



JANUARY 1, 2020

ADVANCING MACOMB STRATEGIC PLAN  
2020+

AS APPROVED BY THE ADVANCING MACOMB BOARD OF DIRECTORS ON NOVEMBER 21, 2019



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## ORGANIZATION HISTORY

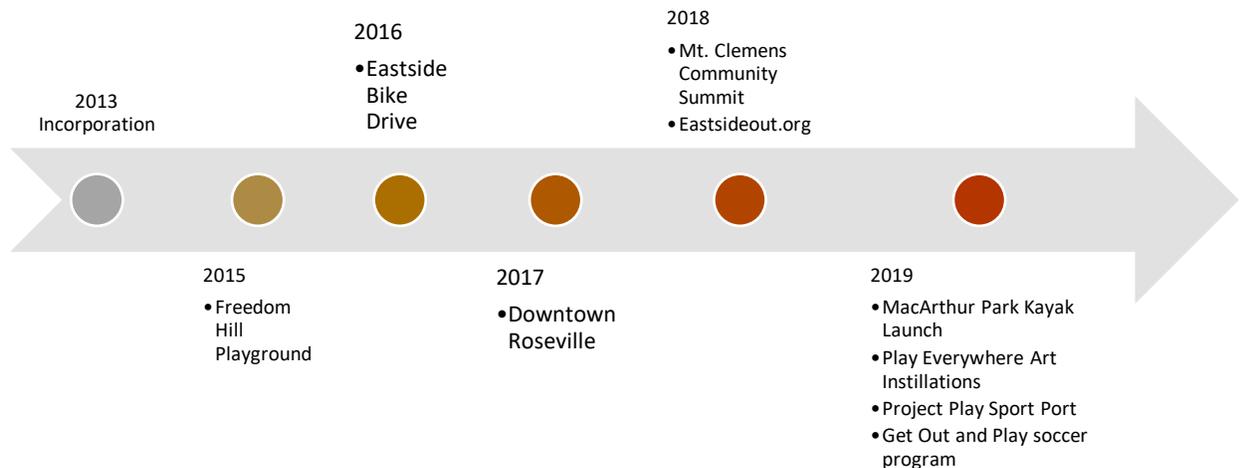
In 2013, a group of Macomb County community and business leaders recognized the need for an organization that would drive community and economic development for the county and bring awareness to the Macomb County brand. The organization – named Leaders Advancing Macomb - incorporated as a 501(c)3 that same year and later shortened its name to Advancing Macomb, Inc.

In 2015, Advancing Macomb hired its first Executive Director, Melissa Roy, and completed several community and economic development projects between 2015-2018, including a county wide bike drive, river clean-ups, a downtown Roseville beautification project with support from the DTE Foundation, and placemaking projects in Mt. Clemens, made possible with a Kaboom! Foundation grant.

During this time, the organization’s influence grew, as leaders from major regional business community organizations joined an already strong board of directors.

In 2019, Advancing Macomb experienced a leadership change with the addition of a new Executive Director, Diane Banks, and an opportunity for Advancing Macomb leaders to review the organization’s progress, its mission and its strategic direction.

The Board of Directors agreed that Advancing Macomb needed a clear, concise identity that addressed community needs. So, it set out to explore options and develop a clear path forward.



## **PARTICIPANTS**

### **Strategic Planning Committee**

**Mark Stiers**

DTE

*Committee Chair*

**Diane Banks**

Advancing Macomb

**Gayle Joseph**

Gayle Joseph Group

**Terry Hamilton**

Ascension Macomb-Oakland  
Hospitals

**Angela Lenda**

Advancing Macomb

**Thom Lipari**

Lipari Foods

**Kelley Lovati**

Macomb County  
Chamber of Commerce

**John Nitz**

O'Reilly Rancilio P.C.

