

Mid-Eastern Association of Educational Opportunity Program Personnel (MEAEOPP) Strategic Plan

October 2018 - September 2021

Mission

The Mission of MEAEOPP is to foster collaboration among individuals who have shared interests in achieving college access, persistence and post-secondary completion for low income and/or first generation students, veterans, and students with disabilities through professional development, networking, research, and advocacy.

Vision

The Vision of MEAEOPP is a world where individuals with a shared interest in advocating for underrepresented and underserved individuals are able to network and provide equal education access to all persons in the Mid-Eastern Region.

Priorities 2018 - 2021

- Advocacy and Access
- Sustainability
- Research

Priority 1 – Advocacy and Access

As a primary focus of the organization, advocacy efforts at the national, regional, state, and local level are key to increasing educational opportunities for the target population. It is only through effective advocacy to all stakeholders that an increase in access can be achieved.

Initiative 1 – Alumni Engagement

Strategies:

- 1) Offer professional development at the annual conference on how to establish an alumni network
- 2) Hold an alumni event at each annual conference
- 3) Promote social media outlets (such as the National TRIO Alumni Association Facebook page) through which alumni can connect

Initiative 2 – Social Media Presence

Strategies:

- 1) Maintain an active social media presence
- 2) Create and promote a YouTube Channel

Initiative 3 – Legislative Education

Strategies:

- 1) Include a session on legislative education at the annual conference
- 2) Assist states/district in developing legislative programming
- 3) Include advocacy/legislative information in the Newcomer's Handbook/Session
- 4) Inform the TRIO community about legislative developments

Priority 2– Sustainability

Organizational stability and sustainability are important to our continued ability to advocate for our target population. Sustainability will occur through an increase in financial resources, human resources, and organizational development.

Initiative 1 – Sustain and/or Increase Membership Each Year

Strategies:

- 1) Develop a list of the benefits of membership
- 2) Create a membership database/directory that also includes programs who are not currently members of MEAEOPP
- 3) Contact newly funded and non-member programs annually to join MEAEOPP

Initiative 2 – Partnerships

Strategies:

- 1) Each year engage in at least 2 partnerships that provide resources to improve practice or build knowledge at the state and/or regional level
- 2) Continue the practice of sponsoring a community service project which targets a local charity/non-profit at the annual conference
- 3) Assist the TRIO community to self-identify and communicate as college access, retention, and success advocates and providers to non-TRIO professionals

Initiative 3: Professional Development

Strategies:

- 1) Provide proactive professional development opportunities at the annual conference
- 2) Develop and facilitate opportunities to assist state and the regional association in securing additional resources to support work with low-income, first generation participants and participants with disabilities
- 3) Provide at least one webinar opportunity to bring training to members and other stakeholders

Initiative 4: Leadership Development

Strategies:

- 1) Continue to enhance and sustain the Emerging Leaders Institute
- 2) Provide workshops during state/regional conferences to promote the Emerging Leaders Institute
- 3) Encourage the development of Emerging Leaders Institutes at the state/district level
- 4) Promote leadership development opportunities provided by the Council for Opportunity in Education (COE)
- 5) Annually assess Board development needs and create a plan to meet those needs, including the development of a Board manual by September 2021

Initiative 5: Financial Development/Management

Strategies:

- 1) Achieve annually the Fair Share goal set by COE
- 2) Identify at least one organization/business to approach for potential sponsorship of annual conference events
- 3) While continuing adherence to fiscally responsible principles, examine ways to help state/district associations to do the same
- 4) Identify and implement new processes for reimbursing Board members and Committee chairs/members for authorized travel and purchases on behalf of the Association
- 5) Identify and implement new processes for collecting revenue on behalf of the Association

Priority 3 – Research

With the increased emphasis on proven research-based and evidence-driven practices, MEAEOPP should assist the community with the means to conduct, analyze, and implement a research agenda.

Initiative 1: Empirical Research, Theory, and Practice

Strategies:

- 1) Encourage the submission of research-based proposals for each annual conference and encourage practitioners to implement theory into practice
- 2) Provide resources to state/district chapters to encourage them to create individual fact books which can then be compiled and shared online by the region

Initiative 2: Maintain History of TRIO and MEAEOPP

Strategies:

- 1) Create and update an electronic archive of veteran staff and/or retirees reflecting on their TRIO history
- 2) Create and update a central cloud-based storage archive of the Association, including the Constitution & Bylaws, Board meeting records, annual conference materials, and strategic plans
- 3) Include on the Association's website a brief history of MEAEOPP, COE, TRIO, and their shared mission