

MCBAP 2026 Strategic Plan

<https://mcbap.com>



MCBAP's Guiding Pillars



Expand

Expand the types of credentials and how credentials are leveraged, adjust to changes in the field



Influence

Influence with stakeholders in our field through networking and relationship building



Strengthen

Strengthen the organization through trusted leadership, customer service, relevance and presence

About MCBAP



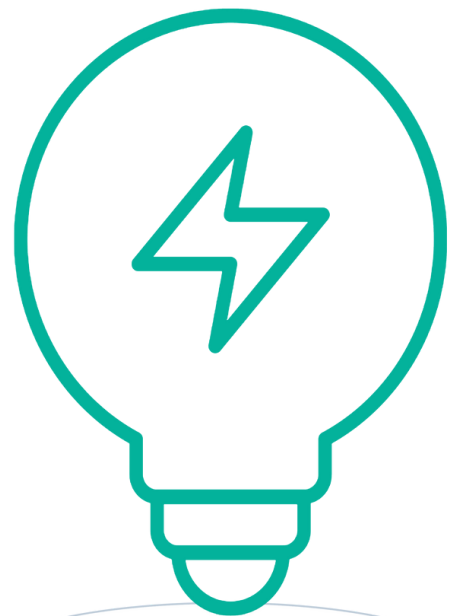
A word cloud centered around the acronym "MCBAP". The words are arranged in a circular pattern around the central text. The colors used are various shades of blue and teal. The font styles vary, including bold sans-serif, regular sans-serif, and script fonts. The words represent values and attributes associated with MCBAP.

workforce
consistent
Michigan
competent
customer-focused
standards
advocacy
respected
knowledgeable
MCBAP
pride
recognized
professional
fair
innovative
quality
compassionate
authority
specialty
protection
connector
responsive



Guiding Pillar **Influence**

- Advocate with state and national partners to preserve the value of specialty credentials.
- Educate the public and stakeholders on the importance of credentialing in quality care.
- Increase MCBAP's presence at conferences and policy forums to shape the future of the field.
- Support high ethical standards for all credential holders.
- Identify and respond proactively to trends that may impact credentialing and public protection.





- Broaden visibility by enhancing our website and social media presence.
- Strengthen partnerships with universities, treatment providers, and professional associations.
- Increase access to training and education, including credential-specific workshops and webinars.
- Launch special events for MCBAP's 30th Anniversary to celebrate credential holders and the profession.
- Explore additional credentials and specializations that meet emerging workforce needs.

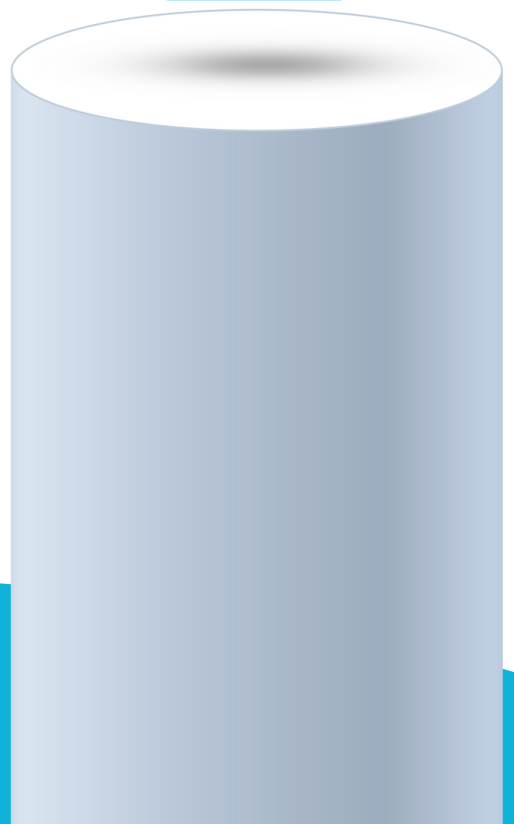
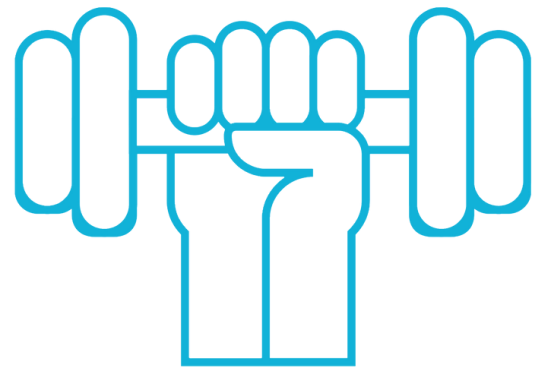




Guiding Pillar

Strengthen

- Maintain exceptional customer service and streamlined processes for credential holders.
- Promote pride in credentials through recognition programs, awards, and social media campaigns.
- Expand recognition of credential holders through regional events and networking opportunities.
- Enhance digital tools, including user-friendly applications and digital badges.
- Foster a strong Board of Directors to guide MCBAP's future.



Acknowledgements

The Michigan Certification Board for Addiction Professionals (MCBAP) owes enormous thanks to those who devoted their time, effort, and expertise to bringing the MCBAP Strategic Plan to life. Although the current product is organized differently than previous versions, the efforts of these committed individuals remain embedded here.

We honor the memory of and pay tribute to the contributions of Dr. James Schepper, who served as executive director when the MCBAP Strategic Plan was originally created in November 2020. Also for that initial document, we appreciate Kristie Schmiede, MCBAP Board Chair and the consultants Leslie Staroneck, Director and Mandy Sharp Elzinger, Program Manager of Learning Services with the Dorothy A. Johnson Center for Philanthropy. This academic center is within the College of Community and Public Service at Grand Valley State University.

We are grateful to Joel Hoepfner, MCBAP Board of Directors member who proficiently planned for and facilitated the October 2022 MCBAP Strategic Planning session which led to the development of a refreshed edition. This current elevated edition occurred in 2025 under the capable leadership of Kim Shewmaker, Board Chair.

Previous and current MCBAP Board of Directors who also took part include:

- | | | |
|-------------------------|--------------------|-----------------------|
| • Beverly Chisolm | • Elissa Kent | • Kristie Schmiede |
| • Larry Davis | • Steve Lehman | • Kimberly Shewmaker |
| • Jane Dika | • Donald MacDonald | • Kevin Tew |
| • Joel Hoepfner | • Robert Mellin | • Kimberly Thalison |
| • Eric Horwood | • Phillip Millerov | • Andria Walker |
| • Naima Jones | • Thomas Moore | • Patricia Warmington |
| • Jill Montgomery Keast | • Phillip Mosby | |

The dedication and passion of these experts has been crucial in the evolution of the MCBAP Strategic Plan. We extend heartfelt thanks for your tireless efforts and unwavering support. The MCBAP mission is to provide public protection and promote quality services through certification of professionals engaging in the prevention of alcohol, tobacco, and other drug problems and the assessment and treatment of addictions. Your efforts bring this mission to life.

With deepest appreciation,

Jennifer E. Mitchell, LPC, CCS, CAADC
Executive Director
Michigan Certification Board for Addiction Professionals