

ASPIRE REGION

Strategic Plan

November 2018 – October 2019

(Revised 9/24/2018)



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 2018-2020 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.*

President's Goals for 2018-2019:

- 1) **Expand the ASPIRE Leadership Institute**
- 2) **Strengthen relationships with programs who are new or not currently involved in ASPIRE**
- 3) **Strengthen support to the Tribal Colleges**
- 4) **Provide opportunities to strengthen TRIO Achiever/Alumni Network**

- GOAL 1.) Expand the availability & enhance the quality of college access & support services through rigorous advocacy
- GOAL 2.) Provide high-quality services to member institutions & agencies
- GOAL 3.) Position ASPIRE as a thought leader in areas of college access, retention & success
- GOAL 4.) Strengthen ASPIRE's sustainability for future growth
- GOAL 5.) Strengthen TRIO Alumni Network

**** **Note**** Although these goals and objectives are unique to the ASPIRE region, these are aligned and in support of the Council for Opportunity in Education's goals and objectives.

ASPIRE, Inc. Strategic Plan 2018-2019

TIMELINE	TASK	RESPONSIBLE PARTY
<p>Goal 1: Expand the availability and enhance the quality of college access and support services through rigorous advocacy</p>		
<p><i>Objective I: Develop Instructional action plans to assist state associations in how to lobby for TRIO effectively</i></p>		
	<p>1) Distribute the COE standardized plan for how to communicate and lobby with congressional members 2) Strengthen and expand bi-partisan support of TRIO through visibility by increasing regional funds to assist state representation at Policy Seminar 3) Strengthen the TRIO presence during National TRIO Day within the region by hosting events within each state.</p>	<p>Governmental Relations</p>
<p><i>Objective II: Communicate with the membership about what is happening at the regional and national level</i></p>		
	<p>1) Provide membership with “real time” information from DOE/COE/ASPIRE board meetings 2) Place information on Workplace 3) Assist COE in assuring the views of our membership are submitted and recognized in the reauthorization of the Higher Education</p>	<p>Executive Board State Presidents</p>
<p>GOAL 2: Provide high quality services to member institutions and agencies</p>		
<p><i>Objective I: Annually provide at least six/seven on-site professional development opportunities (6 state conferences, 1 regional conference), including leadership training for college access and success professionals</i></p>		
<p>September 2018 – October 2020</p>	<p>1) Provide training opportunities open to the other TRIO Associations in areas like grant writing, legislation and regulation, budgeting, and best practices. Host the training in an area that fosters attendance and cost saving measures for participants. Establish a curriculum/faculty for trainings and create a marketing plan to distribute to association.</p>	<p>Executive Board, State Conference Committee</p>

September/October 2019 & 2020	2) Offer Leadership Training at Annual ASPIRE Conference and encourage each state to host training opportunities to further enhance leadership skills.	Professional Development Committee ALI Committee
Objective II: Provide opportunities for member institutions and agencies to maintain and expand funding to assist in offering high-quality access and success services.		
October 2018-2020	1) State Presidents send quarterly updates to ASPIRE President; ASPIRE President reaches out to region with updates.	State Presidents ASPIRE President
Objective III: Assist the TRIO community in creating a self-identity and communicate as college access and success advocates at state, regional, and national level.		
October 2018-2020	1) Promote and encourage region to utilize COE's "Communities of Practice" for professional development and growth for statewide college opportunity program professionals. COP allows sharing best practices and cultivation of new ideas. a) Encourage membership to join current communities: International Access Research, Evaluation, and Data Use Science, Technology, Engineering and Mathematics (STEM) State Leadership 2) Provide two (s) regional conference waivers for TRIO ASPIRE members	ASPIRE President State Presidents President-Elect and committee
Goal 3: 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.		
	1) Encourage ASPIRE members to present at non-TRIO specific conference to leverage expertise, share practices and learn about other college access and success strategies nationally and internationally. Post development and presentation opportunities on the ASPIRE webpage (Work Place) 2) Add COE best practices to the resources page on ASPIRE website	Technology committee Public Relations

