

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.

We value people and the differences they bring.

INTEGRITY

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

We act with integrity.

DEDICATION

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

We are here to serve.

INNOVATION

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

We embrace and lead change.

STRATEGIC PRIORITIES THAT DRIVE US FORWARD



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 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 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 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 What We Do: **Services**

It is imperative for us to understand how our work amplifies the voices of South Carolina locally and nationally.