**Summary:** On a quarterly basis, Michigan Catholic Conference (MCC) writes, publishes, and distributes its *FOCUS* publication, which analyzes significant, current issues through the lens of Catholic Social Teaching.

**Research:** The purpose of *FOCUS* is to evaluate pressing issues and public policy questions, as well as their impact on the citizens of Michigan. MCC staff considers issues of concern that they may be currently working on or that may be forthcoming. Staff also consult with MCC advisory committees, or at times, the full Board of Directors, to choose a topic. Each *FOCUS* relies on resources such as academic journals, government statistics, official Catholic documents, legislative summaries, and additional guiding authorities to inform and source the document. In some cases, staff will ask for constructive feedback from national Catholic or other relevant organizations that specialize on the topic. The research process helps determine how the publication is laid out and informs what potential actions readers can take regarding each issue.

**Planning:** ***The general objectives of FOCUS are:*** 1) to provide factual, well-cited information about a current issue, 2) to explain the issue’s relevance in Michigan and/or to the policy process 3) to present insights from Catholic teaching, and 4) to offer potential areas of reflection or action. ***One of the primary audiences*** is the Catholic community in Michigan, reached predominately through Catholic parishes (members), schools (teachers, parents, and families), and agencies (volunteers and staff). To appeal to this audience, each *FOCUS* incorporates Catholic teaching and moral insights into discussion. ***Other primary audiences include*** elected members of the Michigan Legislature and the Michigan Congressional delegation, institutions of higher education, members of the judicial branch, and influential members of the statewide news media. For this audience, MCC includes content regarding the impact of the issue on Michigan, as well as any current public policies, executive actions, or judicial cases related to the issue. Oftentimes, MCC policy staff will cite the *FOCUS* publication while meeting with individual lawmakers or the news media to highlight organization priorities and issues of concern to the Catholic community. ***The overall strategy*** is to provide every Catholic parish, school, and secular target institution with helpful information that can be distributed at no cost. ***The total budget*** was approximately $12,100.

**Execution:**

1. Communications staff prepares the text, which is reviewed by at least five staff members. MCC also consults with outside experts when necessary. For the August piece, staff gathered feedback from a public interest law firm—Becket—involved in one of the court cases highlighted in the publication.
2. MCC designs the format, colors, and other visual elements.
3. *FOCUS* is again reviewed for any necessary content changes and is sent for printing and distribution.
4. Staff posts the *FOCUS* on social media and highlights the issue in corresponding columns for Catholic newspapers. Each of Michigan’s seven Catholic dioceses are also encouraged to promote the piece.

**Evaluation:** MCC evaluates *FOCUS* in several ways:

1. ***Order Requests*:** MCC distributed 26,000 copies of the May publication, 50,600 copies of the August publication, and 23,000 copies of the December publication.
2. ***Website Clicks (pdf):*** 1,674 clicks on the electronic versions in 2019 (687, 872, and 115 respectively).
3. ***Feedback:*** MCC received emails, phone calls, and social media comments, especially on the clean water *FOCUS*. One caller expressed interest after receiving the publication to work with local Detroit Catholic schools on obtaining bottle filling stations with filtered water.
4. ***Social Media*:** Twitter- 3,669 impressions on six MCC tweets promoting these publications, as well as 51 engagements. Facebook- 4,146 people reached on five MCC posts and 250 engagements.