

*Educating for Citizenship*

**MICHIGAN CENTER FOR CIVIC EDUCATION**



Strategic Plan  
2007 - 2013

September 2007

## ***Executive Summary***

This document summarizes the strategic planning process and priorities for the Michigan Center for Civic Education's 2007 – 2013 Strategic Plan. MCCE Board and staff view this as a dynamic plan. It will be reviewed and updated as work is undertaken and as we learn more about what meets the needs of educators and students in the communities we serve.

Our mission, key strategies and guiding principles provide the Center's platform from which we operate and make decisions.

***Mission:*** *To promote and support the development of engaged, responsible citizens through civic and law-related education.*

### ***Key Strategies:***

- Advocate with lawmakers and educators*
- Support teachers with professional development and curriculum resources*
- Engage students*
- Develop partnerships and networks*

### ***Guiding Principles:***

- *Nonpartisan – Our work, civic learning and democratic principles are nonpartisan*
- *Excellence – Programs and services are developed and delivered with excellence*
- *Experiential – The Center recognizes the value of hands-on experience building passion and knowledge*
- *Relevant – Through active partnerships with law, government and education, programs and services are practical*
- *Relational – Center services and programs nurture adult-youth relationships that bring alive understanding and appreciation for law, government and community*
- *School-based – The Center partners with elementary and secondary schools to achieve its mission*

The strategic planning process involved our staff and Board, educators, civic education network agencies, the State Bar and Bar Foundation, and best practice civic education organizations across the country.

We shared information about our services, the reach of our work, best practices, and our strengths and weaknesses as an organization. We engaged these stakeholders in dialogues about the needs in civic education. Our stakeholders told us what they believed was needed for effective civic education in Michigan, and specifically what the Center could do to address these needs. Summaries of these dialogues are included in the appendix of this document.

## ***Strategic Plan: Goals and Strategies***

### **Goal 1: Become an online civic education resource center.**

- Develop a technology plan for the online resource center/web-presence for the Center.
- Develop a concept paper describing the on-line civic education resource center.
- Launch a Customer Advisory Panel to provide content development and review.
- Secure a funding partner for the online resource center.

### **Goal 2: Expand advocacy and outreach for civic education.**

- Develop and implement an advocacy campaign to address civic education needs.
- Build and maintain an effective database to support advocacy and outreach efforts.
- Develop print and video materials to support speaking engagements for Board and staff members.
- Identify opportunities and implementation plan for outreach and awareness.
- Integrate the Civitas International Civic Education Program with outreach and advocacy planning efforts.

### **Goal 3: Maintain and expand teacher professional development opportunities reflecting best practices.**

- Engage a Customer Advisory Panel in planning, review, and development of teacher professional development offerings to support the Michigan Civics Expectations and other civic education needs
- Develop Educating for Citizenship as a centerpiece of Center offerings and develop additional conferences/follow-up support.
- Create and provide support for a network of local and regional civic education centers across the state to support quality professional development.
- Create and promote quality instructional materials for teachers to support civic education.
- Develop an ongoing newsletter for teacher development, marketing, publicity, etc.

### **Goal 4: Increase opportunities for students to practice and engage in active citizenship.**

- Engage a Customer Advisory Panel in review of existing and new programs for student engagement.
- Evaluate all Center programming and identify priority programs based on alignment, sustainability and impact
- Develop and implement programming to connect students/classrooms with community members working in civic-related fields.
- Develop and implement a program that actively engages students in civic learning.

**Goal 5: Develop needed infrastructure for growth.**

- Develop the Board to ensure greater visibility of the Center and secure needed resources.
- Engage key partners and co-sponsoring organizations as active collaborators and supporters of the Center.
- Develop and implement an office relocation plan.
- Develop a long-term human resources plan that addresses staffing, compensation, and succession planning to effectively support the mission and goals of the Center.

**Goal 6: Secure diversified sources of sustainable revenue.**

- Outline a comprehensive fund development plan that includes strategies for donors, grants, memberships and events.
- Develop concept papers to seek sustainable support from key partners, defining the benefits to their mission.
- Develop and evaluate business plans for generating earned income (including the idea of an online civic education course).

**APPENDIX A: PHASES OF STRATEGY IMPLEMENTATION**

<b>MCCE GOALS AND STRATEGIES</b>	<b>PHASE I (2007 – JUNE 2009)</b>	<b>PHASE II (JULY 2009 – JUNE 2011)</b>	<b>PHASE III (JULY 2011 – JUNE 2013)</b>
<b>GOAL 1: BECOME AN ONLINE CIVIC EDUCATION RESOURCE CENTER</b>			
Develop a technology plan for the online resource center/web-presence for the Center			
Develop a concept paper describing the on-line civic education resource center			
Launch a Customer Advisory Panel to provide content development and review			
Secure a funding partner for the online resource center			
<b>GOAL 2: EXPAND ADVOCACY AND OUTREACH FOR CIVIC EDUCATION</b>			
Develop and implement an advocacy campaign to address civic education needs			
Build and maintain an effective database to support advocacy and outreach efforts			
Develop print and video materials to support speaking engagements for Board and staff members			
Identify opportunities and implementation plan for outreach and awareness			
Integrate the Civitas International Civic Education Program with outreach and advocacy planning efforts			
<b>GOAL 3: MAINTAIN AND EXPAND TEACHER PROFESSIONAL DEVELOPMENT OPPORTUNITIES REFLECTING BEST PRACTICES</b>			
Engage a Customer Advisory Panel in planning, review, and development of teacher professional development offerings			
Develop Educating for Citizenship as a centerpiece of Center offerings and develop additional conferences/follow-up support			
Create and provide support for a network of local and regional civic education centers across the state to support quality professional development			

<b>MCCE GOALS AND STRATEGIES</b>	<b>PHASE I (2007 – JUNE, 2009)</b>	<b>PHASE II (JULY, 2009 – JUNE 2011)</b>	<b>PHASE III (JULY 2011 – JUNE 2013)</b>
Create and promote quality instructional materials for teachers to support civic education			
Develop an ongoing newsletter for teacher development, marketing, publicity etc.			
<b>GOAL 4: INCREASE OPPORTUNITIES FOR STUDENTS TO PRACTICE AND ENGAGE IN ACTIVE CITIZENSHIP</b>			
Engage a Customer Advisory Panel in review of existing and new programs for student engagement			
Evaluate all Center programming and identify priority programs based on alignment, sustainability and impact			
Develop and implement programming to connect students/classrooms with community members working in civic-related fields			
Develop and implement a program that actively engages students in civic education			
<b>GOAL 5: DEVELOP NEEDED INFRASTRUCTURE FOR GROWTH</b>			
Develop the Board to ensure greater visibility of the Center and secure needed resources			
Engage key partners and co-sponsoring organizations as active collaborators and supporters of the Center			
Develop and implement an office relocation plan			
Develop a human resources plan that addresses staffing, compensation, and succession planning to effectively support the mission and goals of the Center			
<b>GOAL 6: SECURE DIVERSIFIED SOURCES OF SUSTAINABLE REVENUE</b>			
Outline a comprehensive fund development plan that includes strategies for donors, grants memberships, and events			
Develop concept papers to seek sustainable support from key partners, defining the benefits to their mission			
Develop and evaluate business plans for generating earned income	<i>Investigate/Decide re: On-line course</i>		

