

**Mission:** Represent our members to influence policies that promote and grow a safe, sustainable, and competitive business of chemistry in Michigan.

## POLICY



**Goal:** Influence policies that enable the business of chemistry in Michigan to flourish.

- Provide respected and sought-after insight on industry issues to legislators of both parties, administration staff, and regulators.
- Influence workable policies that encourage long-term sustainability while enabling a competitive business environment.
- Develop and leverage strong coalitional partnerships to advance policy priorities.
- Ensure regulatory policies that are more predictable and less dependent on political control.
- Ensure state energy policies that provide reliable, equitable, and competitively priced energy.

## COMMUNICATIONS & OUTREACH



**Goal:** Highlight the value of the business of chemistry to Michigan.

- Through proactive communications, transform thought leaders' perceptions on the business of chemistry.
- Advance an understanding of how the industry genuinely improves our lives in a sustainable way.
- Monitor relevant media coverage and respond with timely and factual information.
- Foster relationships between educational institutions, the MCC, and member companies to advance the talent pool and bolster our industry's reputation.
- Promote educational outreach and scholarship/internship opportunities from member companies.

## MEMBERSHIP



**Goal:** Increase our impact by growing the number and engagement of our member companies.

- Promote the unique value of our collaboration with other industry groups like ACC, NACD, SOCMA, etc.
- Create opportunities that foster direct relationships among members.
- Grow membership engagement through clear metrics and benchmarks.
- Deliver valuable education and programming focused on trends in the industry.
- Implement relevant and timely topics to assist our member companies in issues of interest.