CHICAGO COLLECTIONS

STRATEGIC PLAN

2018-2020

MISSION

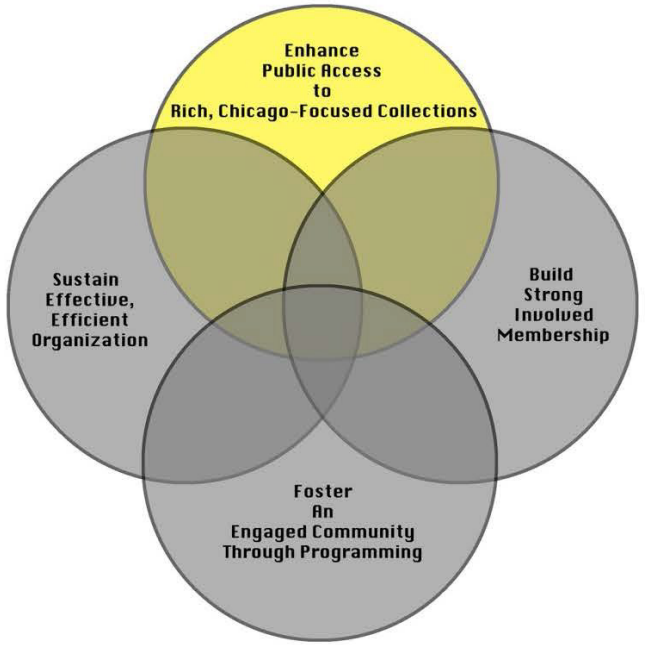
Chicago Collections is a consortium of libraries, museums and other institutions with archives that collaborate to preserve and share the history and culture of the Chicago region.

VISION

Chicago Collections is the collaborative force in sharing, promoting and preserving the history and culture of the Chicago region.

Organizational Goal #1

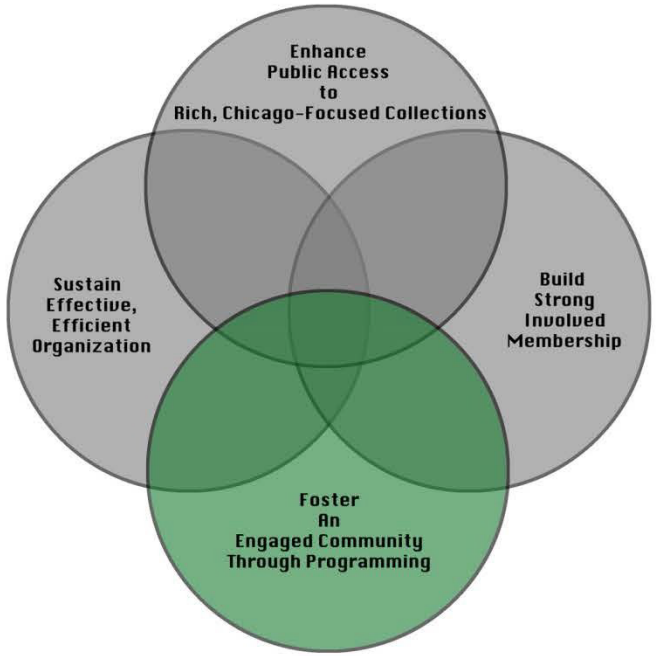
Enhance Public Access to Rich, Chicago-Focused Collections



