



2014-2015 Strategic Plan – Accountability Report

Board of Directors

Objective 1: File MACRAO’s Articles of Incorporation with the State of Michigan

Status of Objective: Accomplished

Status Explanation: The association became officially incorporated on December 16, 2014.

Assessment Tools Leveraged to Assess Effectiveness: Articles of Incorporation

Objective 2: Draft and approve MACRAO Members Personal Code of Conduct

Status of Objective: Accomplished

Status Explanation: The Board of Directors approved a Personal Code of Conduct at its February 20, 2015 meeting.

Assessment Tools Leveraged to Assess Effectiveness: Personal Code of Conduct Policy

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

Status of Objective: In Progress

Status Explanation: The 501(c)3 application has been mailed to the IRS. It may take several months before a decision is reached. If approved, the Board of Directors will file a similar application with the State of Michigan.

Assessment Tools Leveraged to Assess Effectiveness: 501(c) Application and subsequent decision by the IRS and State of Michigan

Objective 4: Establish an association budget and strategic plan for the 2014-15

Status of Objective: Accomplished

Status Explanation: The Board of Directors approved its first strategic plan at its January 16, 2015 meeting. The BOD also approved its first master budget at its February 20, 2015 meeting.

Assessment Tools Leveraged to Assess Effectiveness: 2014-15 Strategic Plan and Budget

Objective 5: Transition the association to electronic accounting and budget reporting

Status of Objective: Accomplished

Status Explanation: The Treasurer began using Quick Books as our official accounting software effective November 1, 2015.

Assessment Tools Leveraged to Assess Effectiveness: Utilization of Quick Books accounting

Objective 6: Review/revise existing handbooks and policies to ensure continued relevance; establish new policies and procedures as necessary

Status of Objective: Ongoing

Status Explanation: The Board of Directors frequently reviews its handbooks and policies to ensure relevance and effectiveness.

Assessment Tools Leveraged to Assess Effectiveness: Revised Policies and Handbooks as published on the MACRAO web site

Objective 7: Collaborate with committee chairs and co-chairs to ensure the association fulfills its mission and vision

Status of Objective: Ongoing

Status Explanation: The Board of Directors stress a high priority of collaborating with its committee chairs and co-chairs to ensure the association fulfills its mission. The President-elect serves as the board's official liaison with the committees. Additionally, committee chairs and co-chairs meet with the board every other month to report on their activities.

Assessment Tools Leveraged to Assess Effectiveness: Board/Chair & Co-Chair Meeting attendance; Committee Annual Report; Committee Events and Survey Feedback

Objective 8: Ensure the association is sustainable in terms of finances and leadership

Status of Objective: Ongoing

Status Explanation: The Board of Directors reviews monthly financial statements. Additionally, it takes its role of stewardship of its resources seriously. To that end, the association contracts with a CPA firm to do a formal financial review each time a Treasurer-elect begins his/her term. Also, the Audit Committee reports annually on the state of the association's finances.

Assessment Tools Leveraged to Assess Effectiveness: Audit Committee Annual Report; Financial Review Report; Treasurer's Reports; Board of Directors Meeting Minutes

Audit

Objective 1: Annually review the association's financial reports to ensure there are no improprieties

Status of Objective: Ongoing

Status Explanation: The committee met to review the Association's financial reports.

Assessment Tools Leveraged to Assess Effectiveness: Committee Annual Report

Objective 2: Publish a written report of audit findings for the membership prior to the annual meeting

Status of Objective: Ongoing

Status Explanation: The committee made recommendations to the Board of Directors as listed in the committee's annual report.

Assessment Tools Leveraged to Assess Effectiveness: Committee Annual Report

College Articulation

Objective 1: Update the materials necessary to inform colleagues about the MTA

Status of Objective: In Progress

Status Explanation: Updates to the MTA information are occurring based on the direction of the MTA 2.0 Ad Hoc Committee.

Assessment Tools Leveraged to Assess Effectiveness: N/A

Objective 2: Organize training / informational sessions regarding the MTA for new admissions representatives, academic advisors, and counselors within the state

Status of Objective: Removed

Status Explanation: After committee discussion, it was decided that individual committee members in their work with partner institutions hold MTA training and information sessions rather than have committee sponsored training.

Assessment Tools Leveraged to Assess Effectiveness: N/A

Objective 3: Organize training / informational sessions regarding MTA for the University of Michigan and Michigan State University advising corps

Status of Objective: Accomplished

Status Explanation: The committee chair and co-chair presented on the MTA at the MCAN Adviser Training at Michigan State University on July 20, 2015. Approximately 30 advisers were in attendance.

