



MICHIGAN  
**INDEPENDENT**  
COLLEGES & UNIVERSITIES

# Strategic Plan Implementation:

## Survey and Interview Findings Summer 2018



Presented by:  
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August 22, 2018



# Introduction

# Recap of Strategic Planning Process

- Established a clear vision, mission, and values
- Developed a plan that was informed by member needs and embraced by board and staff
- Provided guidelines and metrics through which strategic actions can be executed and assessed
- Plan was ratified May 5, 2017

# Metrics and Data Collection Guidelines

- 2018-2022 strategic plan includes detailed metrics for each of its four overarching strategies
- Metrics were organized by:
  - Data source
  - Organization assigned to gather data
  - Frequency of data collection

# Research Tasks

# Key Data Collection Tasks, Summer 2018

- Online survey of legislators and legislative staff on MICU's Independent Indicators email list (conducted by MICU)
  - 29 responses (X response rate)
- In-person interviews with legislators, legislative staff, and executive branch staff (conducted by PPA)
  - 7 interviews (8 sought)

# Survey/Interview Topics

- Overall
  - Frequency of contact with MICU and its members
  - Extent of understanding of MICU's work
- Strategy 1: Create Powerful Branding
  - Familiarity with, use of, and value of Independent Indicators

# Survey/Interview Topics, Continued

- Strategy 2: Broaden Advocacy Efforts
  - Visibility of MICU staff in policymaking process
  - MICU's influence on higher education policy
  - Visibility of MICU member institutions
  - What MICU does that is most effective and least effective in influencing policy
  - Value of MICU's contributions
  - Changes MICU should make



# Research Findings

# Respondent Characteristics

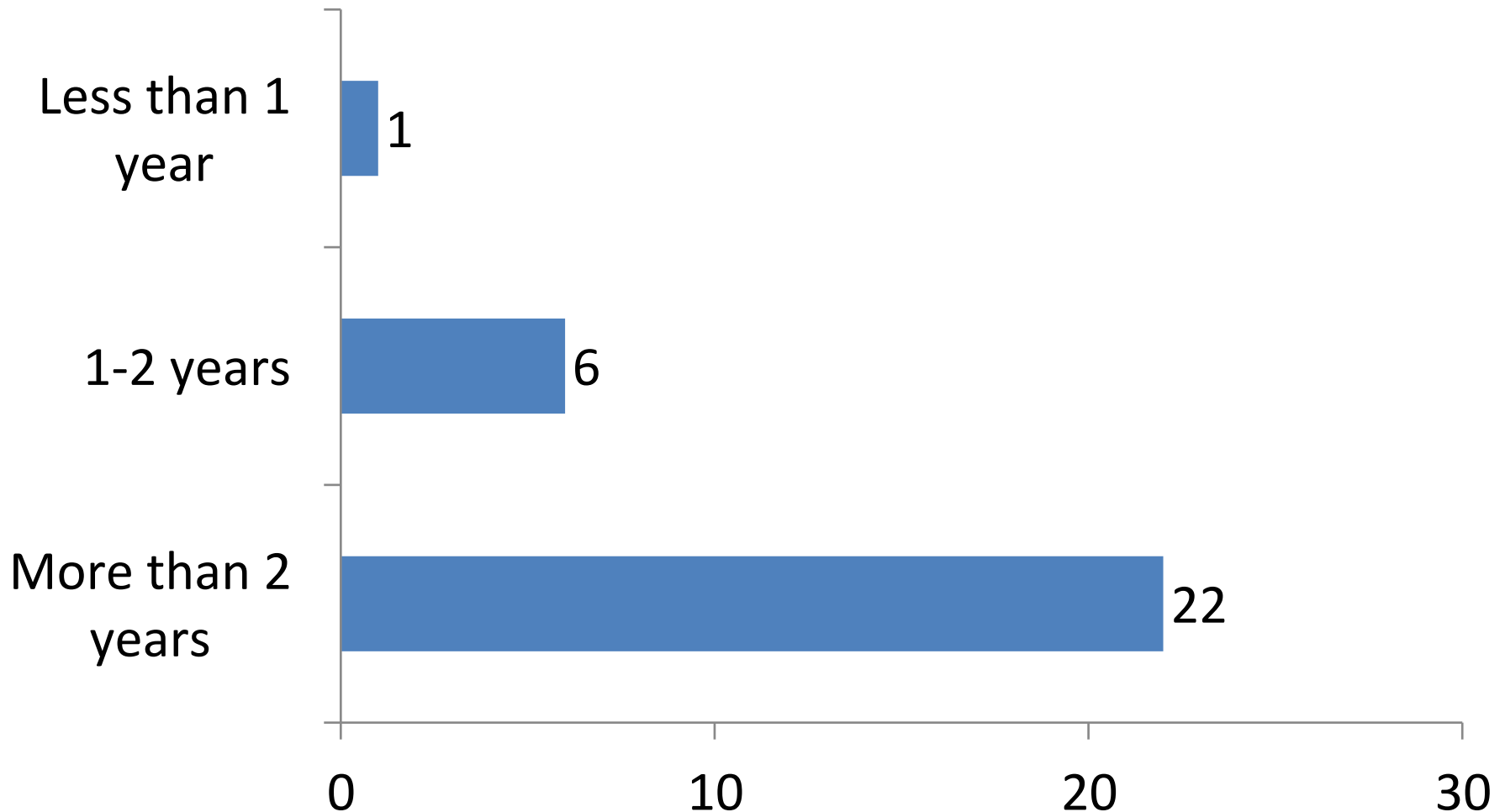
## ● Survey

- Legislative Branch: Michigan House (59%, n=17)
- Legislative Branch: Michigan Senate (41%, n=12)

## ● Interviews

- Executive Branch: Budget Office (3)
- Legislative Branch: Senate Majority Policy Office (1)
- Legislative Branch: Michigan House (1 Democrat)
- Legislative Branch: Michigan Senate (2 Republicans)

