

ASPIRE REGION
Strategic Plan
January 2015 – October 2016
(Adopted 1/27/2015)



Mission: *Increase the education and success opportunities for all low-income students, first-generation students, and students with disabilities through professional development and legislative advocacy.*

Vision: *It is the vision of the ASPIRE Region to act with integrity, respect, ethics, and due diligence in working towards the completion of the established goals for 2015-2016 while keeping center the mission of ASPIRE. The ASPIRE region strives to collaborate with other like-minded organizations while standing as a national model for quality in professional development and support to its membership. We seek to integrate and support all TRIO and EOP personnel at the State, Regional, and National level for the advocacy of our students.*

Overview of ASPIRE goals and objectives:

- GOAL 1.) Provide high quality services to member's institutions and agencies
- GOAL 2.) Position ASPIRE as a leader in the field of Professional Development in the areas of college access and success
- GOAL 3.) Strengthen ASPIRE economic and organizational sustainability
- GOAL 4.) Strengthen the TRIO Alumni network
- GOAL 5.) Expand the availability and enhance the quality of college access and support services through rigorous advocacy

****Note**** although these goals and objectives are unique to the ASPIRE region, these are in support of the Council for Opportunity in Educations' goals and objectives.

Goal 1: Provide high quality services to member institutions and agencies		
Objective I: Annually provide at least seven on-site professional development opportunities (6 state conferences, 1 regional conference), including leadership training programs, for college access and success professionals		
TIME LINE	TASK	RESPONSIBLE PARTY
May 2015 – October 2015	1.) Conduct a survey of membership to identify perceived professional development needs and preferred delivery mechanisms prior to each state meeting and the annual conference	Executive Board, State Conference Committee,
October 2015 – October 2016	2.) Provide training opportunities open to the other TRIO associations in areas like grant writing, legislation and regulation, budgeting, and best practices. Host the trainings in an area that fosters attendance and cost saving measures for participants. Establish a curriculum/faculty for the trainings and a create a plan for advertisements of the training	Professional Development Committee,
October 2015 – October 2016	3.) Offer the ELI at the annual ASPIRE Conference and encourage each state chapter to host training opportunities to further enhance leadership skills (establish a beginner and advanced training within ELI)	LDI Committee
Objective II: Provide opportunities for member institutions and agencies to maintain and expand funding to assist them in offering high-quality access and success services		
TIME LINE	TASK	RESPONSIBLE PARTY
May 2015	1.) Provide standardized state initiative grants	Executive Board, State Initiative Committee
October 2015	2.) Make amounts and application deadline available to membership at the regional fall conference.	
January 2016	3.) Distributed funds equally to those that apply in the region	State Boards
October 2016	4.) Complete an After Action Report (AAR), as to spread the word of good things done in the state and region	
Objective III: Assist the TRIO community in creating a self-identify and communicate as college access and success advocates at a state, regional, and national level		
TIME LINE	TASK	RESPONSIBLE PARTY
October 2015	1.) Confirm TRIO logo, motto, and “Brand” identity with COE	Executive Committee, State Leaders
October 2015 – January 2016	2.) Distribute identity information to state and region	
October 2016	3.) Provide education opportunities in how to communicate using the established identity at the ASPIRE Annual conference	
January 2016	4.) Provide funding options in using the established identity of TRIO to member institutions and agencies	

Goal 2: Position ASPIRE as a leader in the field of Professional Development in the areas of college assess and success		
Objective I: Provide new resources for TRIO programs, assisting them in seeking greater visibility at the institutional, state, regional, and national level.		
TIME LINE	TASK	RESPONSIBLE PARTY
May 2015 – October 2016 May 2015 – October 2016 January 2015 – October 2016 May 2015	1.) Post development and presentation opportunities on the ASPIRE webpage 2.) Add best practices to the resources page on ASPIRE website 3.) Sync with COE to distribute information from our region to other regions 4.) Distribute a regional media information sheet to each state, highlighting main topics and achievements to be forwarded to major newspapers in each state, allowing states to attach specific state numbers/facts	Website Sub-committee Media Relations Committee, State Boards
Objective II: Convene with other non-profit/college access organizations, the mission of TRIO/COE/ASPIRE to leverage expertise, enhance professional development, and share best practices		
TIME LINE	TASK	RESPONSIBLE PARTY
May 2015 May 2015 – October 2015 October 2015 – October 2016	1.) Create an ASPIRE letter of cooperation and support to be used in with other organization. 2.) Identify one agency within each state, totaling 6 regional agencies that can fulfill the objective and that have like-minded missions. Confirm relations with a completed letter of cooperation 3.) Provide lessons learned and best practices to other organizations, including professional development opportunities	Executive Board State Boards Professional Development committee
Objective III: Develop and implement a proactive media relations strategy to promote the association and its member state chapters		
TIME LINE	TASK	RESPONSIBLE PARTY
January 2015 – May 2015 June 2015	1.) Use COE media packet (media releases) as a guide, while creating clear distribution objectives including who to speak with, and where to target the message of TRIO/ASPIRE. 2.) Use the ASPIRE webpage to list, sync, and distribute successful media relations to other regions, agencies, and COE	Public Relations committee, Media Relations committee
Objective IV: Reintroduce and activate a connection to the ASPIRE Regional Tribal Colleges and Institutions		
TIME LINE	TASK	RESPONSIBLE PARTY
January 2015 – March 2015 March 2015 – May 2015 May 2015 – October 2015	1.) Identify leaders within ASPIRE to spearhead a newly created committee 2.) Create clear activities, goals, and objectives to bridge the Tribal Colleges and Institutions to the ASPIRE region, to be presented to the ASPIRE Board 3.) Create a plan for the integration and professional development of the ASPIRE region from the Tribal/Native American perspective	Executive Board (Newly formed committee – Name TBA)

