

## MIC3 Strategic Plan: Goals (By Committee)

### 1. Executive Committee

Strategy 2: Assess and focus the education and outreach programs to develop Commissioners and implement 50 + 1 State Councils.	
Goal	
4	Create a task force of regional representatives for individual Commissioner mentoring and compliance.
5	Assess and update the annual business meeting to reflect strategic visioning. Develop a tiered training focus.
Strategy 5: Establish a sustainable culture that supports members and ensures organizational continuity	
Goal	
1	Establish a succession plan to: Develop a clear, transparent process to identify mature states to draw from for leadership opportunities.
	Support a culture of leadership and mentoring for all Commissioners.

### 2. Compliance Committee

Strategy 1: Develop a data collection system to fulfill Commission requirements and to improve operation effectiveness and efficiency	
Goal	
1	Design <del>data</del> <i>data info and archive</i> collection system for historical continuity and transparency for the national office.
2	Develop a compliance <del>database</del> checklist.
3	Conduct a needs assessment by state.
Strategy 2: Assess and focus the education and outreach programs to develop Commissioners and implement 50 + 1 State Councils.	
Goal	
1	Develop a Commissioner education program to: a. Assess individual states as to level of training needed, and Equip Commissioners with appropriate tools and technologies.
2	Assess each State Council for regulatory compliance. ( <a href="#">refer to Strategy 1.2</a> ) a. Conduct joint assessment of councils, b. Identify roles of SLOs and interaction on State Councils, and Conduct council reassessment when key changes occur.
3	Develop key measures of effectiveness for Commissioners and councils. ( <a href="#">refer to Strategy 1.3</a> ) Develop a checklist for Commissioners and councils.

### 3. Finance Committee

Strategy 5: Establish a sustainable culture that supports members and ensures organizational continuity	
Goal	
2	Ensure sustainability to: a. Identify external impacts on the MIC3 mission and fiscal outlook. (e.g. ESSA, BRAC)
	Identify opportunities to increase support and sponsorship of MIC3 (e.g. vendors, supporters, affiliates, associations and states).

#### 4. Public Relations and Training Committee

<b>Strategy 2: Assess and focus the education and outreach programs to develop Commissioners and implement 50 + 1 State Councils.</b>	
<b>Goal</b>	
1	Develop a Commissioner education program to: b. Assess individual states as to level of training needed, and Equip Commissioners with appropriate tools and technologies.
<b>Strategy 3: Establish and cultivate strategic partnerships that leverage the vision of MIC3</b>	
<b>Goal</b>	
2	Develop a communication mechanism for dissemination of information through partnership changes to convey our message and promote our vision.
<b>Strategy 4: Increase and improve communication resources</b>	
<b>Goal</b>	
1	Refresh and rebrand MIC3 resources - logo, newsletter, and publications.
2	Completely revamp the website by updating and making it more user friendly to serve as a resource for both internal and external users.
3	Develop MIC3 annual report and state profiles to provide accountability and transparency
4	Update MIC3 Video - Professional production - also new public service announcement (PSA).
5	Update/create webinar program.
6	Develop social media strategy (e.g. Facebook party)
7	Formalize a Speaker's Bureau

#### 5. Rules Committee

**Note:** Executive Director making this a priority is important, will need to consider budget increase to fulfill this goal.

<b>Strategy 3: Establish and cultivate strategic partnerships that leverage the vision of MIC3</b>	
<b>Goal</b>	
1	Identify partners (current and future) at the national, federal, state and local levels that have mutual interests and common goals. a. Engage key representatives and identify opportunities to partner. Formalize partnerships through memorandum of agreement or understanding with mutual goals and objectives.
2	Develop a communication mechanism for dissemination of information through partnership changes to convey our message and promote our vision.