# Time in Current Position (Survey, n=29)

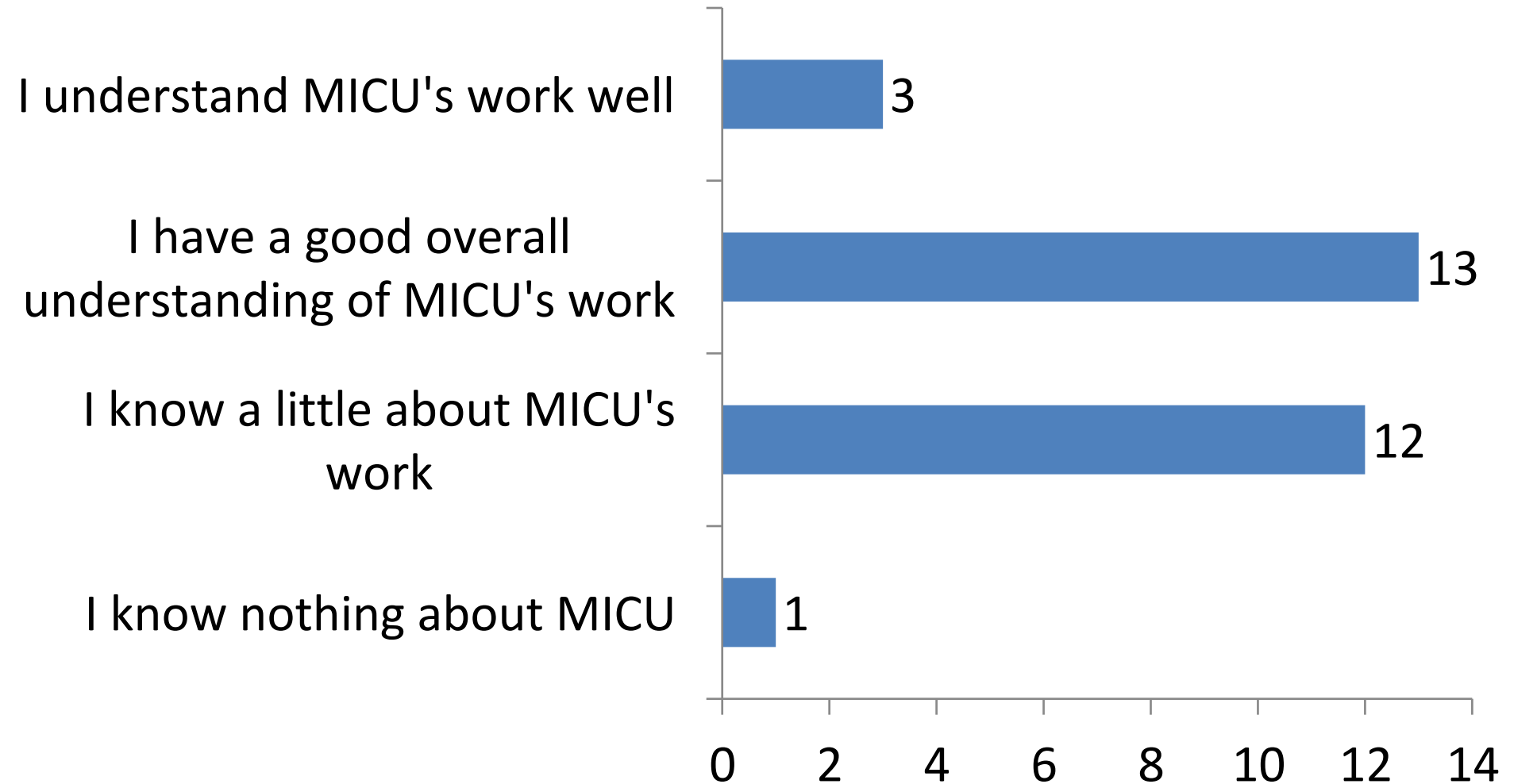


# Connection to MICU (Interviews)

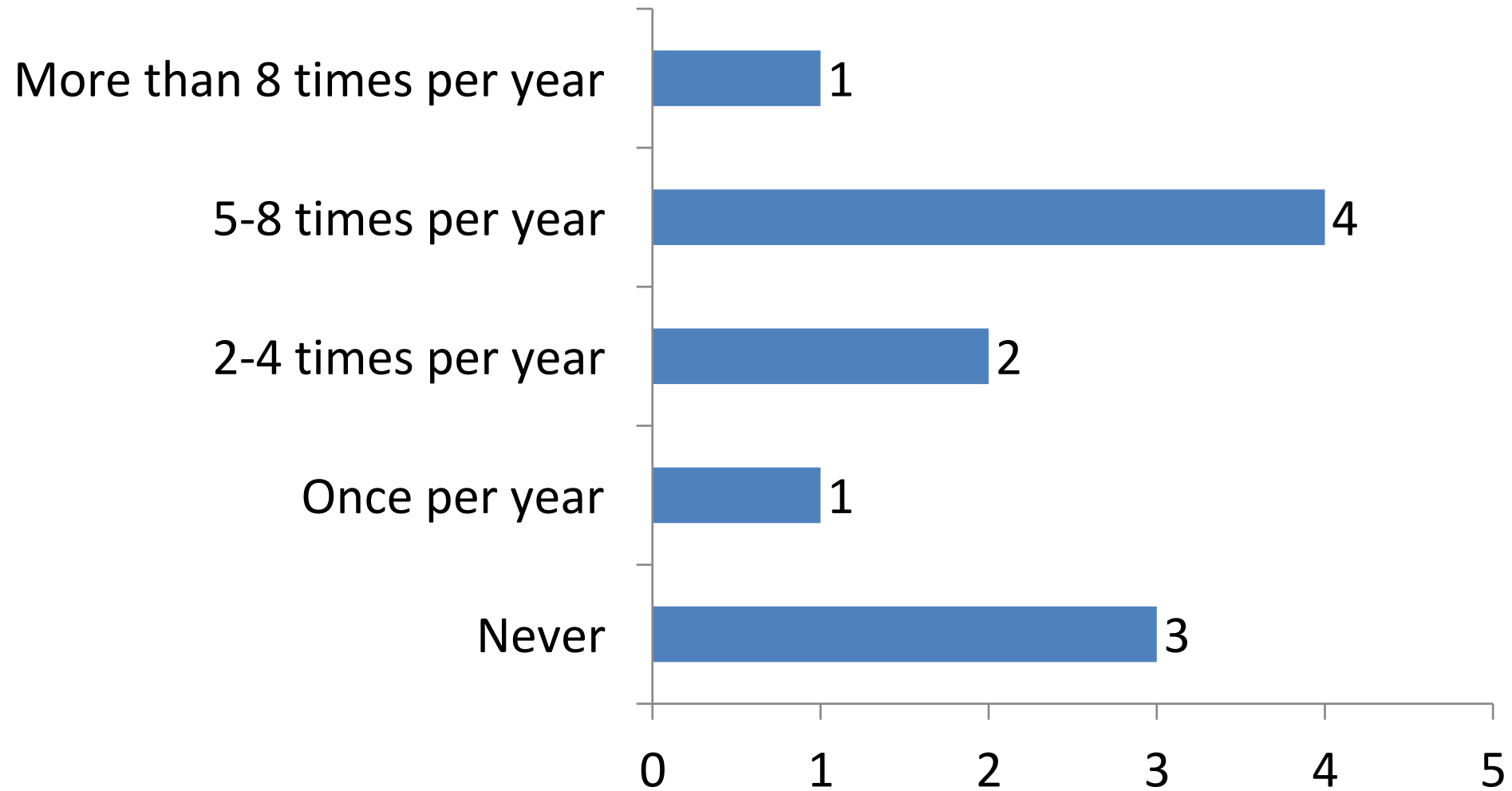
**Table 1: How Interviewees Connect to MICU (n=7)**

Type of Connection	Number of Responses
Budget, appropriations, policy issues	7
Robert LeFevre	7
Colby Spencer-Cesaro	2
MICU member institutions	2
Multiclient lobbyist Dave Ladd	1
Former MICU staffer Peter Spadafore	1
Independent Indicators emails	1

