

Michigan Campus Compact – 2009 to 2014 Strategic Plan

Vision Priority: MCC is a learning organization that continually seeks to improve member’s abilities and impact in educating students for their civic life.

Goal: Develop a sustainable funding plan

| # | Actions | Who could be involved (can be more than 1 person) | Champion (One name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|--|---|---------------------|---|---------------|---|--|
| 1 | Develop exhibitors plan for the Institute. | Amy | Mary | Develop letter Develop exhibitor packets | 2009 | # of exhibitors recruited Exhibitor satisfaction and interest in returning | Exhibitor Roster (Mary) Exhibitor survey post-event (Amanda with assistance from Mary) |
| 3 | Review dues structure. | Amy Shelley | Board | National and state dues information | 2009 | Member commitment to dues structure Member retention in 2009 | Discussion of revision reflected in Board meeting minutes (Shelley) Membership report to the Board (Amy with assistance from Shelley) |

Goal: Develop professional development and expertise among staff to meet goals.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (one name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|---|---|---------------------|---|---------------|---|---|
| 1 | Host six brown bag lunches and/or potlucks for the larger organization for the year, with a resource or article discussion. | All MCC Staff | Shelley | | 2009 | # of discussions held # of participants | Attendance record (Shelley) |
| 2 | Place more emphasis on goals, indicators of success, and outcomes for events. | Amanda; lead staff on each event | All MCC Staff | | 2009 | # program plans/logic models written for events Increase in desired event outcomes | Presentation of program plans/logic models to staff reflected in Staff meeting minutes (Shelley) Participant surveys post-event (Amanda with assistance from lead staff on each event) |
| 3 | Increase staff time for self learning, creativity and innovation through: training, cross training, learning, reading, collegiality, getting on campuses, share | All MCC Staff | Amy | Create and value time for every staff everyone staff member to have 1.5 hours a | 2009 | Staff # of hours spent in professional development | Staff timesheets (finance team) |

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| | learning from conferences, self learning, and time with speakers. | | | week that is part of your job to spend self learning or cross learning. | | Shared learning | Staff sharing reflected in Staff meeting minutes (Shelley) |
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Goal: Evaluate MCC programs & processes to determine value/effectiveness/efficiency.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (one name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|--|---|---------------------|-------------------------|---------------|---|---|
| 1 | Develop goals and outcomes for each event or program and track for analysis. | All MCC Staff Amanda | Project Managers | | Ongoing | # program plans/logic models written for events Increase in desired event outcomes | Presentation of program plans/logic models to staff reflected in Staff meeting minutes (Shelley) Participant surveys post-event (Amanda with assistance from lead staff on each event) |
| 2 | Track attendance and “in event” attendance for cost savings. | All MCC Staff Allison S. | Mary | Tracking system (Cvent) | Ongoing | Event participation by payment types # of attendants present for meals, workshops, etc. as compared to costs | Cvent reports (Allison S.) Participation logs (Mary) Event financial information on income and expenses (finance team) Staff timesheets (finance team) Analysis (Amanda) |
| 3 | Review goals and anticipated outcomes with all staff to strengthen outcomes and reinforce purpose. | All MCC Staff | Amy | | Ongoing | # program plans/logic models written for events | Presentation of program plans/logic models to staff reflected in Staff meeting minutes (Shelley) |

Goal: MCC builds on the concept of service to build global understanding.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (one name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
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Vision Priority: MCC serves as the principal support organization championing service, service-learning and civic engagement in higher education.

