



# Enlightening Tomorrow

## Strategic Plan

April 1, 2022 to March 31, 2025





# Table of Contents

<b>3</b>	<b>About us</b>
<b>3</b>	Our Vision
<b>4</b>	Our Mandate
<b>5</b>	Our Mission
<b>5</b>	Our Values
<b>6</b>	<b>Engage</b>
<b>8</b>	<b>Create</b>
<b>10</b>	<b>Connect</b>
<b>12</b>	<b>Did you know that... Strategic planning</b>
<b>16</b>	<b>Glossary</b>





## About us

### Vision 2025

Thriving in a creative and dynamic environment, the Groupe Média TFO team builds an inclusive educational and cultural legacy, essential to the vitality of the Francophone community in Ontario.

## Cultivating a love of learning

Every day, TFO creates original stories to shape our collective future and cultivate a love of learning. With us, every day, new generations of Canadians develop their skills, human values and social consciousness. Children and youths are being prepared to become enlightened digital citizens, curious about new knowledge and ready to proudly conquer the job market that awaits them.



## Our Mandate

The Provincial Agency's mandate is set out in the [\*Ontario French-language Educational Communications Authority Act, 2008, S.O. 2008, c. 10, s. 4.\*](#) The Agency's objects are, with regard to the interests and needs of the francophone community, to:

- i. initiate, acquire, produce, distribute, exhibit or otherwise deal in programs and materials in the educational broadcasting and communications fields;
- ii. engage in research in those fields of activity consistent with the objects of the Authority under clause (i);
- iii. discharge such other duties relating to educational broadcasting and communications as the Board considers to be incidental or conducive to the attainment of the objects mentioned in clauses (i) and (ii);
- iv. establish and administer distance education programs.

The Agency also works to support the enhancement of societal, cultural, and community development goals for the francophone community, especially in the context of Ontario's *Aménagement Linguistique Policy* for French Language Education





# Our Mission

Rooted in the diversified Francophone community of Ontario, and focusing on its needs and interests, Groupe Média TFO offers avant-garde educational and cultural content to learners, parents and teachers. Through its activities, it cultivates a love of learning and celebrates the French fact in Ontario and elsewhere.

# Our Values

The values that underpin all our activities are respect, leadership, creativity, initiative, innovation and ambition.



## Respect

**The key to collaboration**



## Leadership

**At the cutting edge!**



## Creativity

**Nothing is original, all must be created**



## Initiative

**Encouraging discovery**



## Innovation

**Imagining and creating the future**



## Ambition

**The first step to success**



# Engage



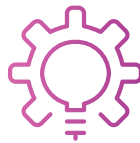
## An engaging and stimulating work environment

The media industry is constantly changing. To continue to offer a modern and stimulating work environment, we are continually adapting our methods and processes. That is why TFO is a company that helps its teams grow by helping them develop new expertise. With openness at the heart of our internal culture, we want to engage our staff in the activities that drive them on a daily basis: transparency, exchange and celebration of our achievements are some of our cornerstones.

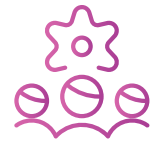
**Join us!**



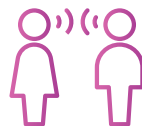
**Cultivate  
inspiring  
leadership**



**Strategies**



**Create an  
engaging and  
rewarding  
employee  
experience**



**Create a culture of open and  
multi-directional internal  
communications**

# Engage

## Priority Actions

- Clarify, align and communicate the vision, objectives and action plan on an ongoing basis
- Increase governance effectiveness by clarifying the roles and responsibilities of the different bodies
- Set up a renewed Employee Value Proposition
- Create a multi-directional communications process within the company



[Find out about our projects](#)

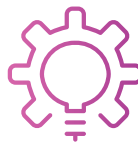


## A relevant and efficient public asset

As a public company, TFO is proud to serve the Franco-Ontarian community that birthed it. We aim to contribute to Franco-Ontarian daily life. To do so, TFO offers its audiences, wherever they are, a diversified, inclusive and immersive selection of high-quality educational and cultural content.



In partnership with district school boards, design and implement an engaging and renewed provincial online learning ecosystem



Strategies



Strengthen our service offering to all our audiences to maximize its relevance and performance



Increase and model our operational capacity to support the achievement of our objectives



# Create

## Priority Actions

- Offer innovative and engaging content with measurable impacts on student learning
- Redefine each sector's mandate and conduct concerted planning of priorities and operations
- Develop an integrated and all-encompassing market strategy



[Find out about our projects](#)

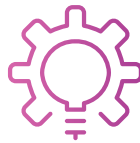
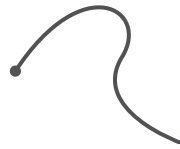


## Integrated and synergistic relationships

To meet your expectations and respond to your concerns, we continuously get closer to public actors to proudly contribute to the development and outreach of the Franco-Ontarian cultural identity. Our involvement in the field is enriched by excellent collaborations with the worlds of education, culture and the Francophonie. These give life to co-creation with high added value for the vitality of our communities.