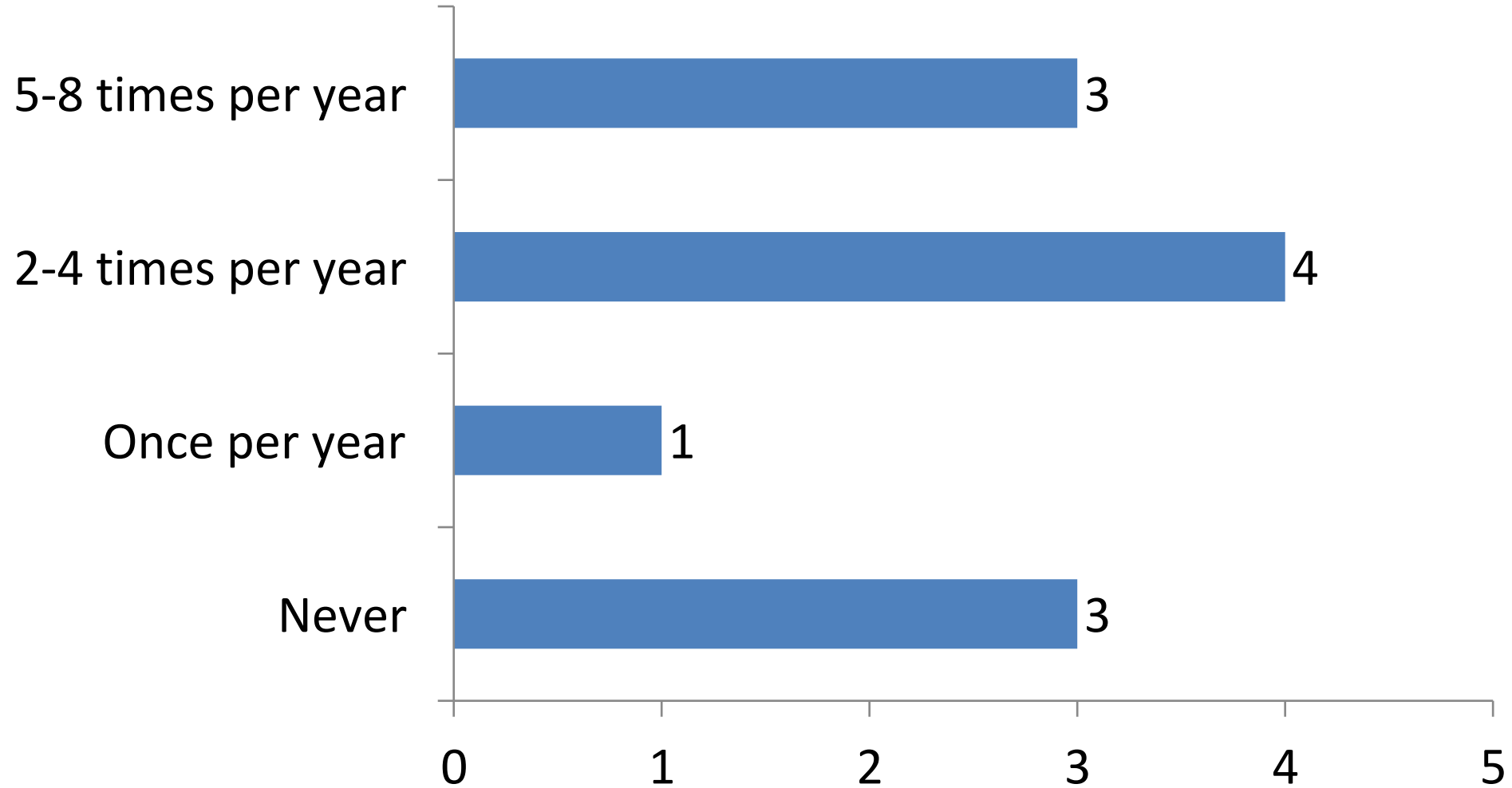
# Understanding of MICU and its Work (Survey, n=29)



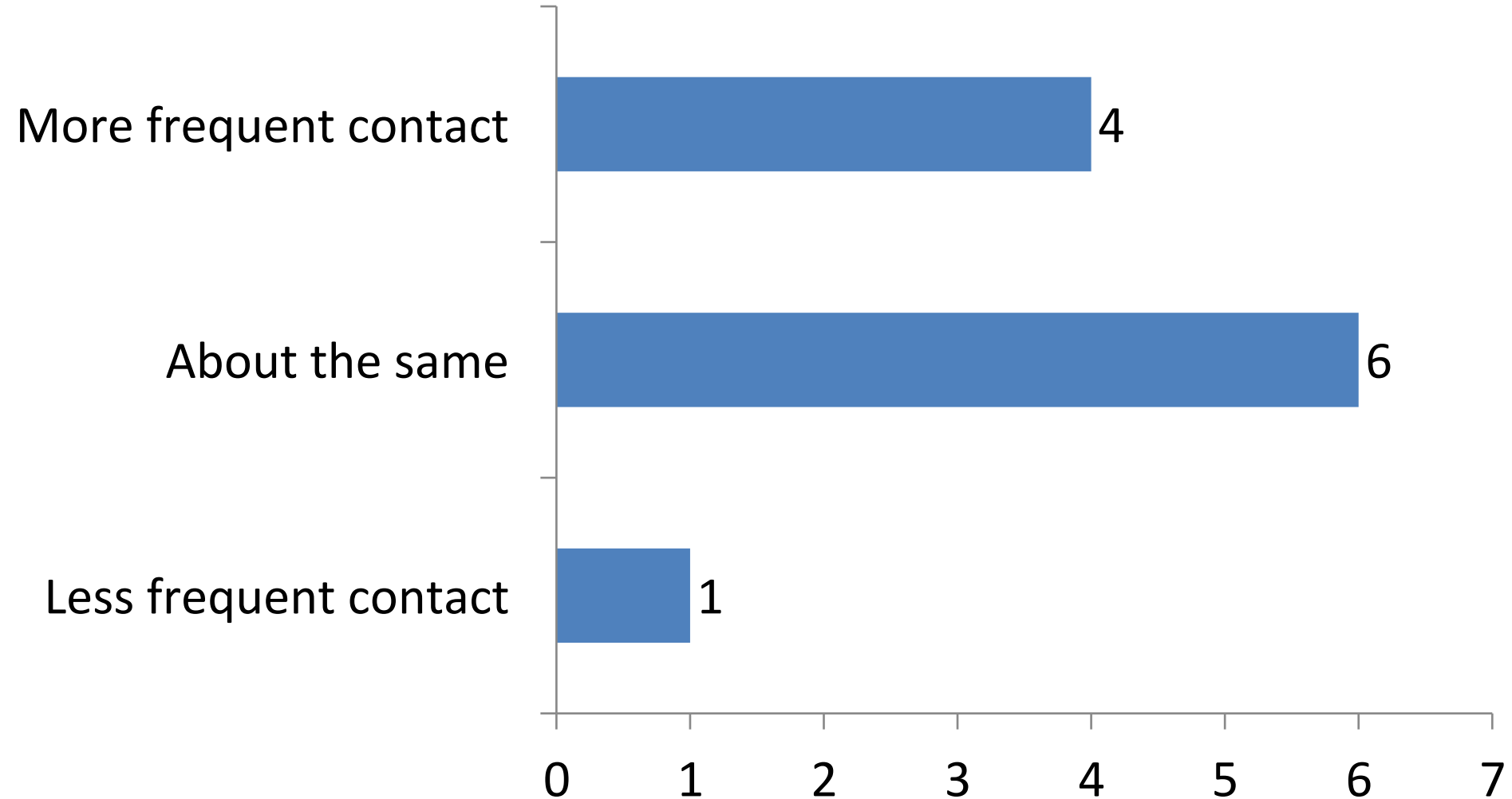
# Frequency of Interaction with MICU Staff (Survey, n=11)



