

MISSION

The Michigan Recycling Coalition fosters sustainability by leading, educating and mobilizing business, government, non-profits and individuals to advance their own and collective resource use and recovery initiatives in Michigan.

**YOU ARE
HERE**

MRC's ROLE

LEAD ● Provide thought leadership, expertise, vision, and a voice to accomplish the mission.

EDUCATE ● Develop and share tools, resources, information, and guidance through events, training, partnerships and media.

MOBILIZE ● Guide, represent, prepare, and organize members and stakeholders to act.



STRATEGIC GOALS Fiscal Year October 1, 2017 to September 30, 2018

POLICY COMMITTEE – Chair, Patrick Cullen, Wayne County Department of Public Services

GOALS ● Identify top MRC Policy Goals

- Work strategically with Midwest Strategy Group to raise awareness and understanding about pending legislation
- Host another Advocacy Day - spring or fall 2018

MEMBERSHIP COMMITTEE

GOALS ● Develop a member survey with support from other committees

- Gather lists, identify and target audience(s) for membership development and implement a prospect "ask" campaign
- Meet membership revenue goals as identified in approved 2017-18 budget

REGIONAL OUTREACH COMMITTEE – Chair, Bill Haagsma, Speed-Tech Equipment

GOALS ● Each Regional Director to recruit 4 new members annually

- Increase number of attendees at every consecutive regional meeting
- Find a \$10,000 sponsor to support conference mixer for Regional Outreach

CONFERENCE COMMITTEE – Chair, Sarah Kelly, Calhoun County

GOALS ● Market Conference to reach 400+ attendance goal and fill the exhibit hall

- Manage the Conference Fund Affair to raise \$4500
- Attract \$115,000 worth of sponsorship

RECYCLE, MI COMMITTEE – Chair, Dave Smith, Michigan State University

GOALS ● Launch individual Recycle, MI supporter program with bi-annual Recycle, MI newsletter targeted to supporters

- Recruit 50 new supporters
- Recruit 15 new partners

MICHIGAN ORGANICS COUNCIL

GOALS ● Host fall and summer MOC meeting with topical speakers and host "State of Organics" webinar

- Coordinate development of compost soil health workshop in late winter 2018, promote & host compost operator training in partnership with MSU and USCC in July 2018
- Develop organics focused policy infographic to raise awareness about the value of better organics management