

Mission: The Cannabis Regulatory Agency (CRA) will establish Michigan as the national model for a regulatory program that stimulates business growth while preserving safe consumer access to cannabis.

Vision: The CRA will:

- Provide education to applicants, licensees, and all citizens on the mission and activities of the agency.
- Engage with all internal and external stakeholders in the development of policy, ensuring transparency and accountability.
- Commit to continuous quality improvement for all core business functions, using data as the driver for evaluation and decision-making.
- Provide opportunities for inclusion and professional development.

Customer Service Goal: Utilize data and feedback from stakeholders and CRA staff to identify and engage in specific continuous quality improvement initiatives that ensure the CRA has the appropriate organizational structures and processes in place to protect public health and safety and ensure the most efficient processes, without imposing unnecessary requirements on applicants and licensees.

Goal	Action Plan	Start Date	End Date	Complete
Monitor and evaluate the agency customer service functions that were consolidated to determine if the changes that were made are effective.	Evaluate the restructure of the phone trees, phone prompts and call centers for effectiveness.	11/1/2022	9/30/2023	Complete
	Gather feedback from customers regarding their customer service experience. Survey following calls or survey sent to customers and stakeholders.	7/1/2023	9/30/2023	Complete
	Make changes based on results (add to phone prompts and website).	10/1/2022	9/30/2023	Complete

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Goal	Action Plan	Start Date	End Date	Complete
<p>Cross train staff, evaluate work processes and job duties, and make any changes that will increase efficiency and improve customer service.</p>	Streamline all procedures.	11/1/2022	9/30/2023	Complete
	Develop and consolidate all processes and procedures into one resource area for customer service staff to include: Phone Scripts for each area, FAQ's for each area, Standard Email Responses for all mailboxes, Phone triage criteria, audit procedures, training and scheduling.	11/1/2022	7/31/2023	Complete
	Evaluate current processes within the section using CQI methods and identify one Lean Process Initiative per quarter (total of 3) (email audit, phone monitoring, licensing intake).	11/1/2022	9/30/2023	Complete
	Cross train Analyst to include knowledge of all laws and rules the Agency administers.	10/1/2022	9/30/2023	Complete
	Cross train all phone agents to be able to cover other areas of the Agency call centers so that they can serve as back up or cover other areas based on the needs of the Agency.	10/1/2022	9/30/2023	Complete
	Collaborate with each section of the agency to identify a key contact for their area when questions of policies and procedures need analysis and response or when laws, rules and legislation changes affecting current policies and procedures.	10/1/2022	9/30/2023	Complete

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Goal	Action Plan	Start Date	End Date	Complete
Monitor and evaluate the agency customer service functions that were consolidated to determine if the changes that were made are effective.	Evaluate the restructure of the phone trees, phone prompts and call centers for effectiveness.	11/1/2022	9/30/2023	Complete
	Updated phone prompt resources. Requesting monthly phone line reports for individual phone lines like Enforcement and Hemp. Evaluating monthly individual phone line reports. Assessing Enforcement Needs.	11/1/2022	7/31/2023	Complete
	Gather feedback from customers regarding their customer service experience. Survey following calls or survey sent to customers and stakeholders - Send Survey out no later than 8/1/2023.	7/1/2023	9/30/2023	Complete
	Make changes based on results.	9/1/2023	9/30/2023	Complete

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Goal	Action Plan	Start Date	End Date	Complete
Cross train staff, evaluate work processes and job duties, and make any changes that will increase efficiency and improve customer service.	Streamline all procedures.	11/1/2022	9/30/2023	Complete
	Develop and consolidate all processes and procedures into one resource area for customer service staff to include:	4/1/2023	7/31/2023	Complete
	Phone Scripts for each area, FAQ's for each area, Standard Email Responses for all mailboxes, Phone triage criteria, audit procedures, training and scheduling.	4/1/2023	7/31/2023	Complete
	Evaluate current processes within the section using CQI methods and identify one Lean Process Initiative per quarter (total of 3).	4/1/2023	9/1/2023	Complete
	Cross train Analyst to include knowledge of all laws and rules the Agency administers.	1/1/2023	9/30/2023	Complete
	Cross train all phone agents to be able to cover other areas of the Agency call centers so that they can serve as back up or cover other areas based on the needs of the Agency.	11/1/2022	9/30/2023	Complete

Legal Goal:

Utilize data and feedback from stakeholders and CRA staff to identify and engage in specific continuous quality improvement initiatives that ensure the CRA has the appropriate organizational structures and processes in place to protect public health and safety and ensure the most efficient processes, without imposing unnecessary requirements on applicants and licensees.