Strategies	Activities/Programs	Financial & Date Estimates	Measurements of Impact
A. Promote the collecting, timely processing and preservation of Chicago-related content by members	A. - Work with Dominican University and other library science schools to create an internship program for graduate students to support the collections of member organizations. **ED, Board, Content Committee** **-** Explore options of hiring a full-time or part-time project archivist Content Committee, Development Committee	A. Internship program - Fall 2018; No Cost Project Archivist - June 2019; $55,000 or $25,000	A. - Survey: What collections need attention? - Develop criteria for prioritizing those collections - define internship program and parameters - provide professional development (ALA 2020) - visit member institutions - Recruitment of Dominican students and local students in online programs - Potential projects: rubrics, templates, finding aids - Bonus: possibility of unearthing grant money - Goal of 100% representation in EXPLORE
B. Provide the public with information on the content and accessibility of collections pertaining to Chicago history and culture	B. - Maintain and enhance EXPLORE portal **Portal Manager, Discovery Systems and User Assessment Committees** **-** Develop a model for subject guides that promote the use of the EXPLORE Chicago Collections portal and related library collections and services **(LibGuides)** **-** Complete preliminary guides, style guide, template, and workflow **(LibGuides)** **-** Research grant opportunities to enhance EXPLORE and possibly hire on the developer once the grant is over **(Portal Manager, Discovery Systems, Development)**	B. LibGuides guide - July/August 2018; No Costs Research Developer for EXPLORE - Summer 2018; Salary of developer ~ $75,000 Hiring TBD	B. - Add 8 more LibGuides - Identify sources of grant funding, apply for funding (2019), begin work on development backlog and EXPLORE enhancements (2020)
C. Encourage recognition by the public and organizations of the value of their holdings in telling the story of Chicago's history and culture	C. - Partner with member organizations to demonstrate value of their holdings; public joint engagement, social media engagement, stories about collections/institutions - Identify current and prospective members who have content or events that align programming efforts to enhance public engagement. **User Assessment, Content Committee, Communications Committee, Programming Committee.** **-** Research and contact performing arts entities to promote awareness of the value of their holdings and options for preservations. Explore funding to provide a project manager - **Development Committee, ED**	C. Partnerships – Ongoing; No Costs Secure funding for project manager - June 2019; project manager salary ~ $55,000	C. - Could work be done by program manager and/pr standing committees?

Organizational Goal #2

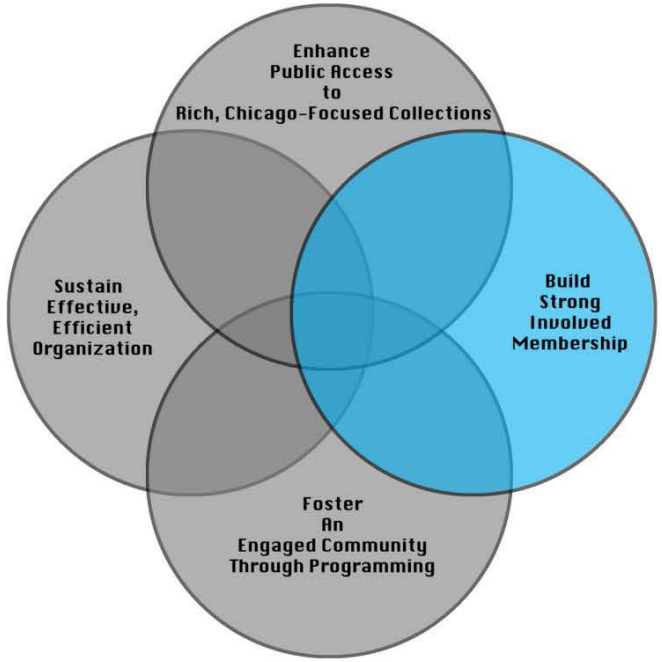
Foster An Engaged Community Through Programming



