## 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 Orientation

**An engaging and stimulating work environment**
- Cultivate inspiring leadership
- Create an engaging and rewarding employee experience
- Create a culture of open and multi-directional internal communications

**A relevant and efficient public asset**
- 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

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

### Strategies

- 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

### Priority Actions

- 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

---

### Strategic Plan

**April 1, 2022 to 31 March, 2025**

**Mission**
Rooted in the diversified Francophone community of Ontario, 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.

---

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.