

GROUPE MEDIA TFO STRATEGIC PLAN

FOR THE PERIOD OF APRIL 1ST, 2019 TO MARCH 31ST, 2022

MISSION

GMTFO is a key educational and cultural partner in the development of employability competencies in French. It offers learners of all ages, parents, and educators stimulating experiences and award-winning content, always at the forefront of digital learning. GMTFO is proud of its public heritage and celebrates the French language in Ontario and elsewhere

VISION

To be recognized as an integral Francophone partner in driving the transformation of education, thus giving Ontario and Canada a competitive edge in the fourth industrial revolution

VALUES

Respect | Leadership | Creativity and Initiative | Innovation | Ambition

ENJEUX

- 1 Sustainability of the organization's funding model allowing the company's medium- and long-term ability to fulfill its mission to meet the expectations and ambitions of learners, families, educators, and the community
- 2 The shift in education and learning within the framework of the fourth industrial revolution, in order to foster professional development
- 3 The breakneck speed at which media consumption habits are changing within the context of the fourth industrial revolution
- 4 The need to enrich the critical mass of French-language digital space and make it discoverable
- 5 Possible changes to priorities, policies and programs related to official languages and education

GOALS

GOAL 1 EDUCATION SECTOR AND FRANCOPHONIE

GOAL 2 LEARNING EMPLOYABILITY COMPETENCIES

GOAL 3 ORGANIZATIONAL SUSTAINABILITY

OBJECTIVES

- 1 To augment and enhance partnerships with school boards and other educational organizations through the implementation of *Politique d'aménagement linguistique* in order to foster the development of Franco-Ontarian cultural identity
- 2 To be a driving agent in promoting French presence throughout society in Ontario, Canada, and worldwide through our content and services
- 3 To upraise our services and content to help more learners, educators, and parents acquire employability competencies
- 4 To create creative collaborative spaces for Francophones and Francophiles that encourage the learning of employability competencies
- 5 To develop and advance a new business model that is both successful and sustainable