

# Strategic Plan Overview



## Goal

As the Michigan Association for College Admission Counseling (MACAC) prepares to celebrate 50 years of serving admissions counselors across Michigan, we engaged in a strategic planning process to elevate both our reputation and impact statewide. By 2023, we aspire to be the statewide leader and recognized expert in postsecondary admissions.

## Process

### Analyze

Analyzed NACAC-affiliate strategic plans to determine how our peer organizations have invested their resources.

### Engage

Developed, shared, and analyzed a survey on MACAC and its programs, targeting current members, former members, and eligible professionals who have never joined.

### Collaborate

Convened a team of volunteer MACAC members to participate in a collaborative strategic planning workshop and establish strategic objectives. This workshop was informed by the survey and peer organization analysis findings.

### Next Steps

Through 2023, MACAC leadership will engage our members, nonmembers, students and families, strategic partners, as well as policymakers to provide the collaboration and insight needed to achieve the goals outlined in this plan. This investment will allow us to support our members and sustain our efforts to serve Michigan students and families for another 50 years.

## Strategic Goals and Objectives for 2020–2023

**Goal One:** Grow Membership through Improved Attraction and Retention

- **Objective One:** Identify and Target Potential Members
- **Objective Two:** Strengthen MACAC's Professional Support and Benefit Offerings
- **Objective Three:** Expand and Promote Organizational Value and Reputation

**Goal Two:** Enhance Branding and Communication

- **Objective Four:** Refresh MACAC Vision and Mission Statements
- **Objective Five:** Use Technology to Expand Reach
- **Objective Six:** Increase Strategic Partnerships

**Goal Three:** Increase Student Access and Success

- **Objective Seven:** Enhance Programs for Student Access and Success
- **Objective Eight:** Increase Impact on Educational Policy

**Goal Four:** Improve Financial Stability

- **Objective Nine:** Develop Intentional Fiscal Strategies to Increase Revenue