CCHS Strategic Plan, 1 Apr 2024

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

<u>Focus Area 1</u>. 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.

<u>Focus Area 2</u>. 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.
 - o Integrate results of Mercy Corps assistance/consultant program.
 - o Transition to enduring consultant relationship or dedicated staff member.
 - o 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:
 - o Collections space and adequate storage to support programs and exhibits.
 - o Security.
 - o Future of MOOT third floor.
 - o MOOT first floor space allocation.
 - o Future use of Stevens-Crawford Heritage House.
- Conduct periodic reviews of facilities requirements.

<u>Focus Area 5</u>. 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.