Goal	Action Plan	Start Date	End Date	Complete
Build relationship with the State of Michigan Bar Cannabis Law Section.	Build relationship and create a stakeholder group with the State of Michigan Bar Cannabis Law Section to collect feedback on disciplinary process and applicable administrative rules and adopt recommendations when appropriate.	4/1/2023	4/28/2023	Complete

Public Relations Goal: Utilize data and feedback from stakeholders and CRA staff to identify and engage in specific continuous quality improvement initiatives that ensure the CRA has the appropriate organizational structures and processes in place to protect public health and safety and ensure the most efficient processes, without imposing unnecessary requirements on applicants and licensees.

Goal	Action Plan	Start Date	End Date	Complete
Based on industry demand, provide education sessions on specific topics.	Banking in the Cannabis Space with Green Check Verified.	10/20/2022	10/20/2022	Complete
	Building an Impactful Brand with Qonkur Media.	10/27/2022	10/27/2022	Complete
	Cost Effective Risk Management Programs with Sterling Insurance Group.	11/3/2022	11/3/2022	Complete
	Using Public Relations to Power Your Cannabis Business with Canna Communication.	11/17/2022	11/17/2022	Complete
	A Review of the Michigan CRA Operation and Oversight Grant with Midwest Canna Nurses.	12/21/2022	12/21/2022	Complete
	Cannabis Startup Guide to IT with Cure8.	1/12/2023	1/12/2023	Complete
	Financial Services Guidance with SBAM.	1/26/2023	1/26/2023	Complete
	Connecting Businesses and Community Organizations with LCP.	2/23/2023	2/23/2023	Complete
	Banking Compliance in the Cannabis Industry with Dart Bank.	3/16/2023	3/16/2023	Complete
	Q&A with Event Organizer Licensee, The Fire Station.	3/30/2023	3/30/2023	Complete
	Groundwater Protection with EGLE.	4/6/2023	4/6/2023	Complete

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Goal	Action Plan	Start Date	End Date	Complete
Based on industry demand, provide education sessions on specific topics.	How to Build an Ideal Technology Stack with MJStack.	4/13/2023	4/13/2023	Complete
	Introduction to MIOSHA’s Consultation Education and Training Division.	4/19/2023	4/19/2023	Complete
	RFID Technology with Outlaw Technology.	4/27/2023	4/27/2023	Complete
	Get to Know Michigan’s Wage and Hour Division.	5/4/2023	5/4/2023	Complete
	Hazard Communication with MIOSHA.	6/14/2023	6/14/2023	Complete
	Q&A with Brian Hanna, Executive Director of the CRA.	7/20/2023	7/20/2023	Complete
	Creating a Culture of Compliance with ICS Consulting.	8/24/2023	8/24/2023	Complete
	Q&A with CRA Social Equity All-Star Qualifiers.	9/7/2023	9/7/2023	Complete
	Program Overview with the Social Equity Team.	9/13/2023	9/13/2023	Complete
	Personal Protective Equipment Standard with MIOSHA.	9/21/2023	9/21/2023	Complete

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Goal	Action Plan	Start Date	End Date	Complete
Process Improvement Ideas	Follow the process implemented in FY 21 for staff submissions of process improvement ideas and track submissions that are implemented over the FY.	10/1/2022	9/30/2023	Complete
Social Equity Program	Conduct stakeholder engagement via work group, webinar, survey, or alternative manner to solicit feedback on a specific process and consider feedback for improvements.	1/1/2023	9/30/2023	Postponed to FY2024
	Notify stakeholders via email, eblast, bulletin, or press release whether the recommendations were or were not adopted for implementation.	1/1/2023	9/30/2023	Postponed to FY2024
	Obtain feedback from stakeholders and create a public service announcement campaign with a focus on education, public safety, and awareness.	11/1/2022	4/1/2023	On hold until rules published