



2016 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 Chairs for 2017 and 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 the 2015-16

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: Revise the MACRAO Outstanding Transfer Program Award.

Objective 2: Provide ongoing MTA training & information sessions when requested.

Objective 3: Review and revise when applicable MACRAO website information that pertains to the committee.

Objective 4: Act as a moderator for MTA issues when applicable.

Objective 5: Assist with the distribution of MTA updates to the MACRAO community.

Objective 6: Plan and host the Summer Summit.

Objective 7: Develop and submit 6 – 7 breakout sessions for consideration for the MACRAO Annual Conference.

College Day / Night

Objective 1: Explore use of scanners at college fairs

Objective 2: Review and revise current college fair guidelines and tips as well as survey.

Objective 3: Increase use of technology in schedule process to improve process, schedule for fall 2016, Spring 2017

Objective 4: MACRAO annual conference session submissions.

Conference Planning

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

Data & Technology Applications / MTN

Objective 1: Under Review

Enrollment Management

Objective 1: Broaden the conversation throughout the state re: EM and confirm that MACRAO is a leader setting the standard of EM best practices.

Objective 2: Determine the need for a free- standing EM workshop

Objective 3: MUUGA next phase of data review re: effectiveness and sharing institution us of this doc.

Equity in Education

Objective 1: Increase attendance at Equity in Education workshop

Objective 2: Increase committee awareness

Objective 3: MACRAO Annual Conference Session Submissions

Legislative Issues

Objective 1: Defining the roles of chair/co-chair and committees and their responsibilities on L.I. committee.

Objective 2: Clarify our role within MACRAO

Objective 3: Facilitate for our members

Objective 4: Capital Visit

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: Submit 6-8 session ideas for annual conference

Registrar Practices

Objective 1: Host Spring Drive-In 2016

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: Provide networking opportunities in all territories

Objective 2: Hold a NPW

Objective 3: MACRAO Annual Conference session submissions

