

CCHS Strategic Plan, 1 Apr 2024

CCHS Mission Statement: To enrich the lives of current and future generations through collecting, preserving, and interpreting the history and culture of Clackamas County.

Focus Area 1. Deliver high quality, collaborative programming and exhibits that result in significant increases in visitors of all ages.

- Align programs and exhibits with the results of the stakeholder analysis.

Focus Area 2. Ensure sustainable, diversified revenue generation and effective budgeting and administration to support Focus Area 1.

- By end of FY 25, build and implement a practical fundraising strategy for the planning horizon.
- By end of FY 25, gain and integrate fundraising expertise for CCHS.
 - Integrate results of Mercy Corps assistance/consultant program.
 - Transition to enduring consultant relationship or dedicated staff member.
 - Integrate Directors into fundraising organization, strategy, and oversight.
- Beginning FY 25, incorporate or expand critical funding sources:
 - During FY 25, increase viable grant opportunities and applications.
 - By end of FY27, diversify revenue sources to reduce current reliance on grants.
 - Expand membership contributions, both annuals plus periodic appeals.
 - Expand corporate sponsorships and contributions. Assess and utilize past outreach efforts where appropriate.

Focus Area 3. Develop and implement a communications plan to support Focus Areas 1 and 2 through marketing and information for collaboration, partnership, funding, and volunteer opportunities.

- By end of FY 26, complete and incorporate stakeholder analysis, to include tailored and prioritized stewardship plans.
- Ensure CCHS remains proactive and responsive to Clackamas County government on issues related to Clackamas County history.

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Focus Area 4. By end of FY 25, create and implement facilities plan that supports Focus Area 1, and which enhances visitor experience.

- The plan will include:
 - Collections space and adequate storage to support programs and exhibits.
 - Security.
 - Future of MOOT third floor.
 - MOOT first floor space allocation.
 - Future use of Stevens-Crawford Heritage House.
- Conduct periodic reviews of facilities requirements.

Focus Area 5. Create and implement a staffing plan for FY 25-27 and beyond, to ensure effective support for all other Focus Areas, integrating Directors, volunteers, and paid staff.

- Provide CCHS staff and volunteers with the necessary resources, incentives, and support to facilitate successful recruitment and retention.