on committees and create a more engaged Board of Directors.

Strategic Goal 4: Evolve CTV Services and Trainings to Meet the Changing Needs of the Communities

Evolve and expand the training and services offered by CTV. Expand training services to include social media trainings, marketing trainings, as well as other media training that will be of value to local government agencies and schools. Use the information gathered through the Needs Assessment process to guide the process.

Strategic Goal 5: Be a Leader in Use of Media Technologies to Better Serve the Community

Stay current with emerging electronic media trends and tools with the goal to provide the cities, schools, and public with the latest in state-of-the art equipment and software. Constantly improve the overall quality of the “cablecast” of content provided to the public on multiple platforms.

WHAT ARE THE KEY ISSUES THAT ARE FACING NSAC/CTV AREA RESIDENTS, LOCAL GOVERNMENTS, EDUCATIONAL INSTITUTIONS AND COMMUNITY ORGANIZATIONS IN THE NEXT 5 YEARS?

- Economic Development/Jobs Poverty/Cost of Living/Housing
- Diversity/Demographic Changes/Age/Immigration/Race Related Concerns
- Technology/Telecommunications/Media
- Arts/Education Related Concerns
- Communication Problems/Funding/Networking
- Infrastructure/Transportation
- Government Related Concerns
- Marketing the Value of CTV to the Cities and Public
- Tailoring CTV services (with flexibility) to meet city needs
- Raising awareness of CTV services with Cities and Schools
- Evolving Technology Issues
- Diversifying Funding Sources
- Continuing to improve quality of the “cablecast” of programs

WHAT SERVICES & RESOURCES SHOULD CTV PROVIDE TO ASSIST COMMUNITIES. LOCAL GOVERNMENTS, COMMUNITY GROUPS TO ADDRESS KEY ISSUES?

- Marketing CTV services and value to public and cities
- Tailoring CTV services (with flexibility)to meet City needs
- More use of media to market CTV
- Provide training in how to use social media tools
- “Package” content particular to the platform being used
- Training for government staff and public about how to use search functions
- Production services
- Innovate and try new approaches and services
- Training beyond TV production classes
- Training for City staff in how to manage the media (radio/TV/reporters)
- Maintain funding to provide services and to fulfill strategic plan

- “311” type “program” or function for 10 member cities and then expanding (hub function)
- Web design-“cover portal” so all cities website are user friendly
- Recognize volunteers
- Outreach to volunteers to help them get involved
- Create PSA’s about issues and place them in sports and other programs (e.g. City County meetings)
- Provide media strategy-communication strategy consulting/training

WHAT ARE THE CHALLENGES THAT CTV WILL ENCOUNTER IN THE NEXT 5 YEARS?

- Getting City staff and elected officials to “pay attention” to what CTV does
- Diversifying CTV funding (expand upon funding from cable operators/cities)
- Getting schools and administrators involved in using CTV services
- Institutionalize the long terms goals and objectives of CTV among the cities, officials, and communities
- Funding resources
- Regulatory environment
- “Turf” issues
- Sustainability
- Franchise agreement that supports the delivery of services
- Staying focused

WHAT WILL CTV NEED TO DO IN ORDER TO DELIVER THE NEEDED SERVICES AND MEETS ITS CHALLENGES IN THE NEXT 3 YEARS?

- Ability to address the City Councils with reports at council meetings about work of NSCC and NSAC (flexibility)
- Board training how to do CTV public presentations (short videos/PowerPoint and other media to use during presentations)
- Computer lab for public use

- HD equipment
- Staff training
- Strong partnership with cities and beyond
- Succession planning
- More engaged Board
- Committees involving community members
- Financial analysis of what it will take to implement and fulfill the strategic plan goals and objective
- Review and retune staff resources and skills
- Board structure – need to review and analyze

WHAT IS THE ROLE OF THE CTV BOARD IN ASSISTING CTV TO FULFILL ITS MISSION AND DELIVER THE SERVICES TO THE COMMUNITY NECESSARY TO FULFILL ITS MISSION?

- Regularly revisit strategic plan
- Become more involved in informing city officials and community about CTV/NSCC purpose and services
 - Use data from Needs Assessment
- Cities all “sign-off” on Strategic Plan
- CTV Board members assist with reaching school board members
- Grow funding through undertaking activities to build sustainability
- Look at Board structure.
 - Should there be Board seats for schools and community members?
- Managing financial resources
- Explore “advisory” board concept
- Fiduciary responsibilities
- Explore adding member cities
- Name change?- Beyond TV – Rebranding

THIS PAGE IS INTENTIONALLY LEFT BLANK