# Frequency of Interaction with MICU Members (Survey, n=11)



# Change in Frequency of Interaction with Staff in Past Year (Survey, n=11)





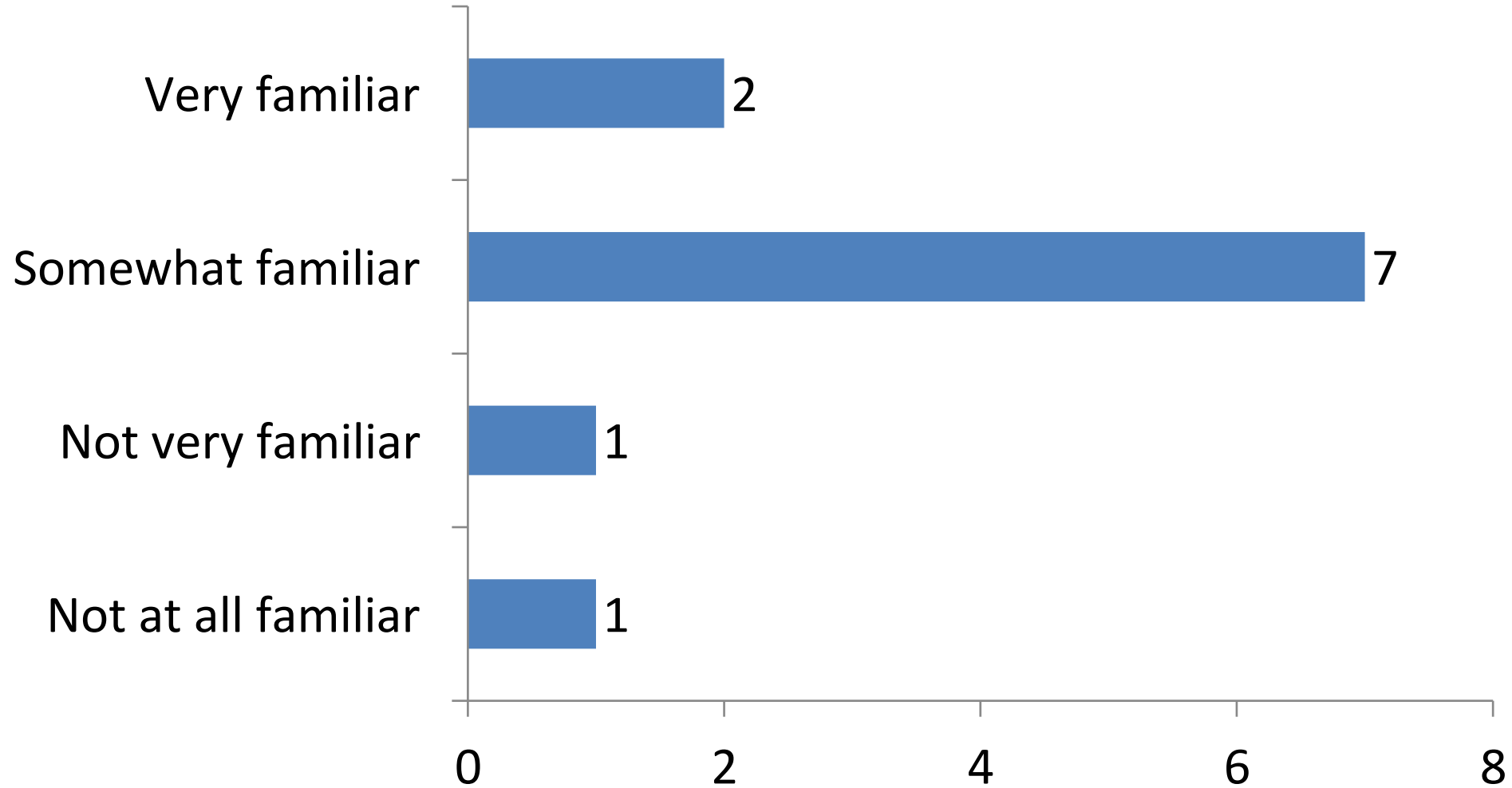
# Visibility of MICU Staff (Interviews)

Response Type	Number of Responses (n=7)
Robert is highly visible	7
Social events, meetings, networking	5
Robert is more visible than previous ED	4
Colby is highly visible	4
MICU is more visible than a year ago	4
Highly visible during budget season	4
No change in visibility in the last year	3
Peter Spadafore was highly visible	3
Lobbyist is highly visible	2

