

Michigan Independent Colleges & Universities Strategic Plan Evaluation - Goals

2018-2019 Update

<u>Goals</u>	<u>Strategies</u>	<u>Updated Status</u>	<u>Previous Status</u>
1. Create Powerful Branding that Resonates with Key Audiences	1.1. Acquire unique data from all MICU member institutions	●	●
	1.2. Use quantitative and qualitative data to identify the unique contributions of MICU members compared with their competitors	●	●
	1.3. Use data understanding to inform and strengthen advocacy efforts	●	●
2. Broaden Advocacy Efforts	2.1. Represent MICU member institutions in state policy and budget discussions	●	●
	2.2. Create a platform to increase direct participation in advocacy by MICU presidents and their institutions	●	●
	2.3. Collaborate with several multiclient lobbying firms	●	●
	2.4. Develop and actively promote good-government solutions to state revenue policy	●	●
	2.5. Host policy forums aimed at legislators, their staff, and the administration regarding issues of importance to MICU members	●	●
	2.6. Establish and manage Michigan Independent College Caucus	●	●
3. Expand Member Service and Program Offerings	3.1. Enable collaboration through back-office functions, e.g., payroll, HR, accounting, IT (includes Multiple Employer Pension Plan currently in development)	●	●
	3.2. Conduct workshops and providing other guidance on compliance with state and federal regulations	●	●
4. Increase Collaboration with Other Organizations	4.1. Develop and maintain ongoing, mutually beneficial relationships with other relevant organizations.	●	●

Michigan Independent Colleges & Universities Evaluation - Projects & Programs

Projects and programs

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, reports and emails	●	●
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	●	●

Key: Green = goal reached, Yellow = in process, Red = not started or poor progress