

California Exhibition Resources Alliance (CERA)



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Alliance**

Location: Oakland, California
Scope of Work: Strategic Planning, Business & Marketing Plan

MMC conducted an on-line survey of over 180 museum professionals for the California Exhibition Resources Alliance (CERA) to research their traveling exhibition needs. The results of the quantitative research was used as the foundation for creating a *Strategic Plan* that has guided 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. The Strategic Plan specifically addressed the need to acquire financial resources to make the CERA traveling exhibition program accessible to a wider audience and determine how best to deploy assets to increase and deepen the impact of CERA on its membership. The *Strategic Plan* was supplemented by a *Business Plan* and *Marketing Plan*.