



2017 Strategic Plan

Board of Directors

- Objective 1: Ensure the Board of Directors is fulfilling the mission of the Association.
- Objective 2: Safeguard the sustainability of the Annual Conference with appointments of future Conference Planning Committee Chair for 2018.
- Objective 3: Finalize with MACRAO's attorney the association's non-profit status as well as federal and state tax exemptions.
- Objective 4: Establish an association budget and strategic plan for 2016-17.
- Objective 5: Review/revise existing handbooks and policies to ensure continued relevance; establish new policies and procedures as necessary.
- Objective 6: Collaborate with committee chairs and co-chairs to ensure the association fulfills its mission and vision.
- Objective 7: 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: Review MACRAO website to insure that the most up-to-date information is posted and that embedded links continue to work. Revise information as deemed necessary.
- Objective 2: Continue to offer training and information on the MTA and other transfer issues.
- Objective 3: Plan and host the Summer Summit.
- Objective 4: Sponsor the Innovation in Transfer Award.
- Objective 5: Act as a moderator for MTA and other transfer issues.
- Objective 6: Develop and submit at least 10 annual conference session proposals.
- Objective 7: Act as a liaison for information stemming from the State Transfer Steering Committee.
- Objective 8: Recruit additional committee members.

College Day / Night

- Objective 1: Implementation of electronic fair evaluation for MACRAO fair attendees.
- Objective 2: Improve effectiveness of scanners at fairs in second year of implementation.
- Objective 3: Increase the strength of our relationships with DASUM, MACAC, and MCAN to

promote collaboration to better serve secondary and post-secondary interests in the college day/night calendar.

Objective 4: Develop and submit annual conference session proposals.

Objective 5: Recruit additional committee members.

Conference Planning

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

Objective 2: Recruit additional committee members.

Enrollment Management

Objective 1: Provide professional development opportunities for members to learn. Enrollment Management skills within AACRAO's core competencies in EM. (tech use, SEM, Assessment, etc.)

Objective 2: Create repository of EM best practices, SIS's, and other tech use, and other EM resources and skill sets.

Objective 3: Continue to review data and anecdotal evidence in order to provide a MUGA to State of Michigan Colleges and Universities.

Objective 4: Develop and submit annual conference session proposals.

Objective 5: Recruit additional committee members.

Equity in Education

Objective 1: Identify equity in higher education-related topics and points of interest about which to increase awareness and discussion.

Objective 2: Increase awareness of Equity in Education committee and mission.

Objective 3: Increase attendance at Equity in Education workshop.

Objective 4: Develop and submit annual conference session proposals.

Objective 5: Recruit additional committee members.

Legislative Issues

Objective 1: Recruit new members for committee.

Objective 2: Utilize social media to update membership on legislative issues and events.

Objective 3: Capital Visit

Objective 4: Develop and submit annual conference session proposals.

Nominations

Objective 1: Recruit qualified members to serve on MACRAO leadership.

Professional Development

Objective 1: Under review to determine feasibility and direction of committee.

Objective 2: Re-assign travel grant and Outstanding Professional Team award to another committee.

Registrar Practices

Objective 1: Host Spring Drive-In 2017.

Objective 2: Review/revise FERPA brochure.

Objective 3: Recruit additional, active members on the committee, including the next co-chair.

Objective 4: MACRAO Annual Conference session submissions.

Secondary School Relations

Objective 1: Incorporate human trafficking topic into a workshop.

Objective 2: Hold a New Professionals Workshop and increase networking opportunities in all territories.

Objective 3: MACRAO Annual Conference session submissions.

Objective 4: Recruit additional committee members.