

## MICU 2019-2020 Evaluation Survey Results

### Population and Survey Respondents

- 26 member presidents surveyed
- 16 member president responses to the survey

#### *Response range options:*

*0 – Not observed      1 – area for improvement      →      5 - exceptional*

### MICU Leadership

#### MICU president's overall leadership of the organization

- Median response: 5
- Response range: 4-5

#### MICU president's administration and management of the organization

- Median response: 5
- Response range: 4-5

#### MICU president's preservation, promotion, and enhancement of the MICU brand

- Median response: 5
- Response range: 4-5

### Comments on MICU Leadership

- “I appreciated Robert's capacity to anticipate problems and to get out in front of the challenges this year with the MTG and COVID! Awesome work!”
- “Robert has done an exceptional job in leading and representing MICU in public and among the presidents.”
- “He has accomplished much with a very small staff.”
- “MICU is better known among state and congressional legislators through his advocacy, the government”
- “Organizing a response to the governor’s MTG veto was enormously effective in helping it to be reinstated.”
- “Superb job dealing with the challenges related to the Michigan Tuition Grant.”
- “Robert’s tireless advocacy for the needs of our institutions is deeply appreciated and impressive. His work through the CV-19 crisis is proof of his great capacity.”
- “This year especially, with the MTG and other significant issues, I have appreciated Robert's leadership.”

## Advocacy

MICU's advocacy efforts on behalf of a stronger Michigan Tuition Grant program

- Median response: 5
- Response range: 5-5

How well has MICU used data to inform and strengthen advocacy efforts?

- Median response: 5
- Response range: 4-5

## Comments on MICU Advocacy

- “Robert's tenacity for the grant funds during an unusual veto by the governor is to be commended. Moreover, his involvement of most of the members in the public relations campaign was highly effective.”
- “MICU properly keeps this as Job One”
- “Very grateful for their leadership, organization, and advocacy.”
- “Robert and staff have been extremely helpful in leading efforts in the restoration of MTG. Which meant millions of dollars for small private colleges impacting over 17,000 students combined.”
- “The inclusion of students in these campaigns reminded the public that the advocacy was about their education and not the schools.”

## Comments on MICU data work

- “Data obtained from each institution localized the problem and placed pressure on legislators representing various colleges and universities.”
- “Outstanding, and gives policy makers what they need”
- “Staff worked tirelessly to collect and present data on our behalf.”

## Strengthening the Profile of Independent, Higher Education

How well does MICU actively engage board members in representing MICU concerns in Lansing and Washington, D.C.?

- Median response: 5
- Response range: 3-5
- Not observed: 1

How well did MICU develop and implement an “Advocacy Day” to include MICU presidents and board members from colleges and universities?

- Median response: 5
- Response range: 4-5

- Not observed: 3

MICU's efforts to grow strategic alliances with other statewide stakeholders

- Median response: 4
- Response range: 3-5
- Not observed: 3

MICU's use of quantitative and qualitative data to identify the unique contributions of MICU members compared with their competitors

- Median response: 5
- Response range: 4-5
- Not observed: 1

MICU's coordination of a higher education workshop for new state legislators and staff

- Median response: 5
- Response range: 3-5
- Not observed: 5

Comments on Strengthening the Profile of Independent Higher Education

- "I know that I have 'fived' on everything but while there is always room for aspects to improve Robert and the team do a great work on our behalf."

### Providing High-Value Member Services to MICU Members

MICU's performance in monitoring of draft legislation that will have a negative effect on MICU members and advocating on behalf of MICU members' concerns.

- Median response: 5
- Response range: 4-5

How well as MICU implemented the strategic plan and process?

- Median response: 5
- Response range: 4-5

MICU's performance on maintaining high-value member services and gaining participation in member services

- Median response: 5
- Response range: 4-5

How well has MICU implemented additional member service programs that will provide value to members and create non-dues revenue for the association?

- Median response: 5
- Response range: 3-5
- Not observed: 1

MICU's work to strengthen role-alike working groups of MICU members to share best practices and consider opportunities for collaboration while looking to add additional role-alike groups

- Median response: 5
- Response range: 3-5
- Not observed: 2

#### Comments on MICU's Member Services

- On Monitoring Draft Legislation "Outstanding"
- On Maintaining member services "Excellent"
- "I would rather MICU not spend time chasing vendor deals for us - MCA does too much if that instead of providing the core services we need and are paying for"

#### Overall Comments

- "I am so grateful for Robert's leadership and excellent work to represent higher education in MI. Thank you!"
- "This was a very challenging year due to the Governor's unexpected veto of the tuition grant. However, it demonstrated that we can be very successful when we involve as many of our institutions as possible in advocacy efforts. Because Robert has such a limited staff, our involvement will be extremely important in the future -- especially with the unexpected enrollment and financial impact of Covid-19."
- "Tough year, but I am glad to have MICU working as a key partner for us."
- "Between the tuition grant situation and the coronavirus, Robert has had a challenging year and he and his team have done an exceptional job."
- "We are thankful for Robert and his staff for all their efforts around the clock to inform MICU membership of issues and opportunities. They represent our sector well while looking out for small private institutions."
- "I remain grateful for the exceptional leadership provided by Robert."
- "Robert was a great hire and he continues as a great leader"