	<p>3) Sync with COE to distribute information from our region to other regions</p> <p>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 (from Quarterly State Reports)</p>	<p>Committee, State Boards</p>
<p>Objective II: <i>Convene with other non-profit/college access organizations, the mission of TRIO/COE/ASPIRE to leverage expertise, enhance professional development, and share best practices</i></p>		
	<p>1.) Create an ASPIRE letter of cooperation and support to be used in with other organizations</p> <p>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. (i.e. Montana MCAN)</p>	<p>Executive Board State Boards Professional Development committee</p>
<p>Objective III: <i>Develop and implement a proactive media relations strategy to promote the association and its member state chapters</i></p>		
	<p>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.</p> <p>2.) Use the ASPIRE webpage and Workplace to list, sync, and distribute successful media relations to other regions, agencies, and COE</p> <p>3.) Create a brochure that can be easily revised on an annual basis to inform membership of benefits, services and donation opportunities to ASPIRE Giving Campaign. Print and/or distribute to ASPIRE members.</p>	<p>COE Public Relations committee</p>
<p>Objective IV: <i>Reintroduce and activate a connection to the ASPIRE Regional Tribal Colleges and Institutions</i></p>		
	<p>1.) Implement a Native American Institute; research foundations to help fund opportunities unique to tribal institutions</p> <p>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</p>	<p>Executive Board Native American Committee</p>

	<p>3.) Create a plan and survey tribal colleges and Institutions for the integration and professional development of the ASPIRE region from the Tribal/Native American perspective</p> <p>4.) Provide training specific to Native American institutions</p>	<p>Native American Committee</p>
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GOAL 4: Strengthen ASPIRE economic and organizational sustainability for future growth

Objective 1: Identify funding opportunities and revenue streams to support and ensure ASPIRE has the resources to further the strategic plan

	<p>1.) Establish baseline data, divided by state/ Present data for region at yearly conference</p> <p>2) Start an ASPIRE State Fact book Library - Examine data to identify strengths and weak areas to target as possible funding sources. (ASPIRE Regional Fact Book)</p> <p>3) Identify corporations, foundations, and individuals interested in supporting college access and success and cultivate a partnership. Identify Alumni within these areas who may be interested in supporting</p> <p>4) Develop fundraising materials highlighting the impact of ASPIRE programs based on data received from each state</p> <p>5) Provide training on the benefits and financial gains for the region by using COE's Empower 2.0 for Upward Bound/Upward Bound Math and Science Programs</p>	<p>Executive Board/Corporate Development Committee</p> <p>Development and Board member to present at regional conferences</p>
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Objective 2: Achieve Fair Share goal annually

	<p>1) Provide training to membership regarding ASPIRE Giving Campaign (Fair Share)</p> <p>2) Increase institutional memberships</p> <p>3) Increase personal contributions</p>	<p>Executive Board State Presidents Development Committee</p>
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Goal 5: Strengthen the TRIO Alumni network

Objective 1: Ensure each state has an established alumni network

	<p>1) Assign each state two months (per year) to highlight an Alumni –December & June</p> <p>2) Create a standard Alumni webpage (prepopulated) to ease the task on states</p> <p>3) Unite regional alumni database and sync with COE's Alumni database.</p>	<p>Alumni Committee Executive Board</p>
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	<p>4) Provide alumni social media links on the website and link to each state and COE.</p> <p>5) Ensure that the region sponsors at least two alumni events annually</p>	<p>PR/Technology Committee</p> <p>State Leaders</p> <p>PR/Technology committee</p>
<p>Objective II: Feature regional alumni on the ASPIRE website</p>		
	<p>1) Task each current state president with the task of identifying alumni for their State</p> <p>2) Ensure that the state's in region are nominating TRIO Achievers at both the state, regional and national levels</p>	<p>State Leaders and Alumni Committee</p>