



Catholic Research Resources Alliance

<http://www.catholicresearch.org>
<https://thecatholicnewsarchive.org>

Three Year Strategic Plan Goals & Objectives: 2019/20 – 2021/22

Approved June 26, 2019

Vision: The CRRA will foster a dynamic scholarly community by: creating the freely available portal to Catholic research resources in the Americas; sustaining the distinctive network of libraries, archives and other institutions that enable the vision; and facilitating internationally the sharing of resources and scholarship

Mission: Providing enduring global access to Catholic research resources in the Americas

Goals & Objectives

Goal 1: Enhance and improve our products and services by ensuring member and scholar usability.

Objective 1: Improve the user experience on the Portal.

Objective 2: Increase traffic to Catholic News Archive.

Objective 3: Revamp website to meet changing landscape of stakeholders.

Goal 2: Focus activities to sustain and strengthen the financial and structural long-term organizational viability and growth.

Objective 1: Create a plan for business continuity.

Objective 2: Focus on financial development and sources of non-dues revenue that create financial sustainability.

Objective 3: Review and evaluate current governance and infrastructure (including committees), to ensure efficiency and mission success.

Goal 3: Increase membership development through recruitment, engagement and retention activities.

Objective 1: Clearly communicate the value of CRRA membership to prospective and current members.

Objective 2: Enhance member engagement model to ensure strong retention rates in the future.

Objective 3: Explore additional membership categories.

Goal 4: Seek external opportunities for collaboration, partnership and increasing brand awareness.

Objective 1: Explore creative and beneficial partnerships with other organizations to meet goals.

Objective 2: Create a marketing/outreach initiative to find external opportunities.

Objective 3: Consider a CRRA brand refresh to improve recognition.