Strategic Directives
2023
Mission
WTCI PBS enriches lives through quality programs and services that educate, engage, and inspire a lifetime of learning and exploration.

Vision
WTCI PBS will build a stronger community by enriching lives through education, engagement, and inspiration as a trusted source of local storytelling.

Values
Trust, Quality, Engagement, Education, Uniqueness, Inclusion, Localism, Stewardship
Our vision over the next 3-5 years is to build a stronger community by enriching lives through education, engagement, and inspiration as a trusted source of local storytelling.

We will do this by:

● Demonstrating and measuring impact
● Executing with standards and using the best tools for curriculum development and storytelling
● Focusing on reaching all people through a range of media
● Leveraging our record of trust to expand our reach and generate funding through partnerships

We will choose to focus on projects & services that answer these questions:

● Does it enrich lives?
● What’s the impact?
● Is it connected to significant needs in the region?
● Is it something we are best positioned to provide?
By 2026...

**Development & Sustainability:**
Our high-performing team, driven by data, has generated new partnerships and increased donor relationships, creating dependable sources of revenue.

**Digital Transformation:**
Our team’s technological resources and skill sets have improved, allowing us to implement an effective multi-platform digital strategy to engage audiences.

**PBS Synergy:**
Our viewers seamlessly connect to WTCI PBS and our resources through well thought out and clear pathways.

**Community Engagement & Partnerships:**
We provide a unique experience for the community and foster vital partnerships with thriving organizations in our community.
Our Areas of Focus

Development and Sustainability

Goals

- Increase the capacity of our team
- Expand corporate funding opportunities and partnerships
- Increase donors’ financial support to the station
- Cultivate sources of large financial support
Our Areas of Focus

PBS Synergy

Goals

- Help our audiences better understand the connection between WTCI and PBS
- Share our content on a national level
- Learn strategies and tactics from across the system
Our Areas of Focus

Digital Transformation

Goals

- Develop effective multi-platform strategies
- Collect and use data to make better decisions
- Enhance our team’s digital skills
Our Areas of Focus

Community Engagement and Partnerships

Goals

- Expand the quality and quantity of community partnerships
- Create a robust volunteer program
- Develop a strategy to utilize WTCI subchannels to enhance community interest & needs
Remember These Questions

- Does it enrich lives?
- What’s the impact?
- Is it connected to significant needs for our audiences?
- Is it something we are best positioned to provide?