Strategies	Activities/Programs	Financial & Date Estimates	Measurements of Impact
A. Develop and expand educational and cultural partnerships	A. - Partnerships: (Chicago Cultural Alliance, assisting CCA smaller organizations with preservations needs) - Chicago Area Archivists (work on cross promotion of activities - ALA conference activities (promotion of CCC members participating and booth opportunities) - BMRC (joint programming of one lecture) - Dominican University and other library science schools – establishing an internship program. **ED, Board, Content Committee, Communications. Programming Committees.** - North Park Conference (Chicago Research Summit) - Create a marketing plan that maps previous and upcoming types of events into a document that identifies targeted audiences and provides a more comprehensive structure to schedule activities. **ED, Programming and Communications Committees**	A. Partnerships – Ongoing; Cost to be determined Chicago Area Archivists – Ongoing; No costs ALA Conference - Ongoing; No costs BMRC - Ongoing; Cost to be determined Internship program; Fall 2018 – No costs North Park Conference - October 2019; No costs Marketing plan; Fall 2020 – No Costs	A. - Resource of similarity titled individuals at member institutions to contact/promote collaboration and co-working. Familiarize each other with collection strengths - collect number of visitors at the promotional table and their interest in CCC - Collaborate presentations given at conferences - Liaison to organizations - Number of institutions who participate in social media campaigns - Number of interns/schools participating in internship program
B. Advance a robust programming plan which includes speaker series, physical/virtual exhibitions and professional workshops	B. Create summary of job responsibilities for Program Manager to include delivering 2 public programs a year. **ED, Programming Committee**	B. Job responsibilities /description for program manager - Fall 2018; No costs	B. - finding a program manager
C. Develop an active outreach program to promote the resources of CCC	C. Explore feasibility in maintaining and expanding local & regional activities (list of calendar driven opportunities in Chicago); co-sponsoring events with institutions. **Programming, Content and Communications Committees**	C. Local & regional activities - Fall 2020; No Costs	C. - Survey at a cosponsored event how people found out about the event; where they go to find events

Organizational Goal #3

Build A Strong Involved Membership

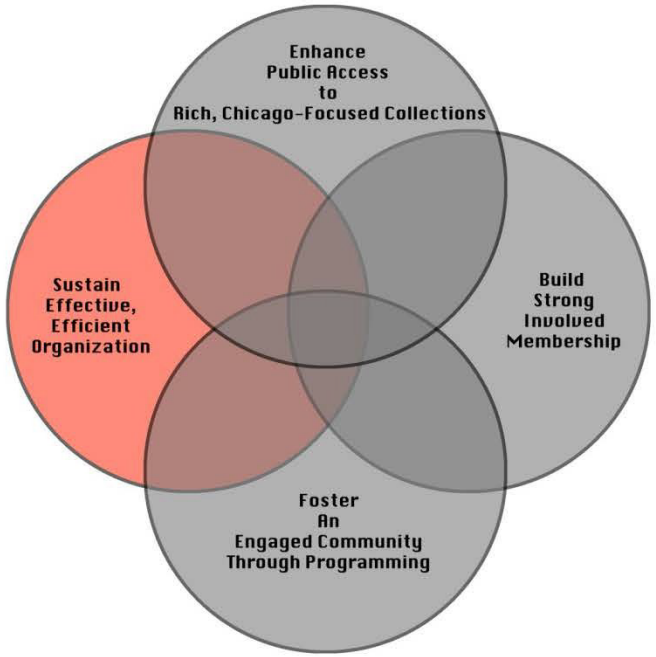


Strategies	Activities/Programs	Financial & Date Estimates	Measurements of Impact
A. Develop a strategic plan for membership growth and retention	A. - Create a membership strategy plan with goals of increasing members; onboarding of new members and promoting engagement within CCC; provide an annual survey to members; creating a cultural membership category (determine member fee for this category) **ED, Board, Membership** - Annual Goal: Review prospect list (approx. 250) periodically and reprioritize. Divide contact assignments among members of the committee. **Membership Committee** - ADD per year Partner: 1 ; Governing: 1; Participating: 2; Associate: 4; Lead Organization: 2. Cultural Membership Alliance at Participating level: 1 new per year--add their resources into EXPLORE and investigate collaboration on seeking grants. **Membership Committee, ED, Portal Manager**	A. Membership strategy plan - January 2019; to be reviewed at the end of each fiscal year - No cost Annual Goal – Ongoing; No cost Add members per year – Ongoing; No cost	A. - Plan - Survey exists - New membership category - Reprioritizing and divide prospect list - approach the prospects and liaison with new member or prospect - Regular assessment of new member involvement - New resources in EXPLORE and new members - report from Discovery Committee on new additions - Number of grant submissions
B. Identify membership benefits and responsibilities	B. - Differentiate membership levels (UIC Capstone) - Confirm member participation on committees. **ED, Board, Membership** - Review UIC Capstone work - Current members periodically to discuss progress in loading assets into EXPLORE, joining committees, attending workshops, involvement in reference services, etc. **Membership**	B. Differentiate membership levels - January 2019; No Cost Confirm member participation - Summer 2018; No Cost UIC Capstone - Summer 2018; No cost Contact members to check-in – Ongoing; No cost	B. - Membership Committee provides re - Suggest term limits for committees (2 years?) - Compile lists of institution and possible participating individuals - At least one representative from each institution is on a committee - Percentage of members with content in EXPLORE - Create institutional member profile for EXPLORE - Continue updating information collected in Capstone project

