

California Exhibition Resources Alliance (CERA)



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Alliance**

Location: Oakland, California

Scope of Work: Strategic Plan, Business Plan & Marketing Plan

In 2003, MMC worked with the California Exhibition Resources Alliance (CERA) to develop a Strategic Plan, Business Plan, and Marketing Plan to guide the organization through its transition from being a program under the auspices of the California Council for Humanities to being a separate 501(c)(3) organization. MMC began its work by conducting an on-line survey of over 180 museum professionals to research their traveling exhibition needs. The results of the quantitative research were used as the foundation for creating a Strategic Plan, which specifically addressed the need to acquire financial resources to make the CERA traveling exhibition program accessible to a wider audience. The Business Plan and Marketing Plan provided additional tools to support CERA in this effort.