

## MICU Strategic Plan 2018-2022: Review Metrics

	Data Source				Assigned To			Frequency of Data Collection
	Checkbox [C]/ Tally [T]	Document Review	Survey	Interview	MICU	DU	PPA	
Strategy 1: Create Powerful Branding that Resonates with Key Audiences*								
● 1.2.1., 1.2.2, 1.2.3, 1.2.4, 1.2.5. Production of timely, high-quality reports that make a strong and accurate case for the advantages of MICU member institutions vis-à-vis their public counterparts		x	x		x	x		Annual
● 1.3.1. and 1.3.2. Use of data and talking points from MICU by key policymakers, opinion leaders, and media outlets to advance policy positions favorable to Michigan’s independent, nonprofit colleges and universities		x			x			Ongoing
Strategy 2: Broaden Advocacy Efforts								
● 1.1.3., 1.2.6., 2.1.1., 2.3.1. More policymakers and MICU members reporting that MICU is increasingly effective in representing its members			x	x	x**		x**	Biannual or annual (different people)
● New: More MICU members participating in policy and advocacy events	T				x			Ongoing
● 2.1.2., 2.2.1., 2.4.3, 2.5.3, 2.6.1. Enactment of policies that promote—and failure of policies that would harm—the well-being of MICU member institutions and their students		x	x		x			Ongoing
● 2.5.1. Deeper knowledge about the value of MICU members reflected by legislators and staff	T/C			x	x**		x**	Biannual or annual (different people)
● 2.5.2. Increased frequency of contact with legislators and staff	T		x	x	x**		x**	Biannual or annual (different people)
Strategy 3: Expand Member Service and Program Offerings								
● 3.1.1., 3.1.2, 3.2.1, 3.2.2. Member institution participation in and satisfaction with services provided	T/C	x			x			Annual
● New: Proportion of MICU revenue from member services increases		x			x			Ongoing
● New: Number of MICU members and affiliate members increases		x			x			Ongoing
Strategy 4: Increase Collaboration with Other Organizations								
● 4.1.1. More new organizations with which MICU has established relationships	T	x			x			Ongoing
● 4.1.2. MICU and member institution satisfaction with increased partnerships, new knowledge, added lobbying power, and other value resulting from membership			x		x			Annual

\* Items 1.1.1 and 1.1.2 are complete and have been omitted from this table.

\*\*Breakdown of primary data collection tasks:

- *MICU member surveys*: MICU carries out all tasks. *Policymaker interviews*: PPA carries out all tasks. *Surveys of legislator staff and executive branch staff*: PPA drafts questions; MICU conducts survey.