

Draft Strategic Plan (2010 & 2011)

Advocacy

1. Take the lead on key issues and establish partnerships for actions
 - WHAT – Identify Key Issues
WHO – GA, Education Committees, MCE, Lobbyist & Staff
OUTCOME – Key Issues Identified and Published
WHEN – Early 2010, Early 2011 and ongoing

 - WHAT – Coalitions (Build & utilize current) and Partnership Campaigns
WHO – Staff, Committee Chairs and Lobbyist
OUTCOME – Coalition formed or accessed and/or campaign set.
WHEN – Following Identification of key issue (when judged best to utilize coalition and campaign) then 60-90 days

2. Influence Policy Makers
 - WHAT – Assist Local Chapters with the Application for Renewal and Recommitment
WHO – Staff, Lobbyist, MCE and GA committee
OUTCOME – Chapters able to participate, influence and monitor local plans for improvement
WHEN – Ongoing, by 2011

 - WHAT – Stay Abreast of Medicaid and Influence Decisions
WHO – Staff, Lobbyist and MCE
OUTCOME – Medicaid and waiver renewals monitored, influenced and unscathed.
WHEN – Ongoing, through 2011

Leadership

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1. Investigate, mergers and collaborations for local chapters
 - WHAT – Support Local Chapters on Issues and Questions regarding Mergers and Collaborations
WHO – Staff, MCE
OUTCOME – Local chapters have a resource regarding merger and collaboration
WHEN – Ongoing, through 2011

2. Provide position statements and other documents as well as learning opportunities for local chapters
 - WHAT – Provide Position Statements on New and Emerging Issues
WHO – GA and Education Committees, Staff, Lobbyist and Board
OUTCOME – New position statements
WHEN – Ongoing, as they emerge, through 2011

 - WHAT – Provide learning opportunities for chapters on development and best practices
WHO – Staff, lobbyist, MCE and Partners
OUTCOME – Opportunities at state conference, for MCE and Local Chapters discounted through
NEW
WHEN – Ongoing, through 2011, annual conference 2010 and 2011

3. Survey Local Chapters for input and feedback regarding support from The Arc Michigan (staff, board, committees)
 - WHAT – Electronic survey of local chapters
WHO – Staff, Chapter Support Committee, MCE and Board
OUTCOME – Report, analysis and work plan
WHEN – Report at 2011 annual conference

Communication

1. Initiatives to support and empower local Arcs and the Arc movement

- WHAT – Encourage and empower local chapters to develop their own mission, vision and strategic plan

WHO – Staff, Chapter Support Committee, MCE

OUTCOME – Local Visions, Missions and Strategic Plans

WHEN – Ongoing 2010 through 2011

- WHAT – Increase the visibility of “Arc” through communication

WHO – Staff, committees, board, MCE, local chapters, contractors

OUTCOME – Functional website, www.facebook.com postings, and consideration of videotapes and www.youtube.com are complete

WHEN – Ongoing, through 2011