Goal: Increase and retain membership.

| # | Actions | Who could be | Champion | Resources | When | What will we measure? | How will we measure? |
|---|---------|--------------|----------|-----------|------|-----------------------|----------------------|
| | | | | | | | |

| | | involved (can be more than 1 person) | (One name) | | complete | | (Who?) |
|---|--|---|-------------------|---|-------------------------------|---|---|
| 1 | Set up protocol for President turn over. | Shelley Board | Amy | Membership packet contacts list provided by data base manager as to who is doing work on campus | 2009 | Completion of written protocol | Presentation to Board reflected in Board meeting minutes (Shelley) |
| 2 | Maintain membership through site visits to member campuses including meetings with presidents. | All MCC staff | Amy | Program pieces that campus could be involved with opportunities | Every 2 years for each campus | # of site visits | Staff monthly reports |
| 3 | Recruit board members (based on connection with campus) to attend site visits with Amy -Campuses targeted for membership -Campuses at risk | Amy and Board Staff to help determine which campuses Shelley to schedule each visit | Amy | Staff arm Amy with opportunities for each campus Benefits summary Membership packet | Each year | # of board members on site visits # of site visits # of new MCC members | Staff monthly reports Staff monthly reports Membership report to the Board (Amy with assistance from Shelley) |

Goal: Support professional development at all constituency levels.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (one name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|---|--|----------------------------|--|----------------------|---|--|
| 1 | Focus CSD meetings around professional development and peer to peer learning. | Ryan, all MCC, MNA, CSD's/SLDS | Ryan | Partner organizations Expertise in networks (MSOs) | 2009 | New structure in place | CSD meeting agendas (Ryan) |
| 4 | Explore options and redefine student constituency. | Amy, Dorothy, Ryan and Michelle | Amy | Other Student organization and compact models Funding | 2009 | Written plan for student constituency | Presentation of plan to staff reflected in Staff meeting minutes (Shelley) |
| 5 | Work to identify best practices that can be presented as student development at Camp. Pay more attention to Camp content. | Committee and all MCC | Laura/VISTA | Other campus compacts and previous camps | Annually | Participant feedback | Participant survey post-event (Amanda with assistance from VISTA) |
| 7 | Encourage faculty to reach out to their peers using the various strategies explored at the Two Fold. | Existing faculty leaders Ryan and Amy | Ryan | Various strategies presented at Two fold, various publications by national faculty | Ongoing | # of new faculty attending faculty meetings and Institute | Database/Cvent (Ashley with assistance from Allison S.) |

Goal: Promote MCC as the “principle support organization”

| # | Actions | Who could be | Champion (one | Resources | When | What will we measure? | How will we measure? (Who?) |
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| | | involved (can be more than 1 person) | name) | | complete | | |
|---|--|---|--------------|---|-----------------|--|--|
| 1 | Strategically send publications to education organizations in the state, government organizations, potential funders, and non-members. | Marketing team MCC Staff | Allison | Magazine, annual reports (sort at different times) Special letters to accompany each mailing | Annually | # of mailings, # of organizations in receipt | Mailing lists (Noelle) |
| 2 | Develop slogan and locate potential branding opportunities. | Marketing team All MCC staff | Allison | National CC Research | 2009 | Slogan completion and incorporation into marketing materials | Presentation to Board reflected in Board meeting minutes (Shelley) |
| 3 | Include MCC information in annual MNA mailings/publications (highlight what's relevant at that time). | Marketing, Membership All MCC staff | Allison | MNA links Staff articles, etc. | Annually | # of relevant articles published in MNA materials related to MCC | Staff monthly reports |

Goal: Encourage deepening reflection of students' connection of service.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (one name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
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Goal: Build and strengthen campus leadership for the movement.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (one name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|--|--|----------------------------|---|----------------------|---|--|
| 1 | Honor Presidents for work on the "Engaged Campus." | Marketing Team | Amy | Campuses constituents marketing's ideas | 2009-2012 | # of Presidents honored # of Presidents attending annual meeting | Database/Cvent (Ashley with assistance from Allison S.) |
| 2 | Involve campus leadership in MCC committee leadership. | | Amy | | | # of constituents on MCC committees | Database/Cvent (Ashley with assistance from Allison S.) |
| 4 | Meet with campus leadership on site visits. | Ryan | Amy | | Ongoing | # of site visits | Staff monthly reports |
| 5 | Offer targeted trainings and resources on Criterion 5 and Carnegie classification. | Amy | Ryan | | 2009 | # of trainings offered # of participants # of resources distributed/posts | Database/Cvent (Ashley with assistance from Allison S.) Record of posts (Ryan) |
| 7 | Recognize faculty and staff through awards. | Amy | Shelley | | Ongoing | # of campuses recognizing faculty and staff # of press mentions promoting faculty and staff honorees | Database/Cvent (Shelley with assistance from Allison S.) Monthly marketing reports (Allison T.) |

