

QUESTIONS

Thanks for talking with me. [Shortly describe QCTV and your role there only if they are not familiar.] QCTV is doing strategic planning this year. The board and staff will be work together to create the plan. Before we begin that work, we want to hear from our stakeholders about their opinions. I have a few questions about how you and your organization communicates with the community.

1. As a community leader, what are the different ways you personally are communicating with the community about your work?

(Optional Prompts)

- What tools, mediums, strategies are you using to get information to the community you serve?
- What of the things you are doing have you seen be most effective?
- Are you doing things to supplement or work around the tools your org provides?

2. Think about what the community wants and needs when it comes to communication from you and your organization. How have you seen the community's communication wants and needs change over time? What kind of communication from you or your org do they want and need now that's different than before?

(Optional Prompts)

- How have you and your org adapted communication practices to stay relevant?
- Where do you think you and your org haven't adapted yet?
- Have you heard requests from your community about what they want?
Or, what would you want as a community member?

3. Thinking into the future, how do you want to see your organization connecting with the community through your communications?

(Optional Prompts)

- In five years, what would successful communication with your community look like? What is possible with enough effort?
- What goals related to communication is your org working towards?

Thanks for your perspective. I have one more question for you, but I want to prompt your thinking a bit. Here is a video that shows the types of things QCTV currently does.

<http://bit.ly/WeAreQCTV>

4. What could QCTV do that would better support your organization's communication with the community?

(Optional Prompts)

- What jumps out to you about that video? What's an exciting possibility?
- How could QCTV play a *partnership* role to support your organization?
- How could QCTV play a *leadership* role in pushing your organization?