

I. STRATEGIC INITIATIVE: ADVOCACY

Strengthen MACPA's advocacy and influence in the public policy-making process.

Given:

- Advocacy is intangible and needs to be communicated.
- Term limits in Michigan.
- PAC contributions come from 10% of members - \$95K/year.

Implications:

- We need more PAC funds to create a bigger impact
- Members need to better understand the value of advocacy function – especially with industry members.
- Our continued momentum building in serving as a legislative and policy resource is key for the profession.

Goal 1:

Enhance advocacy communications to MACPA constituencies through involvement.

Strategies:

- Communicate advocacy updates via CPE packets.
- Create marketing plan around intangible benefits of advocacy.
- Create partner promotions to support advocacy.
- Enhance advocacy outreach to task forces.
- Facilitate increased opportunities for business and industry member engagement.
- Create a marketing plan on the value of CPA credential for business and industry members.
- Identify and promote opportunities for new CPAs to get involved.
- Increase student and candidate PAC education efforts.

Metrics:

- A. Measure the total contributions to the MACPA Political Action Committee (PAC) and the Political Education Fund (PEF). Grow by 10% each year.
- B. Measure the total number of contributors to the MACPA Political Action Committee (PAC) and the Political Education Fund (PEF). Grow by 10% each year.
- C. Measure the number of business and industry members involved in the advocacy process. Grow by 10% each year.
- D. Measure the number of “New to CPA” (certified less than five years) members involved in the advocacy process. Grow by 10% each year.

Goal 2:

Enhance MACPA's position as a premiere resource for policymakers.

Strategies:

- Policymakers include, but are not limited to: federal and state legislators and staff, Michigan Department of Treasury, Department of Labor and Economic Growth, NASBA, IRS, etc.
- Enhance the role of the legislative advisory group in promoting MACPA resources.
- Create marketing plan to showcase MACPA as premiere resources for policymakers.
- Identify and develop ways to be of non-fundraising value to policymakers.
- Create opportunities to motivate collaborative outreach with policy makers. (Ex. CPAs speaking at district coffee meetings on financial literacy topics.)
- Prepare members for policymaker interactions.
- Create resources for policymakers such as tax guide.
- Benchmark best practices with other state societies.

Metrics:

- A.** Measure the number of non-fundraising contacts from policymakers. 2006 would be baseline. Grow each year by 15%.
- B.** Measure the number of cooperative outreach efforts between members and policymakers. 2006 would be baseline. Grow each year by 15%.