

STRATEGIC PLANNING SUMMARY • Swedish Cultural Center

I prepared this summary from our notes and reports during the SP process from 9/06 to 12/07
Summary by Kristine Leander

More Swedish. Focus on what is Swedish and/or Scandinavian; stop doing what is not Scandinavian.

- Update the building's Swedish look and feel, starting with the bar, since that also works with the goal of bringing in younger members.

More members. Focus on increasing memberships

- Upgrade the process of membership renewals and the storage of membership data.
- Create membership application brochures.
- Reduce the cost of memberships until we build "more there, there."

More programs. Create more programs so that there's a reason to join.

- Create programs that will appeal to younger members, such as music and sports.
- Focus on contemporary Sweden, rather than the Sweden of the past.
- Create incentives for joining, such as lower cost for members to attend programs, eat pancakes, etc.

More professional. Update and professionalize our communication to members and the public.

- Hire a professional marketing or communication person to carry out the goals of SP. [Strategic Plan]
- Use architects and interior designers to plan building changes. (For example, remove the closet under the stairs, which was not architect-designed.)
- Make the Website and newsletter more current, accurate, lively, dynamic, and useful to members.
- Employ exemplary customer service.

More people.

- Develop standing committees to take on work that needs to be done to re-energize the Center: Building; Commercial; Décor & Exhibits; Financial & Audit; Fundraising & Development; Library/Education/Scholarships; Personnel; Programs; and Promotion & Marketing.
- Develop relationships with other Swedish clubs and plan traditional Swedish events (for example, Lucia) that will draw "New Swedes" to come for events.

More food.

- Explore offering food service as an incentive for people to join the club or visit the Center.