



Updated 2012 Strategic Plan Based on Reduction in Funding

INTRODUCTION

The scope of work outlined below reflects a 50% reduction in paid staff to direct the work of the Michigan Foreclosure Task Force. In developing this reduced scope, we have tried to whittle down and reorganize the work that had been planned under a full funding scenario, while staying as true as possible to the strategic priorities identified by the MFTF Membership in late 2011. This scope of work assumes the following staff resources:

- Co-Directors (Neeta Delaney and Steve Tobocman) – total of 20 hours per week
- Associate Support (Sloan Herrick) – total of 2-4 hours per week
- Unpaid Intern (yet to be hired) – Total of 20 hours per week (supervised by Co-Director Neeta Delaney)

PUBLIC POLICY

1) **Further Extend the 90-Day Law beyond January 2013. Avoid Shortening of Post-Sheriff's Sale Redemption Period**

While we achieved our 2011 goal of extending and improving Michigan's 90-Day Pre-Foreclosure Negotiation law, while preserving the longstanding 6-month Post-Foreclosure Redemption Period, both accomplishments are only secure for one year. We know that the same interest groups who have been pushing to shorten Michigan's redemption period as a quid pro quo for extending the 90-day law are still committed to doing so which means that we will once again spend a lot of time and energy fighting the same fight we just won. Organizing an effort like this will once again take a considerable amount of staff time for approximately 6-8 months of the year.

2) **Take on Tax Foreclosure Crisis in addition to mortgage foreclosure crisis – Advocate for Changes in State Tax Foreclosure Laws**

While our strategic plan calls for several ways of incorporating the tax foreclosure crisis into MFTF's overall work, reduced funding will force us to focus solely on advocating for changes in state tax foreclosure laws.

PUBLIC EDUCATION

1) **Develop & Disseminate a Community Foreclosure Prevention/Response Toolkit**

The text only draft of the toolkit will be sent to the review team by the end of January. Once their input is incorporated into the draft, the remaining work will consist of developing and implementing the production, marketing, and distribution plan to get the toolkit into the hands of 250,000 Michigan citizens by May 2012. We will leverage our broad-based membership of 465 individuals

representing over 180 organizations around the state as well as a set of strategic partners to make this happen. We see this work as absolutely essential not only because of the value it brings to communities across the state but also because we have secured administrative funding based on the assumption that this work will be completed.

INFORMATION HUB

1) Set up a statewide county-level foreclosure data collection/dissemination system

Lead the charge in working with Grand Valley State University's Community Research Institute and the State Tax Commission with the goal of providing our members and communities throughout the state with accurate, timely, accessible statewide and county-level data on mortgage foreclosures in Michigan. This will take the form of the following deliverables:

A. Historical FACL Data at the state, county and zip code level including:

- Narratives
- Trend lines
- Charts

We expect to make this data available for download from

www.cridata.org/michiganforeclosuretaskforce by the end of January, 2012.

B. Data Going Forward - Quarterly reports at the state, county and zip code level from bureaus of equalization fed up through the State Tax Commission.

Important Note: Much work remains to be able to achieve this goal, but we will only move forward if we secure funding to contract out the collecting, analyzing and packaging the data. As of this writing, we do not yet have estimates of these costs.

GENERAL ADVOCACY, EDUCATION, COMMUNICATION

Below is a list of the work to be performed under this broad category in 2012.

- Bi-Monthly E-Newsletters to Membership
- 12 Action Alerts a year
- Facilitate 2 Panels on Foreclosure at Annual Building Michigan Communities Conference
Note: Eliminate MFTF staff's role in the 2013 panel applications, administration, etc. Preserve facilitator role for the 2012
- Host Annual Foreclosure 101 Lunch & Learn for Legislators & Staff
- Provide Michigan Foreclosure Prevention Corps Orientation to the Foreclosure Crisis for Site Supervisors and Members
- Hold 3 MFTF Membership Meetings
- Hold 3 MFTF Steering Committee Meetings
- Participate in 3 Michigan Foreclosure Prevention Project Meetings
- Participate in 3-4 Meetings with MSHDA
- Participate in 5 meetings of regional collaboratives throughout the state
 - Michigan Mortgage Fraud Task Force Meetings
 - Meetings with Detroit Foreclosure Prevention and Response
 - Counselors in Action (CIA)
 - Community Foreclosure Coalition (Jackson, Lenawee & Hillsdale)
 - FINSC (UWSEM led southeast Michigan coalition)
- Hold Bi-weekly staff meetings
- Update Annual Community Training Calendar

- Produce 2-4 Press Releases
- Produce 4-6 Opinion Pieces – write, disseminate and pitch to various media
- Provide 4-6 written legislative testimonies
- Respond to 20 direct referrals from at-risk homeowners
- Write Narratives for Grant Applications as potential funding for MFTF is identified and agreed upon by MFTF/CEDAM
- Produce 4 Quarterly Progress Reports for CEDAM to be used as needed for MSHDA, LISC, CEDAM Board, etc.
- Produce reports as needed for any grants secured specifically for MFTF