

MICU Strategic Plan 2018-2022 Funding Matrix

<div style="color: green;">Fully Funded</div> <div style="color: orange;">Deficit Funded</div> <div style="color: red;">Not Funded</div>	MICU Strategic Plan Goals			Funding Status w/MICU 2018- 2019 Proposed Dues and Budget
	Advocacy for Student Financial Aid	MICU Member Profile & Awareness	MICU Member Services	
Project/Initiative				
Lobbying efforts for Michigan Tuition Grant	*			✓
Further expand lobbying efforts for the MTG and other student aid programming	*			
Establish and manage policy forums and groups within legislature	*	*		✓
Gubernatorial Higher Education Summit	*	*		✓
Special research projects: Capital investment report		*	*	✓
Member services development			*	✓
Fall Advocacy Day	*	*		✓
Annual proprietary data purchases		*		✓
Developing metrics to measure strategic plan implementation and success			*	✓
Annual communications: LinkedIn and Twitter	*	*		✓
Annual analysis software purchases		*		✓
Website enhancement: data dashboard	*	*	*	✓
Participation in NAICU and other national groups			*	✓
Monitor legislation that will affect MICU member institutions		*	*	✓
Graphic design services for public reports, one-pagers, website materials		*	*	✓
Increase participation in Education Partners PAC	*	*	*	✓
Website enhancement: enhanced member profiles with article links		*	*	✓
Host annual Fall Institute for presidents' executive assistants			*	✓
Provide support to MICU members on legal, compliance, and other issues			*	✓
Compliance matrix resource on MICU website			*	✓
Grow membership/affiliate membership			*	✓