

Oregon TRIO Association Strategic Plan 2015-2019

Vision:

The Oregon TRIO Association is a 501(c)3 organization that will provide leadership and advocacy on behalf of low income, first generation, and disabled students in the state of Oregon to ensure that all TRIO students have the resources and tools needed to achieve their full potential.

Mission:

Our mission is to increase the number of low income and underrepresented students in higher education. To be a catalyst in Oregon for progressive initiatives that promote educational equity, access, and opportunity for traditionally marginalized student populations.

Priority 1: Advocacy

To support local, state, and federal educational initiatives that raise student achievement and opportunity.

2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
1.1 Increase participation in the “I am TRIO” Campaign. Post student stories on state website, YouTube, or Oregon Facebook. 1.2 Listserv and letter campaign encouraging each project to participate. 1.3 Task OTA with informing and engaging alumni in ‘I am TRIO’ 1.4 Make stories easily accessible on OTA Facebook page. 1.5 Develop OTA Facebook page.	1.1 In conjunction with the OTA State Student Civic Leadership Conferences, create informational packet for legislators on issues important to TRIO. 1.2 Determine appropriate content. 1.3 Develop succinct, easily readable format. 1.4 Increase participation in the “I am TRIO” Campaign. Post student stories on state website, YouTube, or Oregon Facebook. 1.5 Develop OTA Facebook page.	1.1 Encourage and increase advocacy actions utilizing current participants and alum. 1.2 Update and distribute advocacy packet to projects. 1.3 Emphasize our intent at the OTA conference and at the annual alumni reception; offer specific workshops on legislative correspondence, arranging legislator visits to project events, engaging community, etc. 1.4 Task OTA to challenge alumni membership to meet a target number of advocacy contacts.	1.1 Formalize/promote advocacy efforts in conjunction w/ COE Conference; develop/explore state policy seminar in conjunction with other providers. 1.2 Initiate legislative visit planning at OTA conference for members planning to attend COE conference. 1.3 Set up legislative visit schedule in advance. 1.4 Establish multi-agency/program taskforce to explore state policy seminar possibilities.	1.1 Refine advocacy packet for members and identify ways to increase grassroots campaigning by members and alum. 1.2 Update advocacy packet. 1.3 Recruit heavily for advocacy committee.

Priority 2: Resource and Partnership Development

To build coalitions of allied community partners, and utilize local and statewide resources that enhance program operations.

2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
<p>2.1 Brainstorm list of potential statewide partners and contact them to discuss TRIO and common interests.</p> <p>2.2 Host a meeting to discuss strategies/ collaborations to assist underserved populations.</p> <p>2.3 Invite agencies, programs, industry to participate.</p>	<p>2.1 Expand participation with partners to discuss strategies/collaborations to assist underrepresented populations.</p> <p>2.2 Create a list of potential statewide partners and contact them to discuss TRIO and common interests</p> <p>2.3 Solidify funding for TRIO scholarships</p>	<p>2.1 Create partnership plan and complete initial grant opportunities.</p> <p>2.2 Create partnership plan (purpose, roles, objectives, etc).</p> <p>2.3 Identify funding sources for collaborative efforts and apply for them.</p> <p>2.4 Establish at least one outside entity as a founding partner (corporate, individual, foundation, etc...).</p>	<p>2.1 Identify resources outside of grants (corporate, individuals, foundations, etc...) and develop partnerships.</p>	<p>2.1 Work with Oregon TRIO alumni to expand partnerships through TRIO alumni employers.</p>

Priority 3: Public Relations & Networking

To increase awareness and appreciation for TRIO programs and inform the public on issues related to TRIO type students.

2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
<p>3.1 Establish a centralized web-system to collect TRIO project objectives and accomplishments.</p>	<p>3.1 Disseminate fact book digitally to stakeholders.</p> <p>3.2 Update fact book.</p> <p>3.3 Create distribution list of legislators and other stakeholders.</p> <p>3.4 Establish a centralized web system to collect TRIO project objectives and accomplishments.</p>	<p>3.1 Design a Web/ Marketing campaign.</p>	<p>3.1 Present our development at the annual COE conference.</p> <p>3.2 Develop presentation on OTA progress in marketing & networking.</p> <p>3.3 Get accepted to present at COE.</p>	<p>3.1 Identify networks/groups that do similar work with TRIO; increase visibility through attendance at statewide educational forums/venues.</p> <p>3.2 Identify educational meeting opportunities in Oregon and assign committee members to attend.</p>

				3.3 Prepare informational overview of TRIO for informing potential networking partners of our enterprise.
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Priority 4: Alumni

To provide leadership opportunities and recognition for TRIO Alumni.

2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
4.1 Attach Policy Seminar alumni attendance to participation in the Oregon TRIO Alumni Association. 4.2 Familiarize COE Policy Seminar alumni with OTA. 4.3 Establish future involvement as an expectation of COE Policy Seminar alumni.	4.1 Develop a fundraising plan for OTTA and an annual alumni reception. 4.2 Develop alumni FB/social media presence. 4.3 Establish future involvement as an expectation of COE Policy Seminar alumni.	4.1 View OTAA as a partner organization. 4.2 Have OTA organize district statewide alumni events. 4.3 Ask OTA to plan and host a networking event for TRIO alumni in local districts. 4.4 Provide funds to carry out the event. 4.5 Fund 2 nd networking event	4.1 Develop a resource directory for alumni speakers in TRIO programs.	4.1 Develop strategies to partner with OTAA in advocating for LI/FG students across Oregon State. 4.2 Identify ways alumni can advocate for underserved populations. 4.3 Develop and disseminate steps for engaging alumni in advocacy.

Priority 5: Membership

To actively pursue full participation in the Association and provide professional development opportunities to TRIO professionals and other stakeholders.

2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
5.1 Formalize/Institutionalize the Annual OTA Conference. 5.2 Call for proposals packet. 5.3 Develop marketing plan. 5.4 Identify/solidify Oregon State TRIO Conference	5.1 Develop an efficient system to maintain/update the OTA Staff Directory (Google docs). 5.2 Document marketing plan in policy manual. 5.3 Fine-tune membership benefits package	5.1 Increase state-wide involvement in OTA committees/leaderships positions. 5.2 NAEOP/OTA Conference Workshop on how to get involved/ expectations.	5.1 Develop a membership manual for Oregon State TRIO Association. 5.2 Compile and organize information on OTA. 5.3 Publish/post for dissemination to membership.	5.1 Set as a goal to have 80% of projects with membership; develop means for non-TRIO members.

locations three years in advance. 5.5 Create a membership benefits package.				
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