Vision Priority: MCC promotes strategic collaboration.

Goal: Utilize the knowledge of our members

| # | Actions | Who could be involved (can be more than 1 person) | Champion (One name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|--|--|---------------------|--|---------------|-----------------------------------|--|
| 1 | Encourage writing and publications among faculty, staff, and students with best practices we can web publish, and share with the CC network. | Marketing Team All MCC staff Campus networks | Amy/Ryan | CC networks national examples Writing and Research grants | Ongoing | # of published pieces | Monthly marketing reports (Allison T.) |
| 3 | Ask constituents about needs and opinions on current and/or potential programming. | All MCC staff CSDs Amanda | Ryan | CSDS/SLDS Faculty other CC's who have done similar | Ongoing | Constituent feedback | CC annual survey (Amanda) Discussion reflected in Staff meeting minutes (Shelley) |
| 4 | Offer to present nationally with campus faculty, staff and/or students. | Relevant MCC staff and constituents | All MCC Staff | CSDS/SLDS Faculty other CC's who have done similar | 1 per year | # of joint national presentations | Recognition of presentations reflected in the Board meeting minutes (Shelley) |

Goal: Build and support continued alumni involvement in civic learning.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (One name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|---------|---|---------------------|-----------|---------------|-----------------------|-----------------------------|
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Goal: Set up systems and create tools to aid campuses in data collection and evaluation.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (One name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|--|---|---------------------|-------------------------------|---------------|--|--|
| 1 | Continue to convene Institutional Research staff and civic engagement staff on common data collection. | Amanda, Amy, Ryan, CSDS champion, MCC VISTA | Amanda | IR groups Campus expertise | 2009 - ? | Progress in developing a common data collection system for network | Recognition of progress reflected in Board meeting minutes (Shelley) |

Goal: Connect campuses MCC mission work by region.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (One name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|---------|---|---------------------|-----------|---------------|-----------------------|-----------------------------|
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| | | 1 person) | | | | | |
| 1 | Convene regional groups and support. | | Various Staff | Time, travel budget | Ongoing | # of regional gatherings | Staff monthly reports |

Goal: Identify potential partners for MCC and the value of those partnerships.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (One name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|---|---|---------------------|-----------------|---------------|---|--|
| 1 | Identify board connections. | Kyle Board members | Amy | Time – lined In | On-going | # of partnerships developed with board members | Monthly staff reports |
| 2 | Continuously evaluate the mutual benefit of partnerships. | Ryan Michelle PM VISTA | Amy | Time | On-going | Partnership benefits | Strategic review with Board and staff (Amy and Kyle) |
| 3 | Participate in statewide collaborations. | All MCC staff | Amy | Time | On-going | # of statewide partnerships | Monthly staff reports |
| 5 | Collaborate with other state Campus Compacts. | Ryan Michelle PM VISTA | Amy | | 2009 | # of collaborative initiatives with other campus compacts | Monthly staff reports |
| 6 | Seek to meet VCM and MNA overall strategic goals. | All staff | Amy | | 2009 | Progress in meeting goals | Recognition of progress reflected in Board meeting minutes (Shelley) |

Goal: Connect campuses overlapping academic interests and community issues.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (One name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|--|---|---------------------|---------------------|---------------|-----------------------|--|
| 5 | Utilize listening tour data. Inform staff about campus & community issues. | All MCC Staff | Amy | Listening tour data | 2009 | Shared learning | Sharing reflected in Staff meeting minutes (Shelley) |

Vision Priority: MCC promotes service as a tool for global understanding.