**Build enriching relationships collaboratively with educational, cultural and community partners**



Strategies



**Optimize our government and regulatory relationships**

# Connect

## Priority Actions

- Co-create strategic and targeted partnerships with key partners in the educational field
- Consolidate strategic relationships with leaders of the Francophone community
- Adopt an integrated public affairs plan



[Find out about our projects](#)



## Did you know that... Strategic planning

We don't start with a completely blank slate. In order to make the best possible decisions for the future, we start by taking stock of the current plan. This allows us to consider goals and strategies for transitioning from where we are now to where we want to be in the future. So let's get started!

## 1. What have we done?

Assessing the achievements of the previous plan. What worked? What can we improve?



## 2. Where are we now?

Strategic analysis of the environment in which TFO evolves to identify opportunities according to major societal trends.



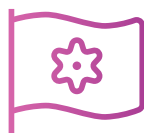
## 3. Where do we want to go?

Developing the new vision.



## 4. How will we get there?

Ideation of strategic scenarios and definition of major initiatives for the implementation of a new three-year plan.



By rigorously following these steps and refining our thinking as we go along, we can confirm our major issues, our vision, our preferred strategic scenario, our implementation plan and our budget planning.

**In short, this an integrated planning methodology that we adopt.**

# Strategic Plan Goals

Fulfilling our mandate



Respond to defined needs



Improve organizational health and climate



Strengthen our connections and relationships with our Ontario and Canadian audiences and partners



Ensure the outreach of Groupe Média TFO



## Contents

3

strategic orientations

8

strategies

10

priority actions



# Steps at a Glance



## **March 2021**

Launch of the work project



## **July 2021**

Strategic scenarios are presented to the Board of Directors of Groupe Média TFO



## **August 2021**

Internal (TFO staff) and external (partners) consultations



## **October 2021**

Official validation of the strategic plan by the Board of Directors of Groupe Média TFO



## **March 2022**

Final adoption of the strategic plan and its performance indicators



# Glossary

## **French Fact**

Refers to the linguistic pride of the Francophone community and the protection and promotion of the French language, its heritage and French-language services, particularly in minority language settings.

## **Love of Learning**

Ability to develop curiosity and the desire to discover new knowledge and expand one's fields of knowledge

## **What is a mandate?**

A mandate is a set of guiding principles that direct the company's activities: their nature, their objectives and their scope. An organization that is given a mandate is accountable for achieving it through the implementation of effective strategies and tactics to serve its audiences.

As a public agency of the Ministry of Education of Ontario (MEO), Groupe Média TFO (TFO) provides a range of public services to support the activities of the MEO and to fulfill its assigned educational and cultural mandate.

## **Mission**

A company's mission, a reflection of its mandate, consists of a description of its main activities. It shows a company's positive contribution to its community and society. It is the company's purpose.

TFO's is intentionally inclusive:

- gender-neutral terminology
- learners of all ages
- educational and cultural
- Francophone pride in all aspects of our lives



## **Public Asset**

Defines Groupe Média TFO's ambition, as a government agency, to contribute daily to the growth of Ontario's Francophone community, and allows for the appropriation of GMTFO's content and services by said community.

## **Values**

They represent the company and its organizational culture. Staff must therefore share common values, which frame the work environment, behaviours and culture of the organization.

Values guide recruitment as well as internal and external working methods (collaboration practices, work areas, projects, etc.).

Values can be social, societal, moral, skill and/or behavioural, etc

## **What is a strategic plan?**

With the company's mandate, mission and values underpinning its creation, a strategic plan aligns internal and external activities for a given period. The goal? To build the future of the organization by mobilizing teams around a common vision.

At the foundation of any strategic plan are objectives defined for the medium and long term, along with a series of strategies developed to achieve them.

Our strategic plan outlines not only the path TFO is taking, but also the means to get there. The plan guides and inspires us every day.

At TFO, our activities follow a three-year strategic plan. This allows us to respond appropriately to rapidly evolving media, audiovisual production, education and our markets, and to the new consumption habits of our audiences.

## Vision

A company's vision paves the way for action by indicating where we want to go in the future.

TFO's new vision is aligned with the goals we want to achieve by 2025 and is characterized by its openness. At its heart is TFO's team, the people who collectively build our organization every day.

It underscores the values that govern our actions and allow our audiences to take ownership of TFO's work: equality, inclusion, diversity, and valuing our shared history, the roots of our work.



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