

2018-19 MICU Goals - PROPOSED

This document outlines the proposed 2018-2019 goals for Michigan Independent Colleges & Universities (MICU). These goals are based on the MICU five-year strategic plan and annual goals carried over each year.

A. Strategic Plan Goal 1: 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. (*Strategy 2*)
 - a. Goal: Increase funding for the Michigan Tuition Grant by at least the same percentage as appropriations increases for Michigan's public universities.
 - b. *Success Metric: Increase in appropriations and/or grant funding amount.*

2. Use data to inform and strengthen advocacy efforts. (*Strategy 1*)
 - 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. Add bi-weekly profile of institutions: one institution profile per bi-week
 - b. *Success Metrics: Maintain strong open and share rates of all communications including legislative emails, one-pagers, reports, and other data.*

B. Strategic Plan Goal 2: 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. (*Strategy 2*)
 - a. Goal: Better coordinate legislative meetings for members on campus, in Lansing, and in Washington, D.C.
Goal: Help to enhance relationships between MICU member presidents, the legislature, and congress
 - b. *Success Metrics: Increased participation by member presidents in legislative and congressional meetings; increased contact with legislature and congress*

3. Improve and strengthen participation and activities for "Independent Colleges Advocacy Day" to include MICU presidents, students, and board members from member colleges and universities during Fall 2018. (*Strategies 2 and 4*)

- a. Goal: Participation by 20 of the 25 member institutions and extend participation to include institution mascots as a better draw for legislators.
 - b. *Success Metric: Increased participation by member institutions and legislature*
4. Grow Strategic Alliances (*Strategy 4*)
 - a. Goals: Enhance alliances with statewide stakeholders such as the Michigan Association of State Universities and the Michigan Community Colleges Association Michigan College Access Network as well as state agencies including the Michigan Department of Treasury, the Center for Education Performance & Information, and Talent and Economic Development.
 - b. Goal: Collaborate with Michigan Association of State Universities and Michigan Community Colleges Association to co-lead and facilitate transfer credit mapping and programming in Michigan.
 - c. *Success Metrics: Enhanced partnerships with other organizations through strategic programs, projects, and events*
5. Use quantitative and qualitative data to identify the unique contributions of MICU members compared with their competitors. (*Strategy 1*)
 - a. Goal: Release and/or update the following publications
 - i. Capital Expenditures Report
 - ii. Students at-a-glance for MICU as a whole and individual institutions
 - iii. Veterans brief/report
 - iv. Collaboration report
 - v. Year-in-Review Report
 - vi. Financial Aid metrics at-a-glance
 - b. *Success Metrics: Successful report releases with strong press response and legislative response*
6. Develop and grow the independent colleges caucus within the Michigan legislature (*Strategy 2*)
 - a. *Success Metrics: Host first meeting of the caucus and define set of values for caucus to maintain.*
7. Plan and implement a “Higher Education BootCamp” for new Michigan legislators in January/February 2019 (*Strategy 2*)
 - a. *Success Metrics: Co-host event with other higher education associations for new legislators.*

C. Strategic Plan Goal 3: 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. *(Strategies 2 and 4)*
 - b. Goal: Keep members informed of policy and legislation that affects their operations and students.
 - c. Goal: Add macro-level legislative update for MICU member presidents
 - d. *Success Metrics: Continue to have positive outcomes for legislation that affects MICU members*

2. Continue the implementation of the five-year strategic plan *(Strategies 1-4)*
 - a. Goal: Monitor progress with measureable metrics, determine appropriate level of and types of services, along with appropriate staffing and funding for the organization.
 - b. *Success Metrics: Operate MICU in alignment with strategic plan and utilize review metrics as defined in the plan for evaluation*

3. Maintain current member services and gain member participation in each service. *(Strategy 3)*
 - Goal: Add additional members into current services.
 - Goal: Explore state licensure for self-insured property/casualty program.
 - a. *Success Metrics: Increase member participation in and satisfaction with member service programs.*

4. Implement additional member service programs that will provide benefits to members while growing non-dues revenue for MICU operations. *(Strategy 3)*
 - a. Goal: Launch multiple employer pension plan, purchasing card, and purchasing portal.
 - b. *Success Metrics: Successful launch of new programs with strong member participation.*

5. 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. *(Strategy 3)*
 - a. Goal: Continue existing working groups and add group for Chief Financial Officers.
 - b. *Success Metrics: Successful launch of new work groups and continued strong participation and satisfaction with existing groups.*