

## 2017-18 MICU Goals - Annotated

This document outlines the 2017-2018 goals for Michigan Independent Colleges & Universities (MICU) and provides details on MICU's activities throughout the fiscal year aligned with those goals. These goals are based on the MICU five-year strategic plan and annual goals carried over each year.

### A. Maintain and Increase State Funding for Student Financial Aid

*Sustain and expand state financial aid funding for students at Michigan's private, independent, nonprofit higher education institutions, and advocate for additional increases in student financial aid generally. This includes the Michigan Tuition Grant, as well as other financial aid programs that make higher education more accessible for students.*

1. Actively advocate on behalf of a stronger Michigan Tuition Grant program.
  - a. Goal: Increase funding for the Michigan Tuition Grant by at least the same percentage as appropriations increases for Michigan's public universities.

Update: The Governor's budget recommendation increased the individual Tuition Grant to \$2,100 from \$2,000 (a 5% increase) but cut \$6m in overall funding. The funding cut was a result of lapsed dollars in the Tuition Grant Program that, in turn, was caused by Treasury's refusal to properly forecast the number of students who receive the Grant. Both the House and Senate restored the funding for the Grant to \$38m and increased the individual Grants to \$2,300 in the House and \$2,400 in the Senate (an increase of 15% and/or 20% respectively). The grant amounts are now supported by proper forecasting and will eliminate the possibility of excess lapse. We believe that the full \$38m funding will remain intact and the individual Grant will be \$2,400.

We also removed the proposed 10-year time limit for eligibility for the Grant from boilerplate and increased the institutional cap to \$4.2m from \$3.5m.

Caveat: Neither the House nor the Senate has released its respective budgets at the time on this writing. We believe this information to be accurate but much can happen on the way to the finish line.

2. Use data to inform and strengthen advocacy efforts
  - a. Goal: Engage with policymakers on multiple levels including social media, direct outreach, and regular informational briefings. This includes:
    - i. Continuing the Independent indicators bi-weekly email
    - ii. Engagement on LinkedIn and Twitter

Update: Independent Indicators continue to be issued bi-weekly and are widely read and referenced by policy makers. We have an average open rate for the communication of 50% for both legislators and their staff. Data and research has

become a regular part of our legislative meetings and has contributed to our continued advocacy efforts.

## B. Strengthen the Profile of Private, Independent, Nonprofit Higher Education

*Increase positive awareness and opportunities for direct engagement among policymakers and opinion leaders regarding the value and impact of MICU member colleges and universities.*

1. Actively engage board members in representing MICU concerns in Lansing and Washington, D.C.
  - a. Goal: Better coordinate legislative meetings for members on campus, in Lansing, and in Washington, D.C.

Update: During the NAICU conference in February we coordinated several meetings with the Michigan congressional delegation for a group of several presidents in attendance. We created materials including talking points with data references for everyone to use during the meetings. We met with Congressmen Walberg, Moolenaar, and Kildee, Senator Peters, and the staff of Congressman Bishop and Congresswoman Dingell. Additionally, MICU hosted two “Congressional Roundtables” in Lansing with Congressman Walberg and Bishop. We also now are members in the Michigan Business Roundtable and participate in monthly meetings in D.C. with our congressional delegation. In Lansing, we continue to coordinate meetings between the appropriations committee members and House and Senate Leadership for MICU and our member institutions.

3. Implement the inaugural “Independent Colleges Advocacy Day” to include MICU presidents, students, and board members from member colleges and universities during Fall 2017.
  - a. Goal: Participation by 20 of the 25 member institutions.

Update: Fall 2017 marked our first official Independent Colleges Advocacy Day. We had participation by 19 of our 25 member institutions with a total of 165 individuals in attendance. During the day attendees met with legislators, watched as the legislature proclaimed the week as “Independent Colleges Week” in Michigan, and had table displays in the Capitol profiling their institutions. The day culminated in a legislative reception. MICU provided advocacy training and materials for participants.