Strategies	Activities/Programs	Financial & Date Estimates	Measurements of Impact
C. Foster an environment that supports meaningful and innovative collaborations	C. Share programming, cross promotion, member engagement. Investigate opportunities to co-sponsor programs. Include each other's logos on promotional materials. Invite Chicago Collections members to events. **Content, Programming, Communications Committees**	C. Fall 2018 - No cost	C. - Outreach assessment benchmark/report (programming and communication committee) - collaboration - cross-promotion - Identifying who is responsible for institution's programming (list it) - possible collaboration contacts within institutions and outside - ensure promotions/logos are shared
D. Establish communication methods to inform members and the broader community about CCC programs, collaborations, and external opportunities	D. Maintain and enhance communications methods (Continue social media posts which may include graphics or photographs, explore feasibility for calendar of events per "semester" in mail and PDF on website, personal outreach by committee members by phone, by email, or in person); review effectiveness. **ED, Communications Committee**	D. January 2019 – No Cost	D. - Outreach metrics tracking by communications - social media, mail chimp - List of ongoing conversations - Calendar - Number of subscribers to mailing list

Organizational Goal #4

Sustain An Effective, Efficient Organization



Strategies	Activities/Programs	Financial & Date Estimates	Measurements of Impact
A. Steward and support Board members to assure their ongoing engagement with CCC	A. - Create board orientation packet, board engagement on development activities. **ED, Nominating and Governance** - Foster board engagement on committees, development efforts and prospective member identification . **ED, Nominating and Governance Committee, Board.**	A. Board Orientation Packet - March 2019; No cost Board engagement on committees - Ongoing; No cost	A. - Packet created, but yearly review? feedback; updating - Deeper board conversations and engagement - Higher board attendance at committee meetings; more suggestions for development; member ID's - Organization, participation, membership
B. Build a sustainable revenue model that supports CCC's mission and programs	B. Identify and prioritize CCC activities vs. activities requiring additional funding efforts and create development funding calendar. **ED, Board, Development Committee**	B. Identify CCC Activities - June 2018; No cost	B. - calendar created - more strategic funding applications
C. Grow staff structure and internship program	C. Hiring of program manager (full time), project archivist (full or part time), administrative assistant (part time). **ED, Board, Development Programming Committees**	C. Hire full time program manager, 2020 , full/part time project archivist, 2019 and admin assistant - June 2019; Salaries $55,000, $55,000/$25,000, and $17,000 respectively	C. - Program manager: number of programs offered, number of attendees - Administrative assistant: number of grants applied to, more time for ED long-term goals - Project archivist: more materials in EXPLORE, more institutions contributing to EXPLORE
D. Maintain an effective committee structure and ensure that committees are peopled with enough knowledgeable and engaged professionals to accomplish CCC goals	D. Review committee structure, committee responsibilities and number of members/participants. **ED, Board, Nominating and Governance, Committee Chairs, Committees**	D. Review committees - Fall 2018; No Cost	D. - yearly board review of committee charges (input from committees) - Keeping board informed - Packets for committee chairs - top-down and wide— ranging committee from institutions to support their staff in joining carious committees
E. Maintain and enhance effective systems and operations that run smoothly and are adaptable	E. Engage EC on developing a process to assess current systems in place. **ED, EC**	E. System of assessment - Fall 2018; No Cost	E. - system upgrades; yearly system assessment - more qualitative assessment of tools and processes - effective teleconferencing— striving for improvement