

## MMI 2007 STRATEGIC PLAN

<b>FINANCES</b>
MMI will remain financially stable while assuring appropriate financial controls are in place to prepare for future growth.
<b>Objectives</b>
Transportation in each branch is evaluated to minimize cost and maximize services.
Internal controls are in place to assure accurate billing systems and financial reporting.
Fee structure supports actual cost of programs/cost centers.
Fund balance will be maintained at a level that represents no less than 66 percent of total assets, and a minimum of 40 percent of fund balance will be comprised of cash and investments.
State economy is monitored at a political level so that funding for mental health services is maintained or increased.

<b>SERVICES</b>
MMI will provide a wide variety of quality services designed to enhance the skills of participants based on their choice and utilizing work, when possible, as a foundation to lead to greater independence.
<b>Objectives</b>
Legal compliance and contract profitability is assured in regards to Michigan's minimum wage increase.
Program expansion opportunities are fully explored, considered, proposed, and expanded in at least two identified areas. <ul style="list-style-type: none"> <li>- Montcalm County</li> <li>- Tribe</li> <li>- MPC</li> <li>- MI</li> <li>- OT/PT Provider</li> <li>- Production</li> <li>- Other: <ul style="list-style-type: none"> <li>o Substance Abuse</li> <li>o Montcalm County Residential</li> <li>o Semi-independent Living Supports</li> <li>o Vacations/Respite (with CMU interns)</li> </ul> </li> </ul>
Utilize program outcome to maintain and, when necessary, improve individual program performance.

<b>HUMAN RESOURCES</b>
MMI will assure a trained, professional workforce is in place and an organizational structure that will promote quality and allow for effective and efficient implementation of services.
<b>Objectives</b>
A strong, diverse, and influential Board of Directors is maintained to assure successful succession planning.
Sales, Job Development, and Marketing/PR are reorganized to create efficiencies and increase Job Development retention. Look at reorganization potential to create efficiencies in operations and control costs.

<b>MARKETING/PR</b>
MMI will maintain a high profile throughout our service areas to assure the community is aware of services available to individuals with disabilities, the placement potential of persons served, and the manufacturing capacity of our workforce.
<b>Objectives</b>
MMI is proactive in collaboration activities with funding sources.
Marketing plan is developed and implemented and awareness about MMI is increased.