Assessment Tools Leveraged to Assess Effectiveness: Survey Feedback

Objective 4: MACRAO Annual Conference session submissions

Status of Objective: Accomplished

Status Explanation: The committee is responsible for submitting sessions for the annual conference.

Assessment Tools Leveraged to Assess Effectiveness: Conference Program/Survey

College Day / Night

Objective 1: Obtain and compile 2014 CDN surveys

Status of Objective: Accomplished

Status Explanation: Surveys for 2014 CDN fairs were obtained and compiled for use in scheduling 2015/16 fair schedule.

Assessment Tools Leveraged to Assess Effectiveness: CDN Survey

Objective 2: Start planning for 2016 date and organization (regional dates)

Status of Objective: Accomplished

Status Explanation: Utilizing data compiled from surveys from previous recruitment seasons, the committee has planned the fair dates and organization of fairs for 2016-17 season.

Assessment Tools Leveraged to Assess Effectiveness: CDN Survey

Objective 3: MACRAO Annual Conference session submissions

Status of Objective: Accomplished

Status Explanation: Submitted roundtable Annual Conference Session and conducted roundtable during conference

Assessment Tools Leveraged to Assess Effectiveness: Conference Program/Survey

Conference Planning

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

Status of Objective: Accomplished

Status Explanation: The committee hosted a successful 2015 Annual Conference with the theme "MACRAO Like U Mean It."

Assessment Tools Leveraged to Assess Effectiveness: Conference Survey

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

Status of Objective: Ongoing

Status Explanation: The committee has been meeting to discuss the potential retirement of the MTN in favor of a more enhanced replacement solution.

*Assessment Tools Leveraged to Assess Effectiveness: MTN Replacement Solution
Committee Meeting Schedule*

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

Status of Objective: Ongoing

Status Explanation: The committee continues to discuss the effectiveness of the MTN.

*Assessment Tools Leveraged to Assess Effectiveness: MTN Replacement Solution
Committee Meeting Schedule*

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

Status of Objective: Delayed

Status Explanation: The committee has delayed this until more information on the feasibility of a replacement solution is available.

Assessment Tools Leveraged to Assess Effectiveness: N/A

Objective 4: MACRAO Annual Conference session submissions

Status of Objective: Accomplished

Status Explanation: The committee is responsible for submitting sessions for the annual conference.

*Assessment Tools Leveraged to Assess Effectiveness: Conference Program/
Survey*

Enrollment Management

Objective 1: Increase committee awareness through communication

Status of Objective: Ongoing

Status Explanation: Newsletter articles and listserv emails were published to increase awareness of the committee and its work.

*Assessment Tools Leveraged to Assess Effectiveness: Newsletter Articles/Listsers
Emails*

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

Status of Objective: Accomplished/Ongoing

Status Explanation: Data was collected to understand how institutions view and use this application. Feedback was also solicited to assess its effectiveness.

Assessment Tools Leveraged to Assess Effectiveness: Guest Application Survey

Objective 3: MACRAO Annual Conference session submissions

Status of Objective: Accomplished

Status Explanation: The committee submitted potential sessions for the annual conference. The committee continues to produce more ideas on conference sessions.

Assessment Tools Leveraged to Assess Effectiveness: Conference Program/Survey

Equity in Education

Objective 1: Host Equity in Education Workshop

Status of Objective: Accomplished

Status Explanation: Successfully held workshop on April 17, 2015, at Lansing Community College.

Assessment Tools Leveraged to Assess Effectiveness: Workshop Survey

Objective 2: MACRAO Annual Conference session submissions

Status of Objective: Accomplished

Status Explanation: The committee submitted ten session proposals before the deadline and three were approved.

Assessment Tools Leveraged to Assess Effectiveness: Conference Program/Survey

Objective 3: Increase committee membership

Status of Objective: Ongoing

Status Explanation: The committee has solicited membership through direct and indirect communication.

Assessment Tools Leveraged to Assess Effectiveness: Increased Committee Membership Applications

Legislative Issues

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

Status of Objective: Delayed

Status Explanation: The committee planned on Advocacy Day in April 2015. This was tabled due to issues related to MACRAO's non-profit status and determining how to advocate vs. lobby.

Assessment Tools Leveraged to Assess Effectiveness: N/A

Objective 2: MACRAO Annual Conference Session Submissions

Status of Objective: Accomplished

Status Explanation: The committee offered conference sessions on legislative hot topics, such as SAT updates.

Assessment Tools Leveraged to Assess Effectiveness: Conference Program/Survey

Objective 3: Regular newsletter updates, including current legislative issues.

