



2015 Strategic Plan

Board of Directors

- Objective 1: File MACRAO's Articles of Incorporation with the State of Michigan
- Objective 2: Draft and approve MACRAO Members Personal Code of Conduct
- Objective 3: Collaborate with MACRAO's attorney in switching the association's tax exempt status from a 501(c)6 to a 501(c)3
- Objective 4: Establish an association budget and strategic plan for the 2014-15
- Objective 5: Transition the association to electronic accounting and budget reporting
- Objective 6: Review/revise existing handbooks and policies to ensure continued relevance; establish new policies and procedures as necessary
- Objective 7: Collaborate with committee chairs and co-chairs to ensure the association fulfills its mission and vision
- Objective 8: Ensure the association is sustainable in terms of finances and leadership

Audit

- Objective 1: Annually review the association's financial reports to ensure there are no improprieties
- Objective 2: Publish a written report of audit findings for the membership prior to the annual meeting

College Articulation

- Objective 1: Update the materials necessary to inform colleagues about the MTA
- Objective 2: Organize training / informational sessions regarding the MTA for new admissions representatives, academic advisors, and counselors within the state
- Objective 3: Organize training / informational sessions regarding MTA for the University of Michigan and Michigan State University advising corps
- Objective 4: MACRAO Annual Conference session submissions

College Day / Night

- Objective 1: Obtain and compile 2014 CDN surveys
- Objective 2: Start planning for 2016 date and organization (regional dates)
- Objective 3: MACRAO Annual Conference session submissions

Conference Planning

Objective 1: Plan, promote, and host a successful annual conference

Data & Technology Applications / MTN

Objective 1: Active involvement with identified state meetings such as MCCA, MCAN, PCSUM with the purpose to identify, implement, and maintain the MTN replacement

Objective 2: Review MTN responsibility as charged; improve six months, one year

Objective 3: Present the update and future for MTN at conference in November 2015

Objective 4: MACRAO Annual Conference session submissions

Enrollment Management

Objective 1: Increase committee awareness through communication

Objective 2: Review/revise the Michigan Uniform Undergraduate Guest Application

Objective 3: MACRAO Annual Conference session submissions

Equity in Education

Objective 1: Host Equity in Education Workshop

Objective 2: MACRAO Annual Conference session submissions

Objective 3: Increase committee membership

Legislative Issues

Objective 1: Host a legislative advocacy event in Lansing (April 2015)

Objective 2: MACRAO Annual Conference session submissions

Objective 3: Regular newsletter updates, including current legislative issues

Objective 4: Establish relationship with AACRAO's federal / external relations committee

Objective 5: Enhance and build Legislative Issues Committee web presence

Nominations

Objective 1: Recruit qualified members to serve on MACRAO leadership

Professional Development

Objective 1: Gain more active committee members

Objective 2: Host Professional Development Workshop

Objective 3: Generate a larger amount of applicants for the annual conference's travel grant

Objective 4: MACRAO Annual Conference session submissions

Registrar Practices

Objective 1: Host Spring Drive-In 2015

Objective 2: Review/revise official transcript definition

Objective 3: Review/revise FERPA brochure

Objective 4: Recruit additional, active members on the committee, including the next co-chair

Objective 5: MACRAO Annual Conference session submissions

Secondary School Relations

Objective 1: Host New Professionals Workshop

Objective 2: Serve as a resource to new professionals throughout their first travel season

Objective 3: Provide networking opportunities

Objective 4: MACRAO Annual Conference session submissions

