



S T R A T E G I C P L A N

H i g h l i g h t s

Prepared by MBMD Strategic Consultants and BOTAs (Business Of The Arts)
Approved by CCC's Board of Directors on April 17, 2014



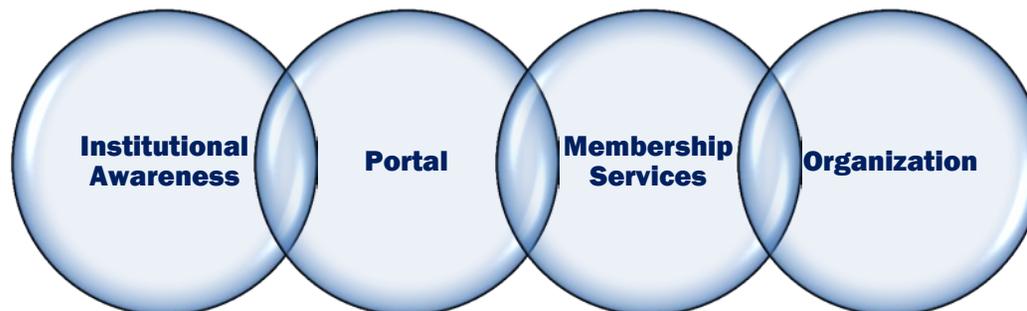
Institutional Goals

THESE GOALS REPRESENT CCC'S OVERARCHING ROADMAP FOR THE NEXT 3-5 YEARS.

- 1. Advance the shared awareness, preservation, accessibility, use, and growth of collections related to the history and culture of the greater Chicago region.**
- 2. Encourage scholars, educators, students, and the public to seek out and use the Chicago-related content of member collections as a resource for teaching, learning, scholarship, research, inspiration, and creative exploration.**
- 3. Nurture a robust and sustainable membership program that offers value to member institutions, adapts to their changing needs, and promotes meaningful and innovative collaborations in support of Chicago-related collections and their use.**
- 4. Practice responsible governance, develop effective internal systems and operations, and achieve financial sustainability.**

Driving Strategies for FY15 – FY16

TO BUILD A STRONG FOUNDATION AND SUCCESSFULLY ACHIEVE THE SHORT- AND LONG-TERM GOALS DEFINED IN THIS PLAN, A PARTICULAR FOCUS ON THE MEASURES BELOW WILL BE EMBEDDED IN CCC'S ACTIVITIES THROUGH JUNE 2016.



CCC Institutional Goals and Strategies

Institutional Goal 1: Advance the shared awareness, preservation, accessibility, use, and growth of collections related to the history and culture of the greater Chicago region.

STRATEGIES	
Shared Awareness	A. Establish shared awareness of consortium holdings, internally and externally
Preservation	B. Advance the preservation of Chicago-related content as a high priority in member institutions C. Encourage all institutional holders of Chicago-related content to process and preserve their collections using best practices D. Encourage recognition by the public and organizations of the value of their holdings in telling the story of Chicago's history and culture
Access	E. Provide the public with information on the content of collections pertaining to Chicago history and culture held at member institutions F. Operate a single, free, easy to use source for catalogue information and digital content available in member collections that maintains relationships to other discovery systems G. Ensure the Chicago collections of all member institutions are accessible to the public in accordance with member missions and policies
Growth	H. Encourage the collecting of Chicago related content within the context of the consortium I. Encourage individuals or organizations that have Chicago-related content to make it more accessible

Institutional Goal 2: Encourage scholars, educators, students, and the public to seek out and use the Chicago-related content of member collections as a resource for teaching, learning, scholarship, research, inspiration, and creative exploration.

STRATEGIES	
A.	Develop online discovery tools
B.	Facilitate and foster the use of the online discovery tools
C.	Facilitate and foster the use of member collections
D.	Facilitate and foster an environment for communities of interest to connect
E.	Ensure the capacity and readiness of member institutions to serve users gained through CCC programs/activities

Institutional Goal 3: Nurture a robust and sustainable membership program that offers value to member institutions, adapts to their changing needs, and promotes meaningful and innovative collaborations in support of Chicago-related collections and their use.

STRATEGIES
A. Develop a robust membership program
B. Foster an environment that supports meaningful and innovative collaborations among members in support of Chicago-related collections
C. Develop tactics to increase and retain membership

Institutional Goal 4: Practice responsible governance, develop effective internal systems and operations, and achieve financial sustainability.

STRATEGIES
<p>People</p> <p>A. Institute effective systems and operations that run smoothly and are adaptable</p> <p>B. Strengthen the Board’s stewardship and engagement with CCC</p> <p>C. Implement an effective committee structure and ensure that committees are peopled with enough knowledgeable and engaged professionals to accomplish CCC goals</p>
<p>Funding</p> <p>D. Build a sustainable financial platform that supports CCC’s mission and programs</p> <p>E. Implement fee structures that reflect CCC’s membership, programs, and portal needs</p> <p>F. Create a comprehensive fund development plan</p>
<p>Marketing</p> <p>G. Develop an institutional marketing plan and brand identity (to differentiate CCC from the individual identities of its members)</p> <p>H. Establish cost-effective communication methods to inform members and engage them with CCC programs, collaborations, and external opportunities</p>
<p>Assessment</p> <p>I. Institute evaluation methods to track trends and analyze progress on mission and institutional goals</p>