



Strategic Plan, 2023 – 27

Adopted: 11/10/22

The Charlotte News Strategic Plan, 2023-27

Mission Statement:

To engage and inform Charlotte and nearby communities by:

- Publishing rigorous, in-depth reporting on town affairs.
- Providing a home for stories from our neighbors and friends.
- Reporting on how other towns have addressed challenges similar to our own.

Vision Statement:

The Charlotte News is the first place people turn for news about the town, is informative and entertaining, and is indispensable to community life.

The Charlotte News is a well-governed, financially sustainable, and efficiently managed organization.

Charlotte is an even more attractive place to live, and a better governed and stronger community.

Values:

Objectivity and Integrity: We cover stories honestly, fairly, and dispassionately. We conduct our journalism and ourselves according to the highest standards of the profession and have adopted the Code of Ethics of the Society of Professional Journalists.

Quality and Irresistibility: We strive to reliably produce the rigorous, substantive, and compelling newspaper and on-line offerings our readers expect.

Diversity: We welcome diverse points of view in our news coverage and report on a wide range of issues. We seek diversity among volunteers, staff, board members, and advisers.

Responsibility: We treat the subjects of our coverage, our readers, and each other with respect and civility. We are efficient and effective stewards of the resources entrusted to us. We minimize our impact on the natural environment.

Transparency and Accountability: The Charlotte News operates according to industry standards for governance and management, and explains relevant internal decisions to the public. We follow through on our commitments. We hold each other accountable when we fall short and celebrate each other when we excel.

Goals and Objectives:

Our Financial Position: The Charlotte News will further stabilize and strengthen its financial position by:

- Increasing fundraising activities to include earmarked giving.
- Establishing new predictable income streams to include: an endowment, planned giving, and growth in the number of subscribers and sustaining members.
- Increasing advertising revenues.
- Increasing digital revenue streams.

Our People: We will work to retain and add to our present staff, freelancers, board members, advisors, and volunteers by:

- Increasing paid staff and freelancers as resources allow.
- Recruiting new board members to fill key governance roles.
- Looking beyond the board to fill committee positions.
- Seeking additional volunteers for newsroom and digital responsibilities.

Our Content: We will make improvements to the high quality of our stories, expand our geographic coverage and the types of stories we publish, and carefully manage the mix of print and digital offerings.

- We will cover stories on an expanding variety of local subjects.
- We will work to publish stories from other local papers, including student papers, that would be relevant to Charlotte readers.
- We will aggressively seek written and other content from community members, including high school and college students, freelancers, and capable amateur writers.
- We will increase the number of email subscribers.
- We will look for new ways to convey timely information in our print and digital offerings.
- We will investigate and report on ways in which other towns have addressed challenges similar to those facing Charlotte.

Our Community: We will work to make the paper even more central to the daily lives of our readers. We will nurture community in Charlotte.

- We will conduct surveys, focus groups, and data collection and analysis to learn what our readers want from The Charlotte News.
- We will publish more stories on community life.
- We will help Charlotters better understand each other.