Goal 3: Strengthen ASPIRE economic and organizational sustainability		
Objective I: Increase foundation, corporate, and individual contributions by five (5) percent		
TIME LINE	TASK	RESPONSIBLE PARTY
May 2015 – October 2015 October 2015 – January 2016 January 2016 – April 2016 April 2016 – May 2016 October 2015 – October 2016	1.) Establish baseline data, divided by state 2.) Examine data to identify strengths and weak areas to target as possible funding sources. 3.) Identify corporations, foundations, and individuals interested in supporting college access and success and cultivate a partnership 4.) Develop fundraising materials highlighting the impact of ASPIRE programs bases on data received from each state 5.) Provide an opportunity to “Adopt a TRIO Student” as a new fundraiser	Executive Board/Corporate Advisory and Communications committee
Objective II: Ensure finances are sufficiently robust to sustain and build ASPIRE		
TIME LINE	TASK	RESPONSIBLE PARTY
January 2015 – October 2016 May 2015 – October 2015 October 2015, October 2016	1.) Create plan to maintain two-year operating expenses in reserve 2.) Identify areas that can be cut/added from the entire budget with an executive vote from the ASPIRE board to ensure fiscal responsibility and direction 3.) Distribute financial information to the membership	Finance Committee, Executive Board
Objective III: Provide membership with literature and information about the standing and direction of ASPIRE. Help create a culture of clarity as to the benefits of the membership at both the institutional and personal level		
TIME LINE	TASK	RESPONSIBLE PARTY
May 2015 August 2015, October 2015 October 2015	1.) Create a brochure that can be revised on an annual basis that can be used to inform the membership of what their membership dues go towards. Include charts, graphs for each state, region, and COE. This brochure should also outline benefits to the membership 2.) Print and/or distribute a copy of the membership brochure to all membership institutions within ASPIRE. Provide this resource at state and regional conferences. 3.) Host a breakout session that the annual conference to educate the membership about the mission, goals, and benefits of ASPIRE membership	Executive Board Committee, Finance Committee, Publications Committee,

Goal 4: Strengthen the TRIO Alumni network		
Objective I: Ensure each state has an established alumni network		
TIME LINE	TASK	RESPONSIBLE PARTY
January 2015 – May 2015	1.) Define alumni on a regional level, create a standardized alumni form to compile state data of alumni	Alumni Committee Executive Board
April 2015 – September 2015	2.) Assign one member of the ASPIRE Executive board to compile state data into one data system	
October 2015 – December 2015	3.) Unite regional alumni database and sync with COE’s Alumni database.	Alumni Committee
October 2015	4.) Provide alumni social media links on the website and link to each state and COE.	Website Subcommittee
2015, 2016	5.) Ensure that the region sponsors at least two alumni events annually	Alumni Committee
Objective II: Feature regional alumni on the ASPIRE website		
TIME LINE	TASK	RESPONSIBLE PARTY
February 2015	1.) Assign each state two months (per year) to highlight an Alumni	State Leaders
February 2015 – March 2015	2.) Task each current state president with the task of identifying alumni for their state.	
February 2015 – March 2015	3.) Create a standard Alumni webpage (prepopulated) to ease the task on states	Website Subcommittee
Goal 5: Expand the availability and enhance the quality of college access and support services through rigorous advocacy		
Objective I: Develop Instructional action plans to assist state associations in how to lobby for TRIO effectively		
TIME LINE	TASK	RESPONSIBLE PARTY
March 2015	1.) Distribute the COE standardized plan for how to communicate and lobby with congressional members	Government Relations Committee, State Boards
May 2015 – March 2016	2.) Strengthen and expand bi-partisan support of TRIO through visibility by increasing regional funds to assist state representation at Policy Seminar	
Objective II: Communicate with the membership about what is happening at the regional and national level		
TIME LINE	TASK	RESPONSIBLE PARTY
January 2015 – October 2016	1.) Provide membership with “real time” information from DOE/COE/ASPIRE board meeting	Executive Board