

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.

Strategic Plan

April 1, 2022 to 31 March, 2025

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

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.

Values

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

Strategic Orientation

An engaging and stimulating work environment

A relevant and efficient public asset ¹

Integrated and synergic relationships

Strategies

- Cultivate inspiring leadership
- Create an engaging and rewarding employee experience
- Create a culture of open and multi-directional internal communications

- Strengthen our service offering to all our audiences to maximize its relevance and performance
- In partnership with district school boards, design and implement an engaging and renewed provincial online learning ecosystem
- Increase and model our operational capacity to support the achievement of our objectives

- Build enriching relationships collaboratively with educational, cultural and community partners
- Optimize our government and regulatory relationships

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

- 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

- 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

¹ 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.