We will host this event again in 2018 and we will include some changes including more comprehensive training, specific schedules for student activities and engagement, scheduling the reception to encourage more legislators to attend, and better coordination of table displays to ensure greater access for all institutions present.

4. Increase participation in the Michigan Education Partners PAC and develop stronger relationships with Michigan legislators.

- a. Goal: Increase participation to 60% of members on our way to 100% participation within three years.

Update: We have maintained participation in the PAC but have struggled to increase participation from the membership. A number of members have pointed to policies at their intuitions that prohibit political contributions and others simply have not shown any interest. The impact the PAC is having is tremendous even at the lower dollar amount of contributions and we could have an even bigger impact by increasing participation.

5. Grow Strategic Alliances

- a. Goals: Enhance alliances with statewide stakeholders such as the Michigan Association of State Universities and the Michigan Community Colleges Association as well as regional chambers of commerce and statewide businesses like AT&T Michigan and Blue Cross and Blue Shield of Michigan. Continue to explore partnership with the Kalamazoo Promise and other Promise districts –to expand eligibility to include all MICU institutions.

Update: MICU has developed a collaborative group with the Michigan Association of State Universities (MASU) and Michigan Community Colleges Association (MCCA). The goal of this group is work together for and against legislation that attempts to regulate higher education or proposes policies at the state level that impact institutional autonomy. We continue to seek additional alliances that will enhance our advocacy both inside of government (i.e., Treasury, MEDC, TED) and outside.

6. Use quantitative and qualitative data to identify the unique contributions of MICU members compared with their competitors.

- a. Goal: Release and/or update the following publications
- i. Fact book
  - ii. Students at-a-glance for MICU as a whole and individual institutions
  - iii. Veterans brief/report
  - iv. Collaboration report
  - v. Financial Aid metrics at-a-glance

Update: During the 2017-2018 year MICU continued its bi-weekly infographic work with Independent Indicators. These infographics are hosted on the MICU website and are available for use by MICU members. MICU updated the students at-a-glance documents for each member, for the entire sector, and for each congressional district. In addition, a new students at-a-glance document was created focusing on federal financial aid for use in D.C. The collaboration report and veterans report continue to be widely used, shared, and referenced. MICU will be releasing a 2017 year-in-review report tying together all of the Independent Indicators from the year.

Also, MICU has worked with several members on customized data pieces for advocacy purposes as needs arise.

7. Develop an independent colleges caucus within the Michigan legislature

Update: During 2017-2018 MICU named the four co-chairs of the Independent Colleges Caucus. Plans for 2018-2019 are to engage legislators who have graduated from member institutions, represent member institutions, or have children attending member institutions.

8. Plan and implement a gubernatorial independent higher education summit

Update: Coinciding with Advocacy Day 2017, MICU organized a gubernatorial summit for MICU member presidents to have an intimate conversation with Governor Rick Snyder and his policy staff. Presidents and representatives from 19 MICU member institutions attended the summit to discuss higher education topics relevant to the governor's plans. A follow-up meeting occurred in November 2017 with several presidents from the MICU executive committee, the governor's policy staff, the CEO of the Michigan Economic Development Corporation, and Michigan's Talent and Economic Development agency. Follow up continues with individual institutions as well.

### C. Provide High-Value Member Services

*Provide high-value member benefits and other services to MICU institutions, which will also fund MICU's expanded advocacy and operations.*

1. Monitor draft legislation that will have an effect on MICU members and advocate on behalf of MICU members' concerns.
  - a. Goal: Keep members informed of policy and legislation that affects their operations and students.

