



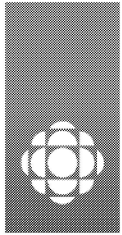
## STRATEGY 2020 REPORT CARD

<b>TO:</b>	Board of Directors
<b>MEETING:</b>	March 25-26, 2015
<b>FROM:</b>	SET
<b>DECISION SOUGHT:</b>	Approval of the 2015-16 annual targets and the 2020 targets associated with the performance indicators for the strategy
<b>NEXT STEPS:</b>	Presentation of <i>Strategy 2020</i> Report Card in March 2016
<b>DATE:</b>	March 16, 2015



## A1. BACKGROUND

- CBC/Radio-Canada announced its new strategic plan *A space for us all* in June 2014.
- A central feature of *A space for us all* is the establishment of metrics to track and assess our performance. Building on the existing tools used to measure the progress of *Strategy 2015*, CBC/Radio-Canada has developed a simplified performance measurement framework to assess its new strategy.
- On November 19, 2014, the Board approved the new performance reporting framework for *Strategy 2020*.
- The *Strategy 2020* Report Card includes a set of indicators developed to specifically measure each key aspect of the new strategy.
- Using annual and five-year targets, it will help us track our performance vis-à-vis national strategic objectives we've set for ourselves.



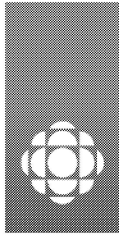
## A2. KEY DECISION ELEMENTS

- Adoption of annual targets for 2015-2016.
- Adoption of 2020 targets.



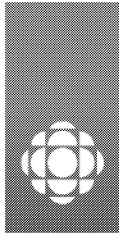
## A3. KEY BENEFITS, IMPACTS AND RISKS

- The Report Card will provide an indication of our performance vis-à-vis set national strategic objectives.
- It will be presented annually to the Board of Directors, in March of each year. Media-line business plan targets will continue to be established at the June Board of Directors meeting.



## A4. OTHER OPTIONS CONSIDERED

- N/A



## A5. SUCCESS MEASURES

- That the 2015-16 annual targets and the 2020 targets are approved.



## A6. RESOLUTION

- That CBC/Radio-Canada's Board of Directors approve the 2015-16 annual targets and the 2020 targets associated with the strategy's established performance indicators.

## Corporate-Wide Performance Measurement: *Strategy 2020 Report Card*

Indicator	Fiscal Year 2013-14	Fiscal Year 2014-15 to date	Target 2015-16	Expected Shape of Growth	2020 Target
Audience/Market					



**Methodology and Source Notes by Indicator:**