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.