Update: During the 2017-2018 fiscal year MICU worked in support of and against several pieces of legislation at both the state and federal levels. These include:

- **Federal tax policy changes in November/December 2017:** MICU worked with our congressional delegation advocating against proposed tax policy changes that would adversely affect higher education institutions and our students. MICU contributed to the national advocacy conversation which was successful in preventing significant damage to institutions with changes in tax policy.
- **State required student financial aid letter:** MICU has worked advocating against a state requirement that higher education institutions provide students an annual letter with information about their federal loans. This program is a state regulation of a federal program and an unfunded mandate. As of the beginning of April, this bill has not moved forward.

- **UI data sharing:** MICU was successful in advocating for inclusion in legislation that gives higher education institutions access to Unemployment Insurance data for research.
- **Teacher prep:** Recently, legislation was introduced to “revamp” teacher prep programs. The multi-bill package was, in many ways, anti-teacher prep, overly burdensome, financially punitive and devoid of any actual data driven recommendations. The bills did, however, make it out of the House Education Reform Committee but we are working with our own Michigan Independent Educator Preparation Institution Association, as well as our public counterparts to kill the legislation on the floor.
- **Sexual Assault Legislation:** The legislation, largely aimed at MSU in the wake of the Nassar scandal, has limited impact on our institutions but will require additional reporting requirements and potentially additional liability depending on if the retroactive statute of limitations is included in the final version. MICU is not taking any public stance on the bills but is monitoring its journey through the legislature so we can advise the membership on any required changes to practice and procedure as a result of the final package.

2. Implement the five-year strategic planning process.

- a. Goal: Set direction of MICU with measureable metrics, determine appropriate level of and types of services, along with appropriate staffing and funding for the organization.

Update: During the 2016-2017 Annual Meeting MICU’s Board of Directors approved the five-year strategic plan. For 2017-2018, MICU’s goals aligned with those in the plan and we worked with consultants and member institution representatives to develop evaluation metrics for the plan. The metrics were presented to the executive committee for approval and MICU is moving forward with the evaluation process starting in Summer 2018 using the approved framework.

3. Grow membership and affiliate membership in MICU.

- a. Goal: Add two additional members and one affiliate member.

Update: MICU welcomed Rochester College back into membership during the 2017-2018 year. They have been engaged in the work alike groups and member service programs.

4. Maintain current member services and gain member participation in each service.

- Goal: Add three additional members into current services.

Update: MICU maintained its member service programs and increased member participation during 2017-2018. Updates include:

- Albion, Kalamazoo, and Madonna joined Microsoft ScholarBuys program
- Finlandia joined the Long-term disability and life insurance program

- Alma, Madonna, Walsh, Aquinas, and College for Creative Studies are all in conversations with Marsh on the property casualty insurance
5. Implement additional member service programs that will provide benefits to members while growing non-dues revenue for MICU operations.
    - a. Goal: Investigate feasibility of a multiple employer pension plan, purchasing card, and purchasing portal.

Update: MICU is moving the Multiple Employer 403(b) program forward and, as of the first week of April, has worked with partners to develop a pricing model and is collecting data from interested members to finalize that model. Eighteen MICU members signed agreements to be part of the first phase pricing model.

MICU's relationship with ScholarBuys expanded to include Adobe contracts as well as a 1% rebate going to MICU for its work on the program. The Adobe agreement was launched in Fall 2017 with seven MICU members and three additional members are likely to join the program in the coming months.

MICU hired a member services director, Shannon Price, in March 2018. Her primary responsibilities will be to expand participation in member services programs and bring non-dues revenue into MICU.

6. 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.
  - a. Goal: Add working groups for Institutional Research professionals and Chief Financial Officers.

Update: MICU kicked-off the Institutional Research and Effectiveness Work Group in August of 2017. This group met twice in 2017 and will meet twice more before the end of the fiscal year. In April 2018 the group met to broaden training to include IT, registrars, and others at member institutions that will be responsible for submitting student-level data to the State of Michigan.

MICU also now convenes communications, marketing, and PR professionals for a work group. This group will meet four times per year, similar to the institutional research work group.