EXPLORING THE WHOLE VERMONT STORY, TOGETHER
This strategic plan was born from the belief that the best ideas can come from anywhere. We sought the input of stakeholders from every part of the state with varying degrees of connection to VPR — listeners, staff, and members of VPR’s board of directors. We combined their feedback with research on relevant trends and developed a discussion kit. That kit helped frame some key conversations about VPR’s public service, now and in the future.

We intend for this strategic plan to be dynamic: It will continue to evolve through people’s engagement with it. We hope that people will become curious about the ideas in this plan instead of it simply providing information. Their curiosity will help us build the future of VPR together.

We acknowledge that the boundaries between internal and external stakeholders are becoming blurred. Each aspect of this plan is meant to span those boundaries. We are all creating the future of VPR for the sake of reflecting the diversity of ideas, experiences, and aspirations - the stories - that together shape our community.
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VISION

Exploring the whole Vermont story, together.

The human experience is a flow of stories. Every interaction is an invitation: to reach across boundaries, to deepen understanding, to contemplate our shared experience, and to honor our differences.
we pursue greater understanding of each other and our world

we’re open to a wide variety of perspectives

a strong sense of place unites us

we discover meaning and connect to our humanity through stories

relationship with community is our strength
VPR is an essential, trusted and independent voice for news, information, music, and culture.

Our purpose is to inspire an informed public and an engaged community.
We achieve our mission and purpose through stories of all kinds.

Stories connect us and help us to cross boundaries; they increase our understanding of shared experiences and differences. We invite participation to explore stories together—fully for the sake of depth and inclusion, slowly for the sake of understanding and civility. When we are successful, we all see ourselves in VPR.

We practice the highest standards of journalism and provide meaningful public service.

We convene conversations and provide a doorway to lifelong learning.

We enrich our lives with music and the arts.

All of what we do is to fulfill our responsibility to support the public and a strong democracy.
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**THEMES**

**HONOR**
everyone’s story, and recognize the human dimension of what we do and how we do it

**CONNECT**
a diversity of voices to foster empathy and belonging

**SUSTAIN**
ourselves and our work with a culture of stewardship and resilience

**RISK**
by challenging the status quo, experimenting and innovating
HONOR

When we honor all members of the community, we do our best work and see ourselves reflected in VPR. Honor recognizes the human dimension of what we do and how we do it. It brings thoughtfulness and civility to our work. It values the contributions of our members, audience, staff and partners.

CONNECT

We connect for a greater sense of empathy and belonging. Connect sparks engagement and meaningful participation. It compels inclusion and a diversity of voices, instills trust and leads to an expansive worldview.

SUSTAIN

Sustain requires that we steward all our resources responsibly. It’s about creating a strong, resilient organization and service that endures through changes in public service, audience, staffing, technology, demographics and the industry.

RISK

We take risks by venturing outside of the familiar and predictable. Risk obliges us to experiment, innovate and challenge the status quo. It calls us to see opportunities and possibilities in new places, and to consider an uncertain path that may offer better results.

– strategic themes ————

COMMUNICATE
AND COLLABORATE
TO CREATE
CHANGE

USE VPR
FACILITIES TO
CREATE A
DISTINCT PUBLIC
SERVICE

CHAMPION
AUDIENCE
INCLUSION AND
PARTICIPATION

INNOVATE IN
BREAKING NEWS
AND EMPHASIZE
ENTERPRISE
REPORTING

DESIGN
A FINANCIAL
PLAN THAT ENSURES
SUSTAINABLE
PUBLIC SERVICE

REIMAGINE
FUNDRAISING AND
REDUCE RELIANCE
ON PLEDGE
DRIVES

–

INITIATIVES

–

STRATEGIC
When we honor all members of the community, we do our best work and see ourselves reflected in VPR. Honor recognizes the human dimension of what we do and how we do it. It brings thoughtfulness and civility to our work. It values the contributions of our members, audience, staff and partners.

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Sustain requires that we steward all our resources responsibly. It’s about creating a strong, resilient organization and service that endures through changes in public service, audience, staffing, technology, demographics and the industry.
We will sharpen our stewardship of resources by calibrating our business practices and budget to align with our evolving goals.

We will recognize that the future depends on all generations to support VPR, using a diverse set of giving mechanisms that meet our audience where and when they are inspired to give.

We will tell stories that matter in innovative ways and strengthen the value of our news organization as a public resource with an integrated approach to digital and broadcast.

We will engage with the public and emphasize depth and slowness in storytelling and lifelong learning.

We will adapt to new challenges and we understand that collaboration and communication are our greatest advantages for sustainable work.

We will strengthen connections by convening events of community importance, reshaping the idea of what a public media organization is.
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Imagine this plan as a compass, helping us to navigate our way toward our shared vision.

**vision**
what success looks like and where we’re headed

**purpose**
why we’re on this journey in the first place

**themes**
strategic themes are our cardinal directions

**initiatives**
the initiatives are the specific routes

**projects**
projects are the vehicles we’ll take to reach our destination