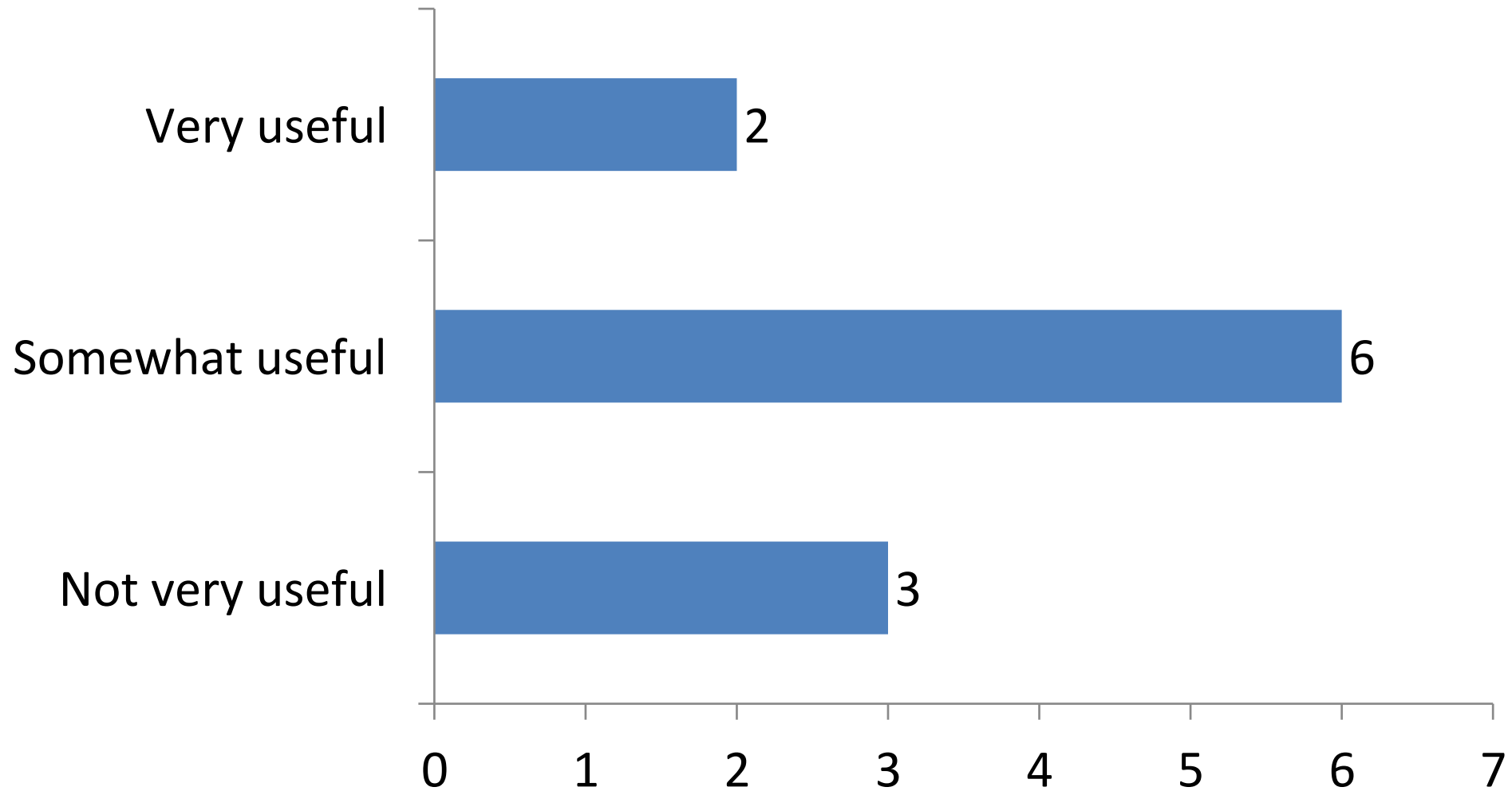
# Visibility of MICU Member Institution Leaders

Response Type	Number of Responses (n=7)
Satisfied with current level of involvement by institutions	4
Institutions are not visible in policymaking	3
Have seen more or better involvement in past year	2
Have seen same level of involvement in past year	2
Have seen less involvement in past year	1
Would like more interaction with institution leaders	1

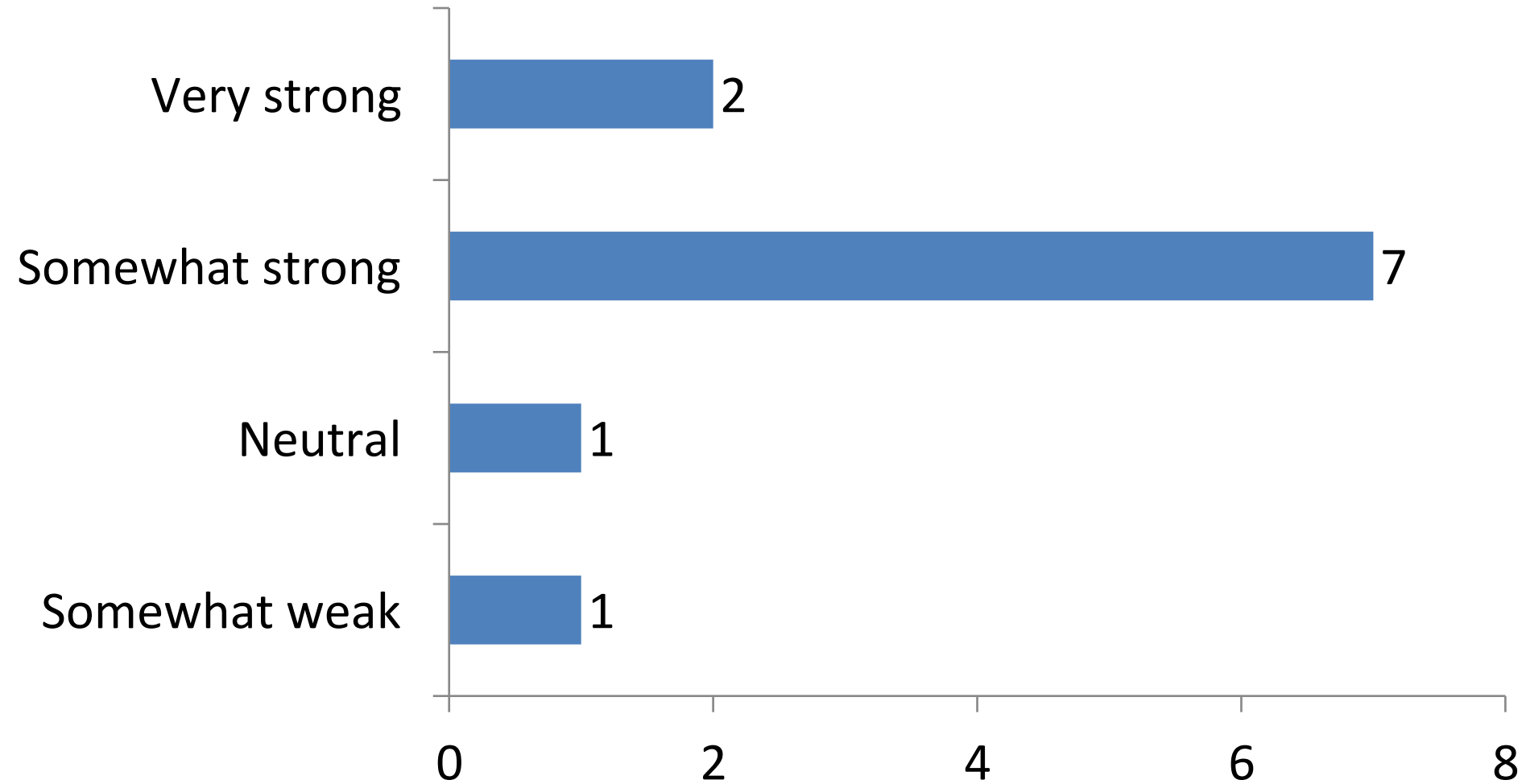
# Familiarity with Independent Indicators Reports (Survey, n=11)



