**TVS’s 2010 Organizational Goals and Next Steps**

Internal Organization

1. Become a fundraising fiend. Goal: $350,000 additional for TMC
   1. Current: Wallace Global, Arca
   2. New: Quixote + 2 more (could include individuals)
   3. ID and meet w/3-4 new prospects
   4. Follow The Money exploration
2. Have 3 full-time staff by end of year (w/ another potential part-timer). Staff have clear delineation of roles/skills and understanding of where to move in 2011
3. Have a plan for the bricks/mortar of TMC offices finished and ready to move on
4. Rebuild the Coordinating Committee into strong leadership body that can be partners in setting agenda for TMC

TMC Initiatives

These are my personal project goals that I’ll be setting lot of time and energy around in 2010

1. Make Incubation and Innovation Lab a success to help members experiment in ways that builds audience, impact and bottom line
   1. Foster increased knowledge/integration of new tools and strategies (set the stage at TMC member meeting for rest of 2010)
   2. Challenge members to step out of day-to-day think both pragmatically and radically and begin experimenting immediately
   3. Bring new partners to table in the forms of technologists, designers, organizations, journalpeneurs, investors, etc… that can inform, foster, support both experiment incubation and long-term development
   4. Set up experiments that can move help members learn what need in order to move into next evolution (set up for 2011?)
2. Continue to promote and define impact/need for progressive journalism among funders, politicos, etc. that can help bring money and attention into the sector
3. Test the ability to sell and implement a long-term editorial collaborative project via Follow The Money or alternative idea
4. Figure out viable list building opportunities for members (whether staff or consultants are overseeing)

*Want for Erin: Under membership guidance:*

* 1. *create online spaces/hubs for TMC to communicate both TMC activities + media/journalism news to them*
  2. *Increase role as space and facilitator of conversations and networking*

**First Steps For TVS TMC Priorities/Projects in 2010 (January and February)**

Follow The Money

* ~~Adjust proposal (the lifestyles of rich and famous—integrate into what people are doing vs. separate web site)~~
* ~~Budget—up editorial (cut legal/telephone) combine communication~~
* Coordinate fundraising outreach w/Jay (1st step—outreach to Anna)
* Create timeline for check-in/goals
* ~~Call Nick/~~Peter w/update

MC meeting

* Agenda adjustment, finalize and send to members
  + Survey Monkey review and integrate
* Meeting guest recruitment
* Outreach/Promotion to members
* Internal prep for MC meeting (roles/speaking of staff, presentations, etc…)

Fundraising

* Call/Contact Bridget to create plan for new fundraising contacts/opportunities
* Figure out how to get commitments from Haas and Quixote
* Have call/contact with Arca

Incubation/Innovation Lab

* Plan agenda for Golis Visit and have day-long planning meeting
* Finalize plans for II Lab debut
  + Get timeline, structure, and next steps in order
* Get Handbook structural skeleton and development started
* Member Applications developed and out few weeks b4 TMC meeting
* Find opps for fundraising

Coordinating Committee

* Follow-up on recruitment of new CC members (Kevin, Jehmu immediately)
* Work w/Linda on additional recruitment
* Organize Exec. Committee call week of Jan. 18
* Organize 2 CC meetings: 1 call b4 meeting and 1 at meeting

Working w/Jeanne and Erin

Jeanne:

* TMC member meeting next steps (logistics, guests)
* II Lab support

Erin:

* Advise and approve MC MediaWire project development
* Advise and approve 2010 Membership plan

Internal Organizational Capacity

* Create 2010/11 full capacity dream budget (staff/office)
* Create staff/skills capacity grid