



North Carolina Department of Cultural Resources
Strategic Plan 2009

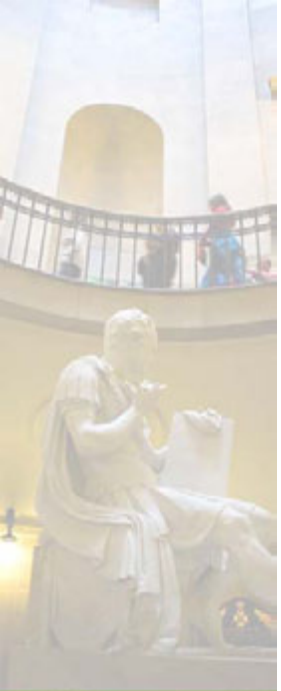


NORTH CAROLINA
DEPARTMENT OF
**CULTURAL
RESOURCES**

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Strategic Framework

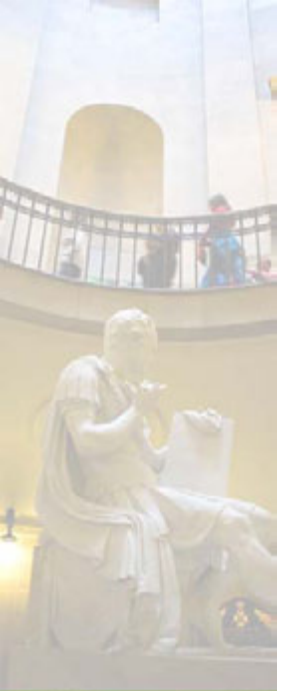




Strategic Plan Purpose

Since its formation in 1971, the Department of Cultural Resources has served the citizens of North Carolina through the State Library, State Archives, 27 Historic Sites, seven History Museums, Historical Publications, Archaeology, Genealogy, Historic Preservation, the North Carolina Symphony, the North Carolina Arts Council, and the North Carolina Museum of Art.

As the 21st century takes shape, it is imperative to take a critical look at the programs and services these divisions offer and align them with today's expectations of our vast cultural resources and the role they play in the creative economy. The department's senior management team participated in a strategic planning process to develop a four-year Strategic Plan that prioritizes and addresses the growing needs and ambitions of North Carolinians.



External trends and influences

- Budget deficits/shortfalls threaten funding
- Rapidly evolving technological climate
- Unsustainable donated property burden
- Diverse demographic characteristics and growing population
- Lack of understanding about DCR as a whole and its impact

Customers, clients, constituents, and stakeholders feedback

- Enjoy free, high quality programs in rural and urban areas
- Seek additional innovative, comprehensive, and diverse programs
- Support for more resources
- Increase opportunities for inter/intra-departmental collaboration
- Expectation of timely and professional services

Improvements to address needs and expectations

- Gain financial support to maintain core assets, operations, and competencies
- Expand internal and external communications
- Increase citizen and legislative awareness of creative economy
- Streamline and develop less restrictive operational regulations
- Enhance cooperation and joint programming within and outside of the department



Opportunities and Priorities

Often described as “the people’s department ,” Cultural Resources grew out of North Carolinians’ appreciation of their heritage and culture. The generous people of North Carolina shared their treasures and inspired the state to create this department.

Cultural Resources realizes that the strength of its programs and services resides in its dedicated staff and the variety of statewide programs that touch all the citizens of North Carolina. Some opportunities inherent in that fact are the capability to champion the creative economy, collaborate with public and private partners to address needs, expand diverse programs and services, and coordinate a fresh approach to communicate effectively to its many audiences.

With more than 19 million residents and visitors served annually by Cultural Resources, addressing the growing demands of staffing, facilities maintenance and repairs, collections planning and acquisitions, digitization to meet technological change and adequate funding is crucial to the department’s sustainability.



Strategic Plan Outcomes

This Strategic Plan is designed to tackle these issues and to take advantage of the opportunities that lie ahead. It is the department's desire to provide a comprehensive approach to the arts, history, and libraries to build our state's creative economy and to add meaning and knowledge to all the citizens of North Carolina and to those who visit

Therefore, by 2012, it is the Department of Cultural Resources' desire to be recognized as:

- a primary contributor to the state's cultural and economic vitality
- an innovator in providing needed services and resources to North Carolina's citizens
- a fun, vibrant, energizing place of employment with a diverse and equitably compensated workforce
- a principal in forging public/private collaborations
- a bold and creative leader meeting the technological demands to insure that our state's vast historical and cultural resources are ready for the expanding demands of the future
- an effective proponent for the arts that build our community and educate our children

Strategic Plan



**Working in Harmony
Toward Our Vision**

Vision

To be the leader in using the state's cultural resources to build the social, cultural, and economic future of North Carolina.

Mission

Our mission is to enrich lives and communities.

We create opportunities to experience excellence in the arts, history, and libraries in North Carolina that will spark creativity, stimulate learning, preserve the state's history, and promote the creative economy.



Core Values

The Department of Cultural Resources is dedicated to these core values:

Diversity

We value the diverse heritages of North Carolina and the cultural spirit of its citizens.

Enrichment

We value the intrinsic power of our cultural resources and how they enrich lives and promote the vibrant, creative economy in North Carolina.

Collaboration

We value the synergy of public-private partnerships to develop, promote, and protect North Carolina's vast cultural treasures.

Excellence

We value the highest standards of service by making superior programming, services, and facilities available to everyone who lives in or visits our state.





GOALS AND STRATEGIES

- 1: Increase awareness and support of programs & services**
- 2: Expand access to programs & services**
- 3: Improve DCR Infrastructure**
- 4: Attain sustainable funds for programs & facilities**
- 5: Provide an exceptional work environment**



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