

Over the next few months Access Tucson will be engaging in a planning process, looking at the future of Access Tucson and developing a strategic plan for the next 3-5 years. I have been asked to lead you through this process. In my mind, a good plan is one that reveals a path from an accurate picture of the present to a desired picture of the future – clarity of both is important. The first step is the inclusion of ideas and vision of the board, who represent membership and diverse sectors of the community – and through dialogue, the creation of a shared vision for the future. A broadly-based and coherent vision is the key to the success of any plan. With the vision as a foundation, the next step will be explore possible strategies for reaching that vision; including identifying who will need to be engaged and in what way.

On November 3rd a full-day retreat will be held at the Ward 6 offices. The focus of this retreat will be the development of Access Tucson's vision for the future. A second retreat will be held at the Ward 6 offices on January 19, 2008 to look at possible strategies for achieving that vision.

In preparation for this process, please engage with the following questions. Bring your notes with you to the retreat on November 3rd as this will form the core of our discussion. The more thought you give in advance to each of these questions the more deeply we can engage with developing a vision for Access Tucson.

Thank you in advance for taking the time to write down your ideas. I look forward to working with you at the next two retreats.

Vicky Strome
Consultant

History

1. How long have you been involved with Access Tucson?
2. How has the organization changed since you first got involved?
3. What do you think are two significant things/events that happened during the time you've been involved?

5-year Future

Imagine you are writing the history of the organization 5 years from now:

1. What has Access Tucson and its membership accomplished?
2. What do you see happening at Access Tucson?
3. What is different from the Access Tucson of 2007?
4. How has mission changed? Stayed the same? [Current mission: *We facilitate public dialogue and participatory democracy through citizen access to television and other electronic media*]

Community Media 2.0

1. This is a term/concept that is being talked about a lot – what does Community Media 2.0 mean to you?
2. What should it mean for Access Tucson in terms of its mission and purpose?
3. Scope of work?
4. Size of staff?
5. Sources and funding?

Questions continued on next page

Current

What do you see as 3 major internal strengths of Access Tucson as an organization that would help Access Tucson reach the future you've described?

- 1.
- 2.
- 3.

What do you see as 3 major internal weaknesses of Access Tucson as an organization that would need to be addressed for Access Tucson to reach the future you've described?

- 1.
- 2.
- 3.

Trends

What trends do you see happening locally, regionally, and/or nationally that offer opportunities for Access Tucson to reach the future you've described?

What trends do you see happening locally, regionally, and/or nationally that offer challenges for Access Tucson to reach the future you've described?