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TK1 Strategic Plan 2024-2026: A Brief Overview

From its beginnings as a student-led radio project in 2017 to its current form as a youth media-and-technology nonprofit serving young learners across Northern New Mexico, TK1 continues its rapid evolution. Rapid growth in students served both in-school and after-school, diverse revenue streams, organizational reputation, and strategic partnerships – all alongside a central location in downtown Taos – now propel TK1 into a future of inspiring young learners. This document, our third *Strategic Plan*, outlines our approach and priorities for the next three years.

Mission

We inspire young learners and the community around them to create, communicate, and safely navigate the digital world.

Vision

We envision a community where all – from young learners to their parents, grandparents, caregivers, teachers, and local leaders – enjoy the safe, creative, and balanced presence of technology in their lives; and where young learners can access expert training and inspiration in media and technology fields, then exploring opportunities to connect with the local workforce, higher education, and the wider creative economy.

In pursuing our mission and vision, we recognize that Taos is a community with a rich cultural history that is also marked by both generational poverty and generational trauma. Against this very real context, our vision is to help this community heal and advance through our intentional, conscious instruction and dynamic mentorship.

Values

In pursuing this mission and vision, TK1 follows, deepens, and advances a set of core values. We have confidence that:

- Digital media must be **a positive force** for our young learners.
- Digital media opens essential **economic and personal opportunities** for young learners to succeed in a modern local-to-global world.
- The increased understanding and application of **technology tools** is central to the future of our young learners.
- Young learners, and the community around them, must learn **about technology**, from smart phones to AI to the needed balance of tech in our lives.

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- The great power of **mentorship and project-based learning** is foundational to our work.
- **Robust civic engagement**, through the cultivation and amplification of youth voice, is crucial to our shared future.
- **The integrity, history, languages, and brilliance of New Mexican culture** is of exceptional value, and developing and retaining our youth is fundamental to protect that culture.

We serve all area youth in need of a place to belong, providing open, inclusive, and nourishing community to a highly diverse body of young learners. Each and every one of our equity-oriented programs is open to every young learner, regardless of gender, race, ethnicity, sexual orientation, income, religion, ability, and beyond.

Strategic Priorities

Over 2024-2026, we will explore and deepen a reinforcing set of priorities. We will:

1. Develop and deliver innovative programs in school and after school, creating a mutually reinforcing set of opportunities for young learners and the communities around them to deepen media production, media/digital literacy, and technology competencies.
2. Maintain an accessible, vibrant, free, clean, nurturing, and safe space at TK1 Headquarters for young learners and the wider community.
3. At TK1 HQ, lead collaborative and informed dialogues for the wider community on major technology issues.
4. Pursue specific programming that serves young learners across the state of New Mexico with our unique approach to media and technology.
5. Promote youth leadership and civic engagement through a learning-for-action model that amplifies youth voice.
6. Implement and refine a strategic, predictable, and reliable financing plan that blends public, philanthropic, private, and fee-for-service revenue streams to support TK1's mission.
7. Serve as a key member of the wider community, as a leading nonprofit organization able to contribute and help shape community discourse.

Over the lifetime of this SP, TK1 will use various metrics, tools, and approaches coordinated through rigorous internal information and review systems to ensure TK1 routinely learns from its programs, adapts programs, and reflects upon all progress. TK1 will also contract external evaluators as appropriate to assist with better understanding programs, partnerships, and directions. TK1 will regularly issue synthesis and reflection documents on its progress, in response to a grant, as a summary of a year-long program, and/or as a means to disseminate invaluable lessons learned.

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