Goal: Educate, support and recognize members to build understanding of the value of service, social justice and global understanding.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (One name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|---------|---|---------------------|-----------|---------------|-----------------------|-----------------------------|
| | | | | | | | |

Vision Priorities: MCC supports quality, reciprocal campus-community partnerships.

Goal: Find pathways for college students to work and serve to increase MI's college access and success.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (One name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|--|---|---------------------|-----------|---------------|---|--|
| 3 | Provide funding for college access and success service programs. | Dave Kyle Board | Amy | | On-going | \$ raised to support college access and success service programs # of grants awarded Impact of grants awarded | Sponsorship report to the Board (Amy with assistance from finance team) Database/Cvent (Ryan with assistance from Allison S.) Grant reporting (Amanda with assistance from Ryan) |
| 7 | Participate in statewide partnerships. | Kyle | Amy/Michelle | | Ongoing | # of partnerships | Monthly staff reports |

Goal: Provide resources to build infrastructure for quality, reciprocal campus community partnerships.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (One name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|---|---|---------------------|---|---------------|---|---|
| 4 | Continue to offer writing and research funds. | Faculty comm. Amanda | Amy | Find funds beyond what we already provide | 2009 | \$ raised to support writing and research | Sponsorship report to the Board (Amy with assistance from finance team) |

Goal: Train campuses and community partners on quality, reciprocal community partnerships.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (One name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|--|---|--------------------------|------------|----------------------------------|---|---|
| | Use technology as a training tool. | NPower MCC VISTA | Ryan | Technology | 2009 Continual Improvement | # of additional people trained using technology tools Participant feedback | Database/Cvent (Ryan with assistance from Allison S.) Participant workshop survey (Amanda with assistance from Ryan) |
| | Utilize the VISTA program for outreach and training on community partnerships. | | VISTA Program Manager | Training | Ongoing | # of trainings provided by VISTAS on community | VISTA quarterly reports |

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|--|-------------------|----------------------------|------|-----------------------------|------------|--|--|
| | | | | | | partnerships | |
| | Review resources. | Constituent and staff team | Ryan | Publications, web, meetings | Start ASAP | Resource review and prioritizing complete Marketing strategy to further share resources | Presentation of best resources reflected in CSD meeting minutes Monthly marketing report (Allison T.) |

Goal: Recognize quality, reciprocal campus – community partners.

| # | Actions | Who could be involved (can be more than 1 person) | Champion (One name) | Resources | When complete | What will we measure? | How will we measure? (Who?) |
|---|--|---|---------------------|------------------------------|---------------|--|--|
| | Host Carter Partnership Award. | Shelley Board MCSC | Amy | MCSC | Ongoing | Award Presentation during Governor's Service Award Ceremony | Ceremony Program |
| | Enhance resourcing the Carter Partnership Award. | Board MNA Board Presidents | Amy | | Ongoing | \$ raised to support the Carter Partnership Award | Sponsorship report to the Board (Amy with assistance from finance team) |
| | Enhance marketing the Carter Award. | Amy | Marketing Team | Publications, web, PR pieces | Ongoing | Marketing strategy to further market the award, finalists, and winner # of award applications # of publications, PR pieces, and media hits | Monthly marketing report (Allison T.) Applicant roster (Shelley) Monthly marketing report (Allison T.) |
| | Effectively use MCC award finalists in various venues. | Marketing Team Shelley Ryan | Amy | The other programs | 2009 | Marketing strategy to further highlight award finalists # of venues through which finalists were recognized | Monthly marketing report (Allison T.) |
| | Recognize the award winner in the Compact Magazine. | Amy | Marketing Team | | 2009 | Publication of article in Compact Magazine | Monthly marketing report (Allison T.) |