



MICHIGAN'S DEFINING MOMENT

PUBLIC ENGAGEMENT CAMPAIGN

Building Consensus
Fall 2007 - Winter 2008
*Engagement of 1000+
Statewide Leaders*

160 Community Conversations
(Leaders)

Online Conversations
(Public)

"Michigan Story" Corps

Public Education
Spring 2008 - Spring 2009
*Engagement of 10,000+
Statewide Citizens & Leaders*

Publish Consensus

Statewide Town Hall Meetings

Distribute Citizen Toolkits

Key 2008 State House Debates

Ongoing Online Engagement

Action
Fall 2009 - Fall 2010
*Many thousands of citizens
engaged in a new movement.
A changed political discourse.
Clear focus on consensus
issues in a watershed election.*

Statewide Citizen Conference

Gubernatorial Debate

Key House & Senate Debates

Watershed Election