Status of Objective: Ongoing

Status Explanation: The committee has submitted a number of newsletter updates as needed to inform members of legislative issues. The committee has also leveraged the listserv as necessary.

Assessment Tools Leveraged to Assess Effectiveness: Newsletter Articles/Listserv Emails

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

Status of Objective: In-Progress

Status Explanation: Committee leadership has begun to establish a relationship with AACRAO through its legislative committee.

Assessment Tools Leveraged to Assess Effectiveness: N/A

Objective #5: Enhance and build Legislative Issues Committee web presence

Status of Objective: In-Progress

Status Explanation: A mock-up of a legislative issues web site for MACRAO was built. Before going live, the committee has additional work to do on the site, and it is in discussion with the Board of Directors for formal approval.

Assessment Tools Leveraged to Assess Effectiveness: N/A

Nominations

Objective 1: Recruit qualified members to serve on MACRAO leadership

Status of Objective: Ongoing

Status Explanation: The committee solicits qualified nominations from the membership for a solid slate of future MACRAO leaders.

Assessment Tools Leveraged to Assess Effectiveness: Slate of Qualified MACRAO Leaders for a Formal Vote by the Membership at the Annual Business Meeting

Professional Development

Objective 1: Gain more active committee members

Status of Objective: Ongoing

Status Explanation: The committee has solicited membership through direct and indirect communication.

Assessment Tools Leveraged to Assess Effectiveness: Increased Committee Membership Applications

Objective 2: Host Professional Development Workshop

Status of Objective: Accomplished

Status Explanation: The committee held its annual workshop on May 15, 2015, with 49 registered for the event.

Assessment Tools Leveraged to Assess Effectiveness: Workshop Survey

Objective 3: Generate a large amount of applicants for the annual conferences travel grant

Status of Objective: Ongoing

Status Explanation: The committee solicited travel grant applications from the membership. The committee will continue to promote this.

Assessment Tools Leveraged to Assess Effectiveness: Number of Travel Grant Applications

Objective 4: MACRAO Annual Conference session submissions

Status of Objective: Accomplished

Status Explanation: The committee is responsible for submitting sessions for the annual conference.

Assessment Tools Leveraged to Assess Effectiveness: Conference Program/Survey

Registrar Practices

Objective 1: Host Spring Drive-In 2015

Status of Objective: Accomplished

Status Explanation: The committee successfully hosted its annual Spring Drive-In.

Assessment Tools Leveraged to Assess Effectiveness: Workshop Survey

Objective 2: Review/revise official transcript definition

Status of Objective: Accomplished

Status Explanation: The committee reviewed and revised the official transcript definition, which was subsequently approved by the Board of Directors.

Assessment Tools Leveraged to Assess Effectiveness: Revised Official Transcript Definition on MACRAO Web Site

Objective 3: Review/revise FERPA brochure

Status of Objective: In-Progress

Status Explanation: The committee is currently reviewing the FERPA brochure. A final copy is expected in 2016.

Assessment Tools Leveraged to Assess Effectiveness: N/A

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

Status of Objective: Ongoing

Status Explanation: The committee has solicited membership through direct and indirect communication. A committee member agreed to serve as co-chair for 2015-16.

Assessment Tools Leveraged to Assess Effectiveness: Increased Committee Membership Applications

Objective 5: MACRAO Annual Conference session submissions

Status of Objective: Accomplished

Status Explanation: The committee is responsible for submitting sessions for the annual conference.

Assessment Tools Leveraged to Assess Effectiveness: Conference Program/Survey

Secondary School Relations**Objective 1: Host New Professionals Workshop**

Status of Objective: Accomplished

Status Explanation: The committee successfully hosted its annual New Professionals Workshop.

Assessment Tools Leveraged to Assess Effectiveness: Workshop Survey

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

Status of Objective: Ongoing

Status Explanation: Committee members work to introduce themselves to new professionals, as well as to explain the role of the committee.

Assessment Tools Leveraged to Assess Effectiveness: New Professional Feedback

Objective 3: Provide networking opportunities

Status of Objective: Accomplished

Status Explanation: The committee hosted two successful MACRAO meet-up dinners: one in southwest Michigan and one in Metro Detroit.

Assessment Tools Leveraged to Assess Effectiveness: Meet-Up Schedule

Objective 4: MACRAO Annual Conference session submissions

Status of Objective: Accomplished

Status Explanation: The committee is responsible for submitting sessions for the annual conference.

Assessment Tools Leveraged to Assess Effectiveness: Conference Program/Survey

