

STRATEGIC PLAN 2018 - 2020



OPERATIONS

1. Diversify revenue streams
2. Develop sustainability plan for end of contracted project work
3. Develop competitive compensation for staff
4. Expand the CEO position to full time
5. Hire project management for contract and grant work
6. Optimize and invest in business systems
7. Engage in proposal development for grants/contracts
8. Maintain websites and communication vehicles for FAME & MAEIA

PROFESSIONAL LEARNING

1. Develop a comprehensive list of Level I and II assessment learning/mini-courses.
2. Develop support materials for building and district use of ALM
3. Complete the development of Level I foundational modules and Level II mini courses (initial content)
4. Develop the plans, materials, awareness and implementation resources for Level III
5. Package existing MAC resources TBD resources to support new professional learning models
6. Determine, plan, and implement PL for board/staff
7. Develop accurate, user-friendly parent resources

COMMUNICATIONS & MARKETING

1. Redesign website
2. Determine and communicate membership benefits to potential new members
3. Increase MAC branding on publications and products
4. Develop diversified marketing plan for ALM and credentialed programs
5. Expand communication methods and formats for ALN
6. Design MAC-versary to celebrate/ promote the organization

RESOURCE DEVELOPMENT

1. Develop a strategic process to make decisions about MAC's contributions to research and development
2. Organize conference presentations and related publications or tools
3. Design and develop Level II courses for the MI Learns AssessmentSystem
4. Design and develop the Level III specialty credentialing program for the MI Learns Assessment System
5. Republish the ALS Brief, create ancillary resources and develop companion web presence
6. Update and share Mac's contract and grant work and how it advances the mission
7. Devise and implement process to gather feedback from users of the initial ALMs
8. Measure ALN effectiveness in quantifiable ways (visits to website, how materials are being used)
9. Devise plan to measure MAC impact on effectiveness in the field

LEADERSHIP

1. Strategically plan and enhance the format and focus of ALN
2. Deepen and extend mutually beneficial partnerships through a structured framework
3. Identify opportunities/ actions to partner with higher education institutes to influence pre-service preparation
4. Strategically identify conference opportunities to highlight MAC's programs and services
5. Partner with select organizations to provide assessment expertise
6. Pro-actively plan to remain current about assessment-related policy / programs and MAC influence
7. Begin succession planning for individuals and strengthening the infrastructure