

MACAE Board Retreat
Friday, September 26, 2008
8:30 a.m.-12:00 p.m.

8:30 a.m. Continental Breakfast

AGENDA

I. Overview of Goals for the Morning (15 Minutes)

a. Initiate Long-Term Strategic Planning Process

- i. **Vision: The Big Picture** (Focus for Retreat)
- ii. **Quick Scan of MACAE Today** (See Reference Page)

II. Review MACAE's Mission Statement (15 Minutes)

To strengthen families and communities by providing the highest quality professional development, resources, and local, state and federal advocacy to promote lifelong learning.

III. Strengths, Weaknesses, Opportunities, Threats (SWAT Analysis)

- a. **Roundtable Discussions:** Break up into four groups with each group focusing on a different topic for 15 minutes and then rotating their work to the next group; last two rounds will only be 10 minutes. **(50 minutes)**
- b. **Summarize Discussions (10 minutes)**

IV. Big Ideas: What/Where do we want MACAE to be in Five Years? (30 Minutes)

- a. Membership Composition
- b. Staffing
- c. Revenue
- d. Headquarters
- e. Professional Development
- f. Benefits & Services
- g. Publications/Subscriptions
- h. Local/Regional
- i. State
- j. National/International

IV. Big Idea Examples:

—MACAE's Staff includes a:

- Government Affairs Director
- Membership Development Coordinator
- Communications & Event Planning Coordinator

—MACAE will host the National Community Education Association Annual Conference.

—Michigan will have a national model for Community Education legislation enacted.

—MACAE will house a national training institute for community educators with summer training sessions for educators and directors.

—Revenue will be diversified with 40% in membership dues, 20% in services/professional development, 20% in sponsorships, and 20% in grants/contracts.

—Headquarters will include onsite meeting facilities with videoconferencing capabilities.

—MACAE will be accredited by the MDE, NCEA and Public Safety to conduct regional training programs.

—MACAE will have annual International Exchange Program for Community Education directors, staff and students.

—MACAE will publish a quarterly professional journal on Community Education topics.

REFERENCE PAGE

ii. Quick Scan of MACAE Today

1. MACAE Network:
 - a. Board
 - b. Staff
 - c. Members
 - i. Individuals
 - ii. Districts/ISDs
 - iii. Non-Profits
 - iv. Vendors
 - v. Students
 - d. Regional Community Education Associations
 - e. Post-Secondary Education
 - f. Career Prep & Training
 - g. Government Agencies
 - h. Elected Officials (Local, State, Federal)
 - i. Non-Profit/Association Partners
 - j. Students (Children, Youth, Adults, Parents, Seniors)
 - k. Michigan Voters
 - l. National
 - m. International
2. Primary Focus Areas:
 - a. Early Childhood Education
 - b. Enrichment, Recreation, Before/After School
 - c. Alternative Education
 - d. Adult Education, Literacy, ESL
3. Membership Value (Benefits & Services)
 - a. Advocacy in Lansing/D.C.
 - b. Career Network & Contacts
 - c. Professional Development
 - d. Grassroots Legislative Network
 - e. Connections to Key Leadership
 - f. Technical Assistance & Guidance
 - g. Timely Information
 - h. Career Opportunities
 - i. Funding Opportunities
 - j. Discounts
4. Sustainability (Finance)
 - a. Membership Dues
 - b. Sponsorships
 - c. Grants
 - d. Workshops
 - e. Fall Conference
 - f. Fundraisers: Golf Outing, 50/50 Raffle, Bake-Off, etc.
 - g. SB/CEUs

5. Legislative Impact (Government Affairs)
 - a. Legislative Day
 - b. Legislative Hearings & Testimony
 - c. Grassroots Communications
 - d. Annual Agenda

6. Capacity Building (Operations)
 - a. Staffing
 - b. Policies & Procedures
 - c. Technology
 - d. Facilities
 - e. Communications

7. Professional Training & Development
 - a. DLEG Partnership
 - b. Focus Group Workshops
 - c. Fall Conference
 - d. Accredited Training Institute
 - e. University Collaboration
 - f. Grants
 - g. Research
 - h. Publications

8. Future of Community Education in Michigan
 - a. Vision
 - b. Legislation
 - c. Publicity/Media
 - d. Documentation for Making the Case
 - e. Success Stories
 - f. Internships & Co-ops
 - g. Teaching Colleges/Curriculum
 - h. Exchange Programs
 - i. Business Partnerships