# Usefulness of Independent Indicators Reports (Survey, n=11)



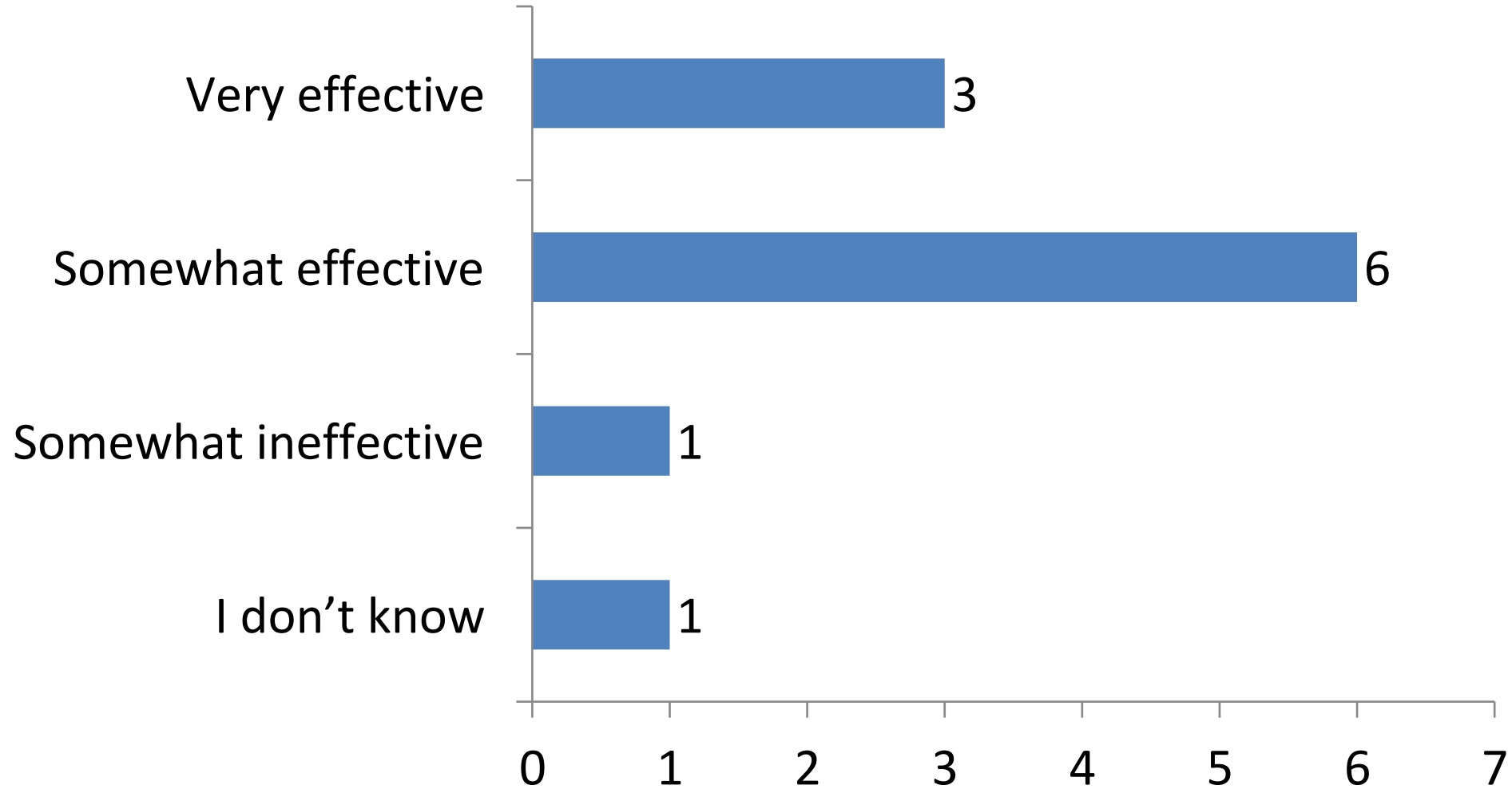
# Strength of Argument in Independent Indicators Reports (Survey, n=11)



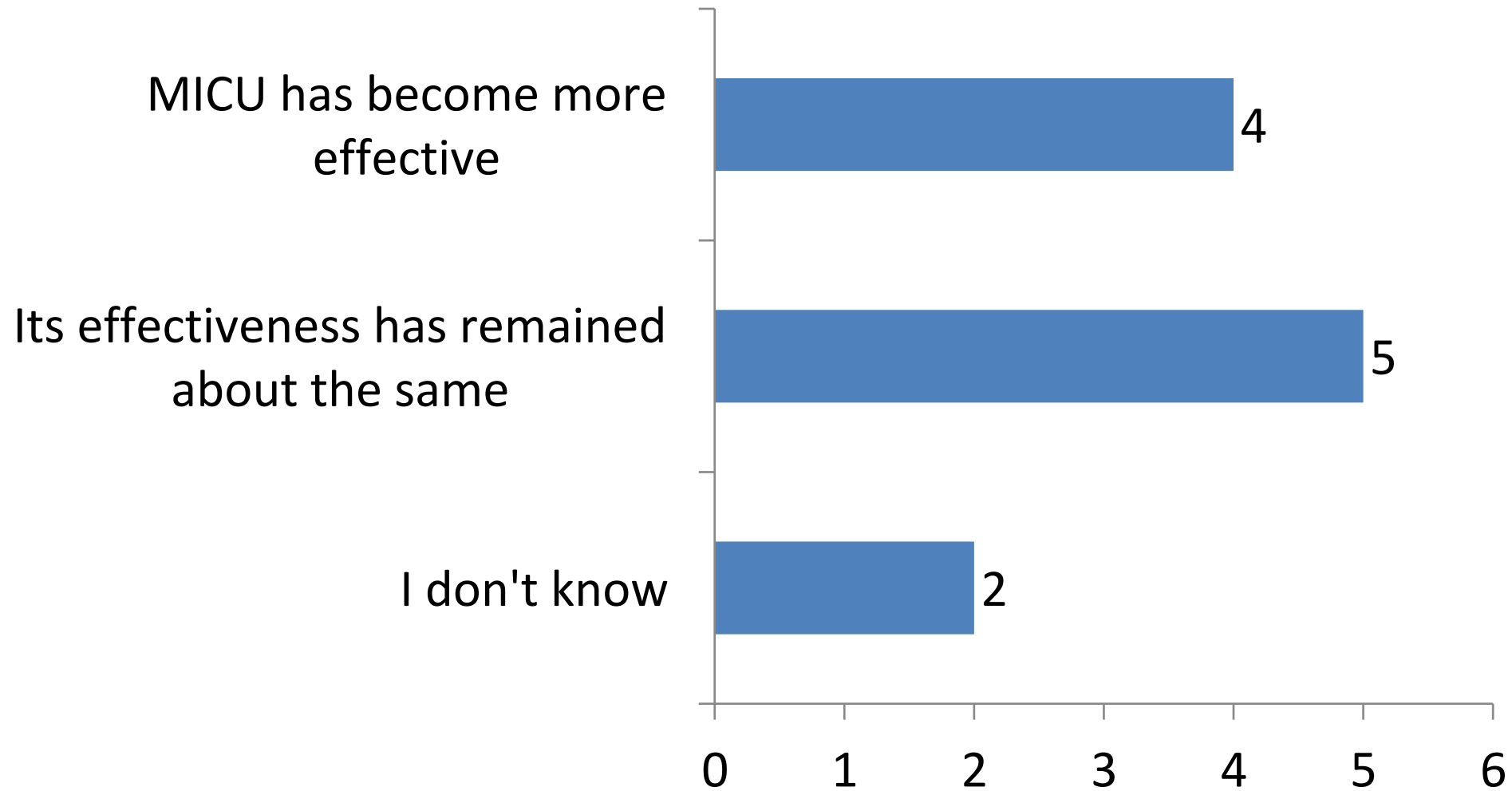
# Views on MICU Independent Indicators Reports (Interviews)