**Brian Pilarski**

Brown & Brown

**Ursula Warren**

CMS Energy

### **Board of Directors**

**David Girodat**

Fifth Third Bank

*Chair*

**Barbara Rossmann**

Henry Ford Macomb Hospitals

*Vice Chair*

**Thom Lipari**

Lipari Foods

**Martin Manna**

Chaldean American  
Community Foundation

**Paul Trulik**

Apparatus Solutions

*Treasurer*

**Maria Silamianos**

Trion Solutions

*Secretary*

**John Blanchard**

General Motors

**Tom Brisse**

McLaren Macomb

**Matthew Casey**

Warner Norcross + Judd

**Melanie Davis**

Sterling Heights Regional Chamber of  
Commerce and Industry

**Terry Hamilton**

Ascension Macomb-Oakland Hospitals

**Gayle Joseph**

Gayle Joseph Group

**John Nitz**

O'Reilly Rancilio P.C.

**Brian Pilarski**

Brown & Brown Detroit

**Mark Rusch**

Proper Group

**Tanisha Sanders**

Waste Management

**Jim Sawyer**

Macomb Community College

**Mike Semanco**

Hitachi Business Finance

**Mark Stiers**

DTE

**Ursula Warren**

CMS Energy

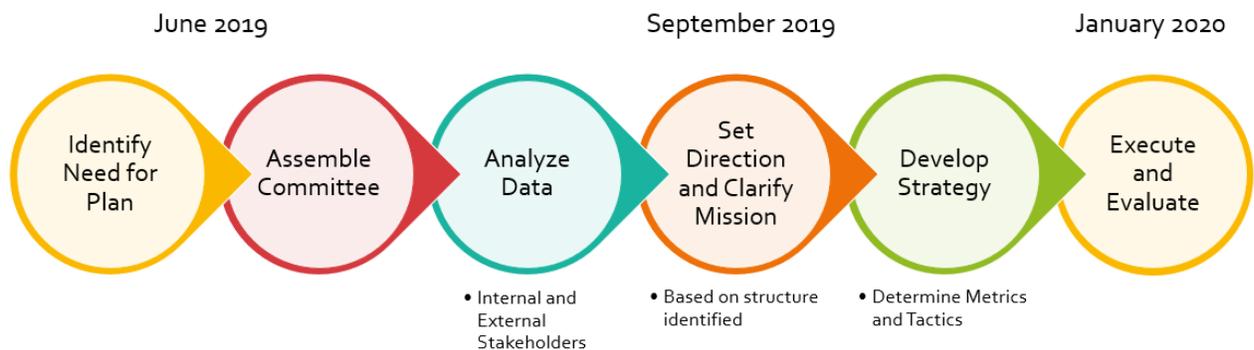
## EXECUTIVE SUMMARY

### What is Advancing Macomb's Purpose?

This is the question that drives the focus of the organization's 2020+ Strategic Plan.

In mid-2019, following a leadership transition and the reevaluation of the organization's purpose, the Advancing Macomb strategic planning committee developed a high-level recommendation - based on research and existing data – for the organization's strategic direction for 2020 and beyond.

### Finding the Need (Data & Research)



The committee gathered external data from diverse stakeholder sources, including a regional, collaborative report titled *Building a Network, Redefining Capacity Building in Southeast MI* (2019) and localized capacity building research by Nonprofit Enterprise at Work (NEW). The key findings from this research laid the groundwork for the strategic priorities identified through our planning efforts and can be found in the appendix of this plan.

The committee also took a reflective look at its own capacity – through extensive board discussions and an Organizational Capacity Assessment Tool (OCAT) that took place from July – September 2019. The results showed a pressing need to strengthen the organizational structure of Advancing Macomb in the areas of strategic planning and financial management. Outcomes also indicated a need for improvement in external relations, board leadership, and IT/office infrastructure.

### 2019 Organizational Capacity Assessment Tool Results (OCAT)

Advancing Macomb 2019 Organizational Capacity Assessment Tool (OCAT) Results  
(1 lowest score, 4 highest score available)

Category	Avg. Score
1. MISSION, VISION, STRATEGY & PLANNING	1.80
2. MARKETING, COMMUNICATIONS, & EXTERNAL RELATIONS	2.40
3. BOARD LEADERSHIP	2.60
4. INFORMATION TECHNOLOGY/OFFICE INFRASTRUCTURE	2.47
5. FINANCIAL MANAGEMENT	1.80

#### What's Next?

Armed with this data and approval from the Advancing Macomb board of directors, the strategic planning committee has developed the following three-year strategic plan that develops a path to fulfilling our mission by serving as the conduit between community need and untapped opportunities.

