MISSION Using the power of media to educate, entertain and inspire
VISION More connected, informed and empathetic Virginians
**CONTENT**

Storytelling is at the heart of our work. We will leverage data, market research and community input to offer our audiences distinctive local and national programs when and where they want.

- Produce relevant, high-quality, multi-platform content that is rooted in Virginia in the genres of Arts & Culture, History, News and Science, and reflects the diverse communities we serve
- Extend the reach of our content through marketing and maximizing distribution across platforms as well as through new technologies and partnerships
- Create experiences that connect lifelong learners to our content and each other, leading to personal growth and engagement with their communities
- Serve as a trusted convener, champion and provider of resources for parents, educators and caregivers of children ages 2-8, particularly in low socioeconomic areas

**TECHNOLOGY**

As the media landscape evolves, we will have a best-in-class technology backbone and utilize best practices to enable a high-quality audience experience across platforms and more agile internal work-flow.

- Modernize our broadcast infrastructure towards an IP-based software and services model while ensuring support for our transmitter system at 99.95% up time
- Strengthen our IT systems and deploy security measures to protect our content, data and intellectual property
- Innovate and prototype with evolving technologies while optimizing the user experience across all delivery platforms
- Review and replace legacy systems and technologies across departments, and provide training to improve operations

**SUSTAINABILITY**

To ensure our long-term fiscal health, we will be an efficient organization that is growing and expanding revenue streams while managing expenses.

- Increase, diversify and stabilize program, membership and other revenue streams
- Improve expense management and controls
- Develop new fundraising models, partnerships and opportunities to increase revenue sources
- Create and implement budget development and financial reporting processes

**CULTURE**

Our people are our best asset, and we strive to be an attractive, dynamic place to work with strong community relationships in order to deliver on our mission.

- Invest in our people to ensure we have the skill sets needed to respond to the changing media landscape
- Foster a diverse, adaptable team driven and held accountable by a set of core values
- Design a workplace that is safe, collaborative and enhances productivity
- Strengthen and support the VFPM and VPM Boards, Community Advisory Boards and our volunteers to ensure our work reflects the needs and demographics of all of our markets

**3-Year STRATEGIC GOALS**

- Increase relevance: measured by brand awareness and community impact
- Increase total monthly audience by 25%
- Eliminate the gap between operating revenue and expenses