Response Type	Number of Responses (n=7)
Not at all familiar, do not receive	4
I receive the reports	3
Reports do not break through the clutter of content I receive	3
Somewhat familiar with reports	2
Suggest releasing print digests of reports	2
Reports are interesting, helpful	2
Very familiar with reports	1
Reports raise visibility of MICU brand	1

# MICU Effectiveness in Representing Independents (Survey, n=11)

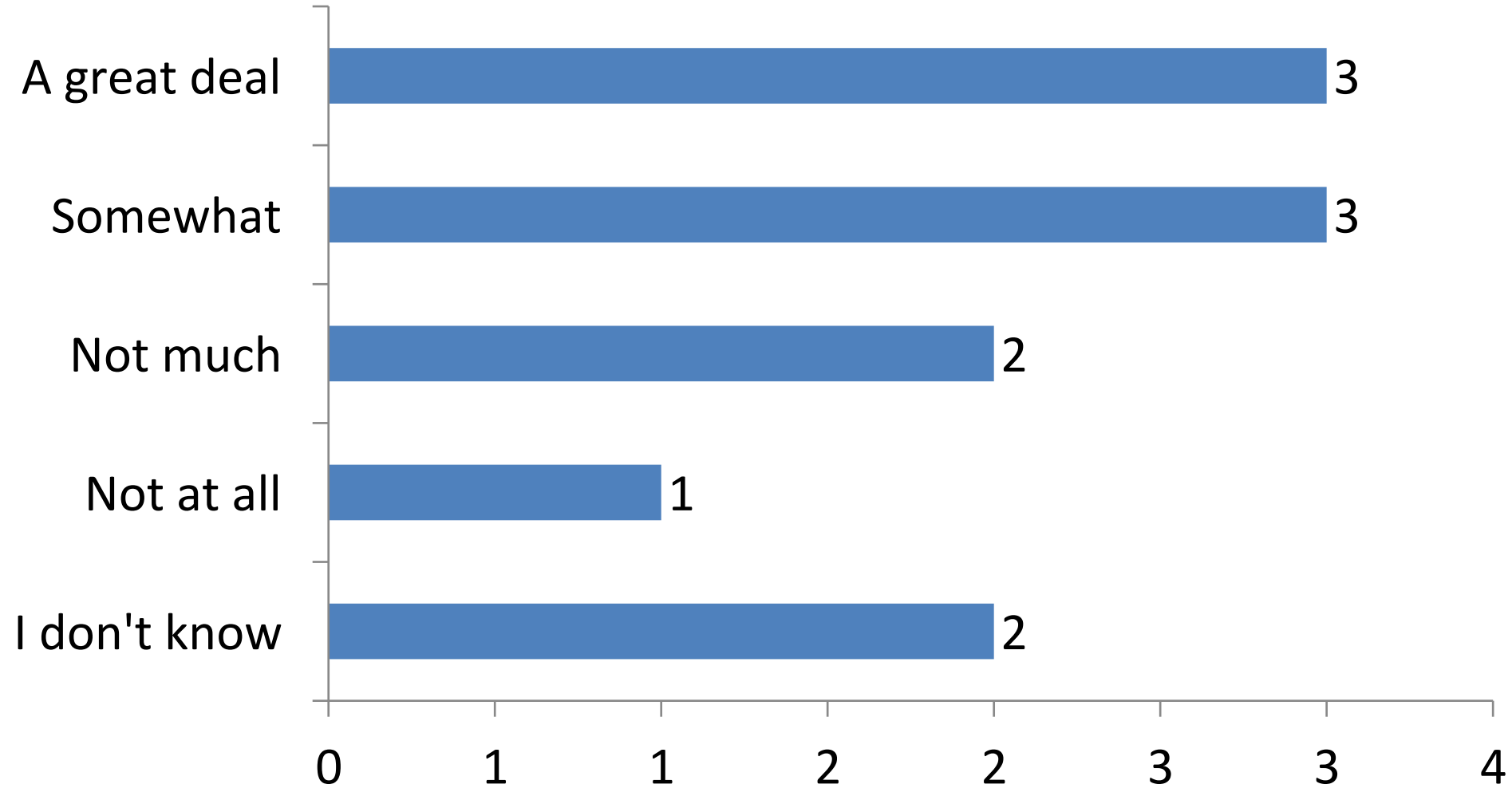


# Change in MICU Effectiveness in the Past Year (Survey, n=11)

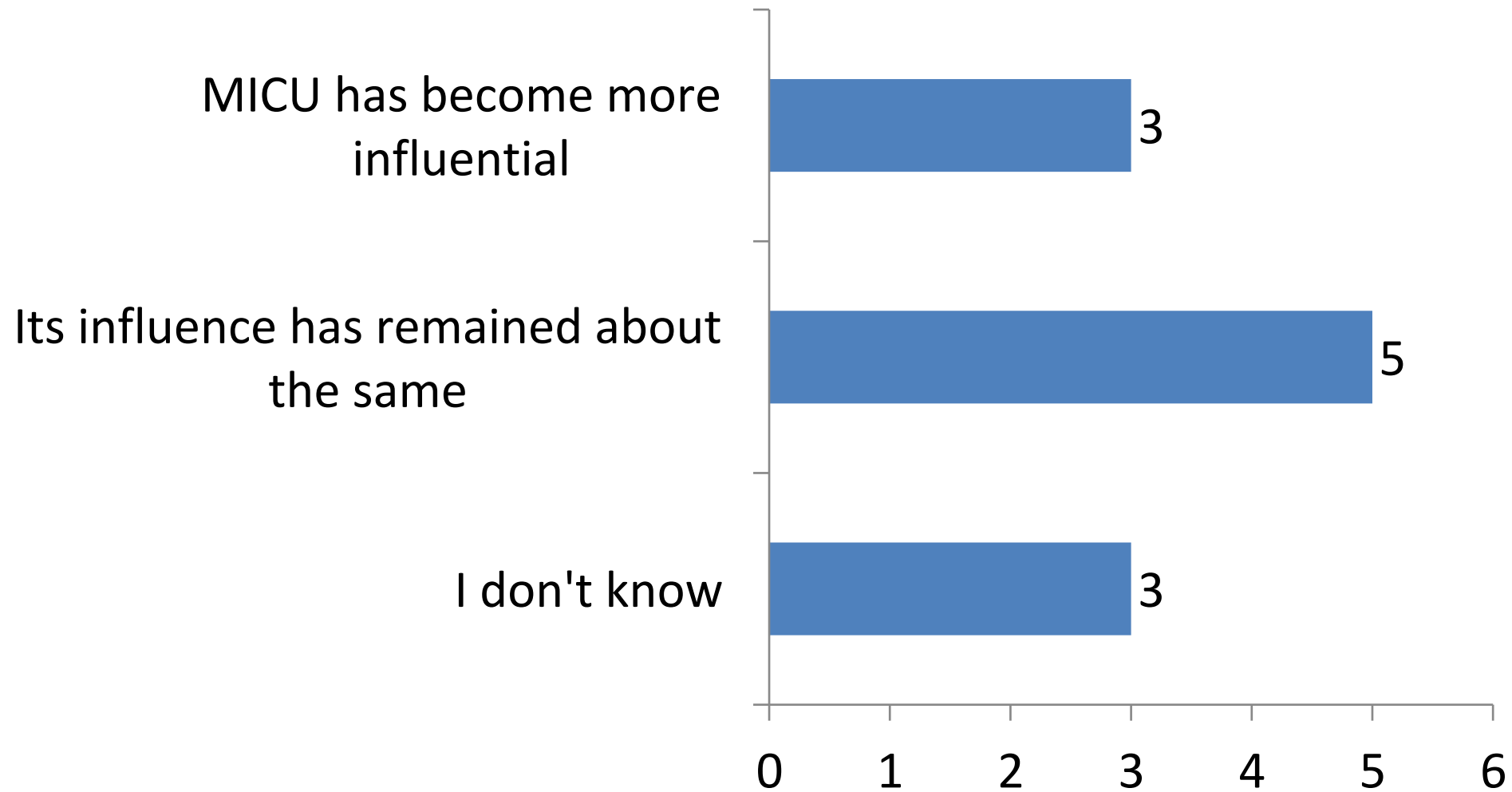




# MICU Influence on Higher Education Policy (Survey, n=11)



# Change in MICU Influence (Survey, n=11)



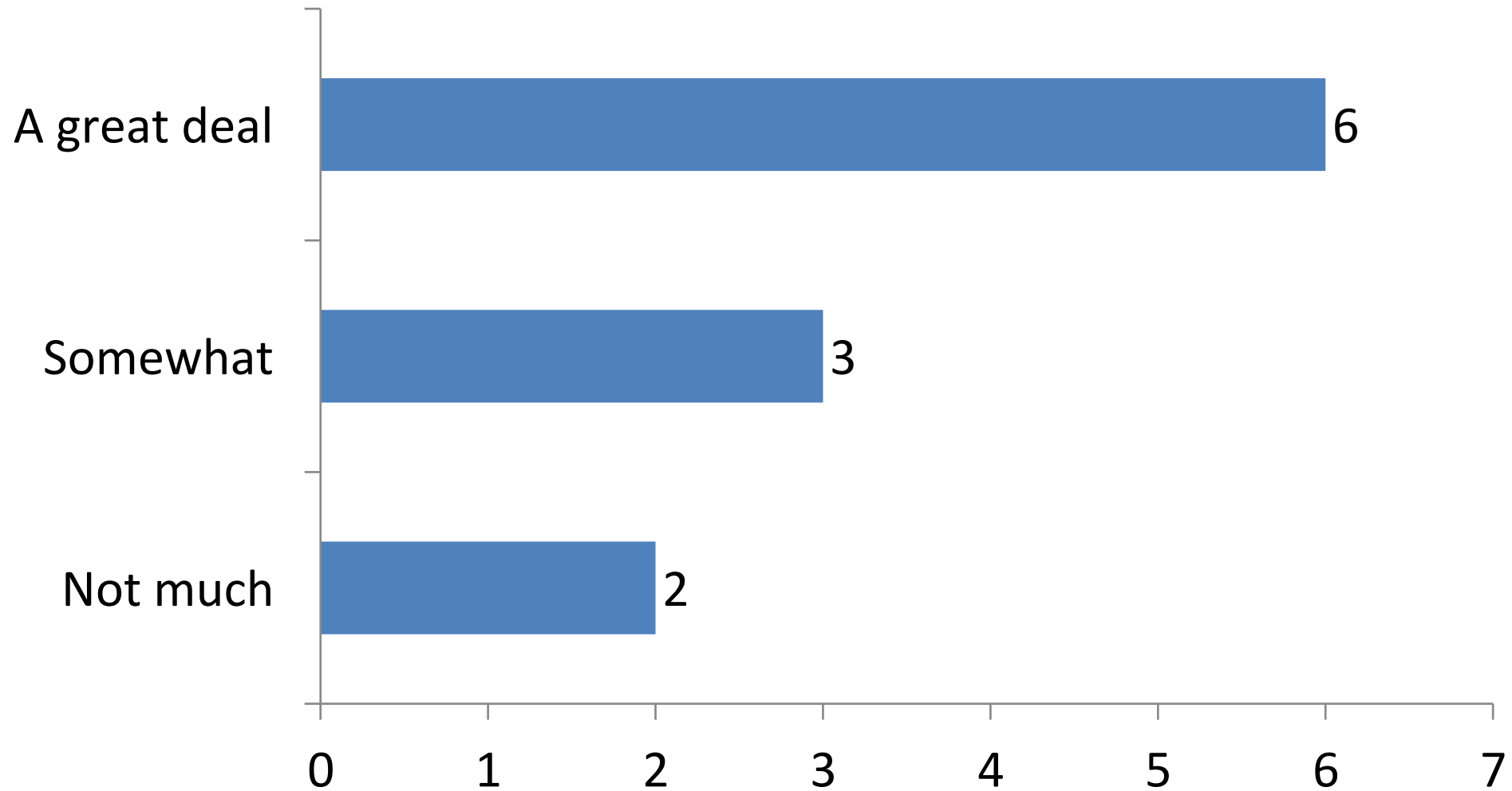
# MICU Influence on Higher Education Policy (Interviews)

Response Type	Number of Responses (n=7)
Key player in higher education budget, MTG	7
Influence is about the same as it was a year ago	5
Influential in broader higher education policy	3
Influence has increased	1
Influence on teacher warranty bills	1

# MICU's Most and Least Effective Work (Interview)

Response Type	Number of Responses (n=7)
Strong influence on MTG	5
Accessible, responsive, collaborative	4
Communicating the value of independent higher education	3
Pragmatic in choosing what issues to take on and how	2
Lack of contact from members is least effective (but not a significant problem)	1
Independent indicators reports are least effective (but not a significant problem)	1
Nothing is "least effective"—all of MICU's work is	

# Trust in MICU as Accurate, Reliable Source of Information (Survey, n=11)



# Value of MICU's Contributions to State Policy (Interviews)

Response Type	Number of Responses (n=7)
Well respected, high value, increased value	4
Informs and educates policymakers	4
Provides higher education opportunities for Michigan residents	1

# How MICU Could Better Contribute to State Policy

Response Type	Number of Responses (n=7)
Activate more board members, member institution leaders	3
No suggestions, MICU is already very effective	2
Provide estimates of future enrollment	1
Add me to their email list	1

# Conclusions

- MICU is well respected among those who are familiar with it
- Strong, collaborative relationships are key, and MICU does this exceptionally well
- Improvements seen over last year, but are subtle vis-à-vis large improvement over previous MICU leadership
- Independent Indicators reports do not have great resonance but have value in other ways



# Implications

- Adjust timing of Independent Indicators to key events, e.g. appropriations meetings
- Continue producing print digest of Independent Indicators and distribute to all legislators
- Consider changes to future data collection
  - Send survey as direct invitation, not link in independent indicators email
  - MICU schedules interviews
- Continue working to activate member institutions

# Research Team

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