## MISSION, VISION, VALUES

### *Mission*

To strengthen Macomb County by connecting community challenges with high-impact solutions.

### *Vision*

Macomb County is a thriving, collaborative and philanthropic community.

### *Values*

1. **Trust**

We strive to become a pillar of integrity, reliability and fairness both through internal operations and external support.

2. **Equity**

We believe that disparities in our communities can be resolved by prioritizing support to organizations that face barriers to success, empower diverse community leaders and create an inclusive environment.

3. **Leadership**

We reflect our collective assets of business and leadership skills to the advancement of our communities.

4. **Collaboration**

We actively work to break down silos and find innovative solutions to leverage organizational strengths and overcome weaknesses.

## STRATEGIC PRIORITIES

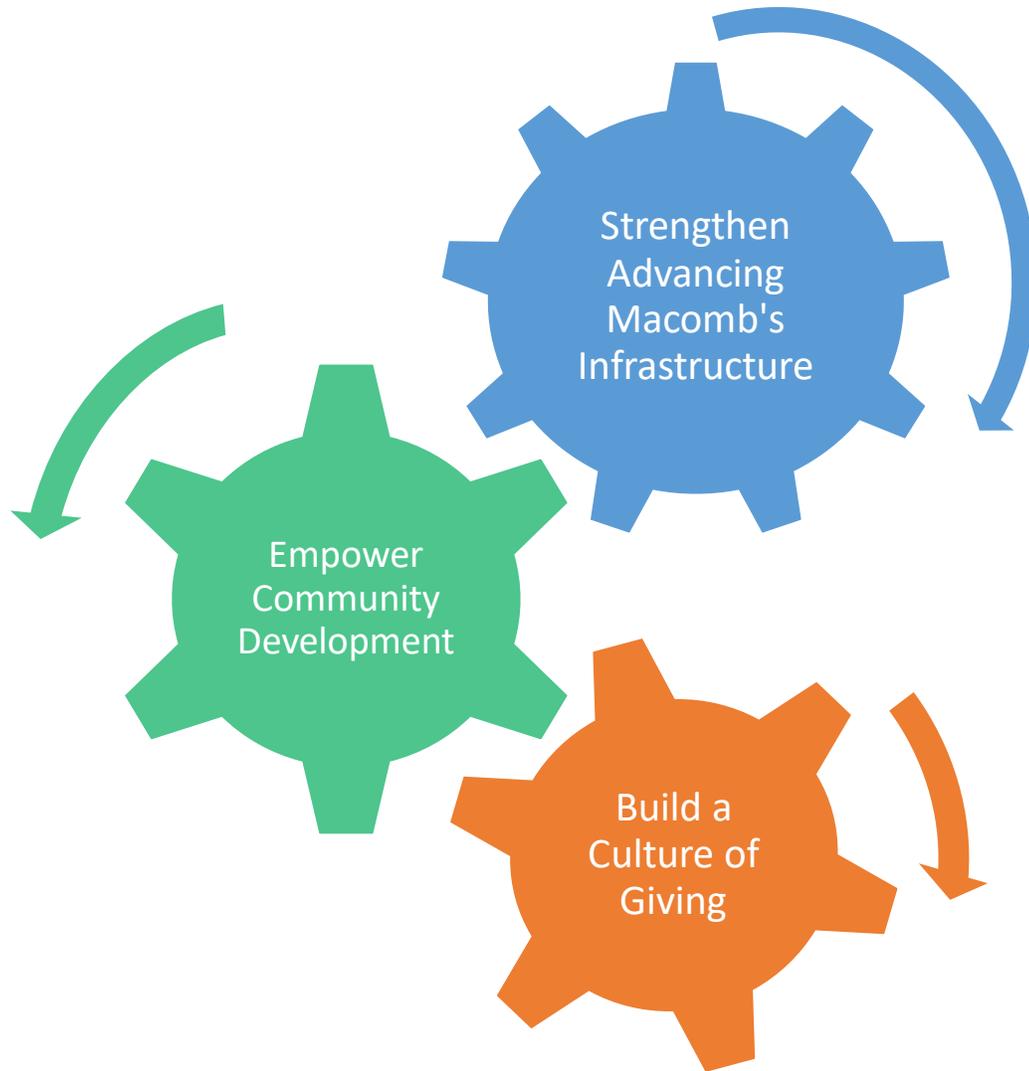


Figure 1 – Advancing Macomb 2020 Strategic Priorities

## Strategic Priority 1 - Strengthen Advancing Macomb's Infrastructure



Objectives

Increase board engagement

Improve internal financial sustainability

Increase exposure of advancing macomb

Improve office infrastructure and information technology capabilities

## Strategic Priority 2 – Empower Community Development



Objectives

Collect data to support NPO and community QOL efforts

Strengthen nonprofit capacity to meet community needs

Champion cross-sector collaboration around community and workforce development Initiatives

## Strategic Priority 3 – Build a Culture of Giving in Macomb County



Objectives

Increase philanthropic giving in macomb county

Encourage individual giving and local investing

## ***THE PATH FORWARD***

Starting a non-profit organization requires resilience, passion, collaboration, skills and resources. Advancing Macomb understands this challenge well. And, while not an easy undertaking, Advancing Macomb's founding members - recognizing the need for a unified business voice to support county community development - were up for the task. Over the past six years, we set the foundation for what has become a well-known regional organization with credible, passionate leaders and a strong network.

To broaden Advancing Macomb's impact, we are ready to move to the next phase. To do this, we must not only mobilize existing assets, but we must uncover new opportunities, and build a culture of collaboration and giving within our Macomb County communities. Additionally, we must empower existing (and yet to be uncovered) community development organizations to become stronger and strengthen regional relationships, all while enhancing our own internal organizational infrastructure.

