STRATEGIC PLAN
2022-2025

OUR MISSION
AMPLIFY - EDUCATE - STRENGTHEN

SCETV amplifies South Carolina voices, provides educational experiences, and strengthens communities.

OUR VISION
STRONG - CONNECTED - INFORMED

A stronger, more connected and informed South Carolina.

OUR CORE VALUES

ACCESS
Our content and workforce must represent the communities of our state and effectively amplify South Carolina voices.

INTEGRITY
To foster trust, we operate ethically and with transparency and provide authentic perspectives.

DEDICATION
We are committed to each other as a team, and we are committed to making a difference in South Carolina.

INNOVATION
We are responsive to evolving needs and opportunities to ensure continued relevance.

This is What Makes it Happen:
Sustainable Operations
Services we deliver to the state depend on the successful implementation of sound business practices, maintaining strong relationships, and advancing our infrastructure.

This is Who We Are:
People and Culture
It’s the people at SCETV that makes us who we are. One of the most critical factors to our future success is our ability to recruit, retain, and empower a diverse and talented staff.

This is How We Tell Our Story:
Promotion and Brand
We must effectively and efficiently communicate the benefit of SCETV to the people of South Carolina.

This is Who We Serve:
Engaged Communities
Our ability to stay connected to our communities and understand the needs of the state directly impacts the relevancy of our services. We must interact with our communities in meaningful ways, listen and respond.

This is What We Do:
Services
It is imperative for us to understand how our work amplifies the voices of South Carolina locally and nationally.

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