

**Greater Philadelphia Cultural Alliance
Strategic Plan, 2012-2016
Strategic Filter for New Program Ideas**

The Cultural Alliance's strategic planning process confirmed that the Alliance's Board, staff and constituents have an extraordinary opportunity to expand programs and services to multiple constituents on multiple levels. At the same time, the Alliance's ability to select a limited number of these ideas for strategic development needs to be strengthened. The Cultural Alliance needs to develop its capacity to operate with less dependence on contributed income, and more focus on programs and services for core constituents.

To that end, the Cultural Alliance's Board has endorsed that together the Board and staff will confirm that programs or initiatives are able to pass successfully through a "strategic filter" that includes these questions:

Needs (must answer yes to all of the following):

1. Is there an **unmet need** for this program or service?
2. Is the Cultural Alliance **well suited** and resourced to meet this need?
 - If not, is there a strategic partnership and reliable partner that would better address/advance this issue? (And should we forge that alliance or leave this issue to the partner to address?)
3. Does it **serve our constituents***?
 - And are we confident it does not negatively impact other core partners or members?
4. Can we identify how this would be **supported financially**?
 - Does it bring in revenue? If not, where will the money come from? If the initiative is grant funded, what is the plan when the grant expires?
5. Are we confident about the **potential impact and probability of success**?
 - Is this a good risk?

Wants (should answer yes to most of the following)

1. Is this new program **complementary** with our other programs/services?
2. Is this the **optimal time** to take on this program?
3. Are we **excited** about it?

* See *Constituency Model* on p. 7