



McLean
Community
Center
The Center of It All

Strategic Plan Overview

FY2024-FY2028

Purpose, Vision, Mission and Values

Purpose

The McLean Community Center provides a sense of community for MCC tax district residents¹.

Vision

The McLean Community Center generates inspiration, creativity and connection in McLean and its communities.

Mission

The McLean Community Center:

- provides access to inspirational arts, cultural experiences, learning opportunities, civic engagement and recreational activities;
- supports community organizations, and;
- offers facilities for all MCC tax district residents¹.

Values

- **Equity** - ensuring all the diverse voices in our community are heard respectfully and served equitably
- **Innovation** - embracing the discovery of the new, the bold and the unexpected
- **Responsiveness** - providing the best experience and service for all
- **Sustainability** - stewarding our resources toward the long-term health of our community and our institution
- **Transparency** - cultivating an atmosphere of trust and sharing our successes and challenges
- **Joy** - bringing transformative inspiration to all the people of our community

¹ MCC Tax District is defined as Small District1A-Dranesville

Strategic Plan Goals

1. Be Visible
2. Welcome All of McLean and its Global Community
3. Invite Discovery
4. Showcase Excellence
5. Model Sustainability and Good Stewardship

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GOALS

OBJECTIVES

STRATEGIES

GOAL 1

Be Visible

Make our buildings, programming and activities visible and accessible to people of diverse economic, social and cultural backgrounds.

- Expand MCC's visibility in the community, including both physical and digital presence.
- Improve outreach throughout the community and increase participation.

1. Engage the Board as MCC ambassadors in the community and at MCC public events.
2. Use social media and digital resources to broaden, deepen, and diversify our reach.
3. Make the MCC and Old Firehouse Teen Center (OFC) easier to find and more recognizable through branding, signage, and wayfinding.
4. Engage local businesses and organizations to promote, support, and partner with the MCC and its programs and initiatives.

GOAL 2

Welcome All of McLean and its Global Community

Cultivate a warm, inclusive environment for all, becoming the flagship location for McLean's residents who wish to learn, play, relax, and connect.

- Continue to enable and promote inclusiveness in programming.
- Explore new programs and ideas to make the MCC a more welcoming community center.

1. Identify distinct McLean¹ communities and populations to engage, and to generate interest in programming.
2. Develop new and expand existing programming that helps people make new social connections.
3. Explore and invest in amenities to encourage more engaging and comfortable visits.

GOAL 3

Invite Discovery

Provide opportunities to learn for people of all ages, interests, abilities, and backgrounds.

- Continually explore new methods of program delivery and community engagement to meet the needs of an evolving community.
- Encourage residents of the McLean district and wider area to come into MCC/OFC for engagement with contemporary activities and issues.
- Identify and offer programming that fills a need in the community that is not readily available elsewhere.

1. Commit to more and deeper partnerships to broaden MCC/OFC program offerings and reach.
2. Foster habits of generosity in our community through encouraging community service and volunteerism.
3. Respond to current needs and concerns in McLean and the region through our programming.
4. Explore innovative avenues for service delivery and program execution.
5. Nurture social connections through MCC/OFC programming.

¹ McLean is used throughout plan to refer to MCC Tax District—defined as Small District1A-Dranesville

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Showcase Excellence

Deliver excellent programming in an operationally innovative fashion.

- Create a shared definition of "excellence."
- Provide innovative, high-quality services and program offerings, responding to documented needs in our community.

1. Craft a definition of "excellence" that aligns with the MCC's purpose, vision and mission.
2. Reimagine evaluation practices to increase transparency and evaluate performance around programming.
3. Encourage bold risk taking with permission to fail.

GOAL 5

Model Sustainability and Good Stewardship

Represent the utmost integrity in our use of financial, physical, human, and other resources.

- Ensure positive and satisfying governance and employee experience.
- Responsibly steward our financial resources.
- Align staff capacity with strategic goals and desired programmatic outcomes.
- Make our operations more sustainable, as a model for the community.
- Increase awareness of sustainable practices in the McLean community.

1. Embrace best governance practices.
2. Develop and implement a more robust board member orientation process, policies and procedures manual, and ongoing training and resources to support in role.
3. Integrate One Fairfax initiatives and principles throughout the MCC/OFC.
4. Align with Fairfax County sustainability initiatives at MCC/OFC.
5. Provide learning opportunities about environmental sustainability for McLean residents.

mcleancenter.org

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