This three-year strategic plan will provide the foundational building blocks to ensure a strong future for our organization, helping us to fulfill our mission over time, become a pillar of trust and leadership in Macomb County and beyond.

## APPENDIX

There were three sources of external research used to determine the strategic priorities presented in this plan:

- I. Building a Network, Redefining Capacity Building in Southeast MI (MCR Collaborative, 2019)
- II. Capacity Building in Macomb County Report for Macomb Community Action (NEW, 2017)
- III. Macomb County Non-profit Environmental Scan Report (Oakland University, 2019)

### *Regional Key Findings*

The top needs for non-profits surveyed for the Building a Network (MCR, 2019) report were:

1. Funding
2. Collaboration & Partnership
3. Professional Development
4. Recruitment & Retention
5. Storytelling & Marketing

The top barriers that prevent organizations and communities from thriving were:

1. Inequality
2. Nonprofit Culture
3. Competition
4. Philanthropy
5. Funding

### *Macomb County Key Findings*

The key findings from the Capacity Building in Macomb County report (NEW, 2017) combined feedback through surveys from non-profits in the human resource sector, as well as, interviews from philanthropic funders.

1. The non-profit landscape in Macomb County is skewed.

There is a heavy reliance in human service organizations on either county government agencies or faith-based organizations. Stakeholders suggest that this unbalanced landscape may result in the shortage of diverse (geography and focus area), high-performing small to medium sized nonprofits throughout the county. A strategy for capacity building may be to focus on growing the organizations that fall into this category.

2. Non-profits value capacity building and are resourceful
3. There is a current mismatch between capacity building and needs

4. The capacity building work organizations are engaged in does not necessarily match the challenges they experience.
5. There is a shortage of board members

One stakeholder identified the recruiting of high-caliber board members to significantly increase the impact of nonprofit organizations and the culture of philanthropy in Macomb

6. Time and money are significant barriers
7. Macomb (County) nonprofits are under-leveraging philanthropic dollars

Advancing Macomb also contracted Oakland University, with funding from the DTE Energy Foundation, to complete a non-profit and municipal quality of life program Environmental Scan to determine the scope, scale, needs and barriers for organizations that serve Macomb County residents.

Advancing Macomb Environmental Scan of Non-profit and Community Quality of Life Program key findings:

Results will be analyzed and included in this section at the end of the year.