

PRIORITY - ORGANIZATIONAL VITALITY					
Goal: To be a sustainable organization that is a desirable place to work, that balances revenues and expenses, and that has a strong Board of Directors.					
No.	Objective	Year 1 23/24	Year 2 24/25	Year 3 25/26	Progress
1.1	Enable an immediate shift to a 3-staff model and continue to expand staff benefits (e.g., professional development, retirement contributions).				Currently Operating with a 3-person core-staff model with success. Research into expanded staff benefits has resulted in a first stage of creating a pension/benefits package aligned with our size and structure.
1.2	Create a financial plan to move to a 4-staff model by 2027, invest in our equipment and facility, and create an operating reserve.				Invested \$135,000 in interest-bearing investments. Work with financial plan is ongoing, 4-staff model will require more revenue. Not a current priority with our budget.
1.3	Continue to develop our Board and make the most of student leadership.				Board orientatation in January now part of annual routine. Student Outreach committee is a new opportunity for student leadership that has been very successful. Formalising our meeting structure to create reliable schedules.
1.4	Explore a formal fundraising model .				Trent Radio Fundrai\$io was very successful again. We continue to see monthly donations through Canada Helps, one-off donations throughout the year. Have begun work to learn more about Charity BINGO as an option for Trent Radio.
1.5	Engage members and volunteers to reinvent their roles and provide meaningful connection.				In process, always in our yearly plan. In person engagement continues to grow, at Trent Radio House, at socials and with radio project days.
1.6	Consider ways to articulate, demonstrate, and communicate our values .				On-going work. Journalism continues; Community events through Ptbo PRIDE, ArtsWeek (EC3) and other opportunities continues to invest in our community and manufacture community in tangible ways.
1.7	Promote the development of Trent Radio as a highly desirable employer among Trent University students and in the broader Nogojiwanong/Peterborough community.				This work is never done fully, continuing as a living wage employer. Making a commitment to pension and extended benefits options for permanent staff.
PRIORITY - ACCESSIBLE AND SUPPORTIVE ORGANIZATION					
Goal: To be a welcoming environment that allows our community to amplify their voices, interests, and skills.					
No.	Objective	Year 1 23/24	Year 2 24/25	Year 3 25/26	Progress
2.1	Continue to examine how to minimize physical and other barriers to participation .				Continuing to allow programmer participation from home & more remote opportunities. Funding secured for renovations to Parkhill entrance (ramp & accessibility).
2.2	Expand training and educational opportunities for programmers and operators, including methods to connect with listeners if desired.				Hosted audio editing workshop on campus (January). Have resumed training for taped production in studios. Have re-opened StudioB for bookings by members & volunteer.
2.3	Foster mutual learning, feedback, and mentorship among volunteers.				On-going work, fostered by more staff & volunteers in person at Trent Radio House. Placing student staff in positions of responsibility to guide and support volunteer programmers.
2.4	Continue to support in-studio programming, while enabling more remote broadcasting by training volunteers.				On-going work, fostered by more staff & volunteers in person at Trent Radio House. More remote programming this year, especially from campus (The Dugout), live music broadcasts fro campus, pre-recorded community projects (Trent U & KPR), live student broadcast (ASCVI). Continue to rely primarily on staff support, with opportunities for volunteers to attend and engage with the production process.
2.5	Invest in renewal of Trent Radio house, its studios, and equipment.				Any required upgrades planned as part of larger renewal of Trent Radio House, new studio A equipment a priority (35 year old equipment)
2.6	Explore current and new digital opportunities and digitization to augment our analogue radio operation.				Not started yet, may mesh with the renewal of Studio A equipment.

PRIORITY - DEEPENED CONNECTIONS

Goal: To be thoughtful and deliberate about our outreach to diverse communities, particularly those who are under-represented in radio, to encourage participation and ownership.

No.	Objective	Year 1 23/24	Year 2 24/25	Year 3 25/26	Progress
3.1	Continue and, where possible, strengthen existing outreach practices.				On-going work. Building on success with more broadcasts from campus this year.
3.2	Continue to focus on relationship-building with Indigenous peoples, new Canadians, international students, and the arts community.				On-going work, student staff (Indigenous Producer & International Student Correspondent) work towards this. Relationships building with Nogojiwanong Friendship Centre. Creating paid opportunities for local artists to perform on the radio. Broadcasting community theatre events. There is always more work to do.
3.3	Continue to explore innovative ways and partnerships to engage students.				Broadcasts from campus promote this, on-going, more student staff leadership, students doing programs on students (athletics, international students, Indigenous students) and creating a satellite studio on campus to welcome and engage with current Trent U students and staff members. Continue to offer project support for class projects.
3.4	Develop an engagement strategy to encourage listeners to deepen their involvement as members, volunteers (including Board members), and donors.				Developed survey for membership, to inform plan to be developed. Limited response. Continue to create in-person outreach opportunities at local events to connect directly with local community members.
3.5	Develop an integrated, multi-media approach to building and enriching Trent Radio's connection and outreach to the Nogojiwanong/Peterborough community and our global digital communities.				We always strive to do this, these are very long-term goals and never fully completed. C-18 (Online News Act) has been a hurdle. Journalism at Trent Radio works towards this.