



# Digital Media Center Strategic Plan 2024

## Mission

To empower our campus, community, and regional enterprise by operating a state-of-the-art center for digital media education & scholarly research, community media production & distribution, and professional production services.

### **Strategic Direction I: The DMC will represent SOU as the regional hub for media advocacy and education, both practical application and research.**

- **Goal One:** Maintain state-of-the-art facilities and resources that serve SOU academic programs in the fields of Creative Industries with curricular, instructional, and technical support.
- **Goal Two:** Foster an environment of professional development, by engaging in industry research, working with industry partners on educational initiatives, providing fiscal and material support, and identifying opportunities to explore innovative media concepts.
- **Goal Three:** Facilitate events focused on media, that connect academia to industry.
- **Goal Four:** Advocate for media literacy, media professionalism, and the value of creators.

### **Strategic Direction II: The DMC will develop pathways of development and success for learners of all stages.**

- **Goal One:** Provide career preparation opportunities for SOU students.
- **Goal Two:** Serve as a bridge between media students and professionals.
- **Goal Three:** Contribute to the development of regional K-12 media education programs by providing resources and support for educators, and engagement opportunities for students.
- **Goal Four:** Maintain a contemporary offering of community media education classes and events.
- **Goal Five:** Provide training and accompanying industry standard certification programs to a variety of learners.

### **Strategic Direction III: The DMC will serve as an innovative Public, Education & Government (P.E.G.) Multi-Platform Media enterprise, maintaining service excellence, contributing to an informed citizenry, and generating a sustainable revenue stream for the DMC.**

- **Goal One:** Maintain Rogue Valley Television (RVTV) as a service provider of critical, regional, civic and public information.
- **Goal Two:** Provide multi-platform government television services to reach the broadest possible regional audience.
- **Goal Three:** Foster opportunities for community media, supporting diverse voices, highlighting community events, and empowering an informed citizenry.



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**Strategic Direction IV: The DMC will provide innovative creative services to our campus and the larger community, in the areas of both content and live events.**

- **Goal One:** The DMC will continue to offer creative services, leveraging the depth of our resources and talent of our people, to the campus and regional community.
- **Goal Two:** Expand our services beyond video and television and offer A/V and event production as well as explore collaborative services in AR/VR/XR.
- **Goal Three:** Enhance and expand our rental offerings, with the goal of being studio of choice for professional filmmakers shooting in Southern Oregon, and offering equipment support in ways that benefit the campus users as well as the commercial customer.

**Strategic Direction V: The DMC will remain an adaptable and nimble organization, committed to triple bottom line principles, and aligned with SOU's mission and values.**

- **Goal One:** Continuously review organizational structure and engage in a personnel realignment to match strategic goals.
- **Goal Two:** Coordinate regular advisory input from key SOU stakeholders as well as regional community partners.
- **Goal Three:** Engage in assessment and review practices to ensure that the initiatives, operations, and services we perform contribute to the fiscal sustainability of the DMC, adhere to our mission and values, and align with those of SOU.
- **Goal Four:** Develop a simple, adaptable, marketing plan focused on three distinct audiences; current and prospective students, potential production services clients, and P.E.G. audiences.
- **Goal Five:** Take decisive action to update strategic direction based on information derived from goals I, II, and III of this Strategic Direction (V).