

ASPIRE REGION

Strategic Plan

October 2019 – October 2020

(Revised 10/2/2019)



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 2019-2020:

1. Compile ASPIRE, INC's History

- Video and written anthologies
- Each state will be tasked with compiling their own history
- Programs/Projects are encouraged to do the same. (Chronology at the very least)
- President's Legacy Council will be institutionalized to guarantee long *

2. Strengthen Alumni network across region

- ASPIRE Professionals who are TRIO Alumni will register with ASPIRE, INC and COE Alumni pages
- Identify and encourage current alumni to register on ASPIRE, INC. and COE Alumni pages
- Encourage modification of "close-out" procedures to include adding verbiage and practice: "registered on ASPIRE, INC. and COE alumni pages"
- Utilize alumni in advocating efforts – each state will at least one alumni, preferably one NOT working in a TRIO Program, to Policy

3. Increase the amount of TRIO students served in the ASPIRE Region

- Strengthen support to member institutions and to Tribal Colleges by providing grant writing sessions in our region

- Provide TS writing workshops specific to Tribal Colleges
- Institute grant writing sessions as pre-con for Regional Conference

4. Establish ASPIRE, INC professionals as thought leaders for college access in our region and nation

- Encourage our colleagues to work toward advancing their degrees and publish studies relevant to the population we serve
- Promote Graduate Certificate at Colorado State University
- Increase investment in ALI/ELDP to support ASPIRE Leadership opportunities
- Provide professional development

ASPIRE, Inc. Strategic Plan 2019-2020

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</p> <ul style="list-style-type: none"> • All ASPIRE members were sent this information by each of their State Presidents, Government Relations Committee and COE <p>2) Strengthen and expand bi-partisan support of TRIO through visibility by increasing regional funds to assist state representation at Policy Seminar</p> <ul style="list-style-type: none"> • ASPIRE gave each State up to \$1,000 budget to assist with their President attending Policy including an additional \$1,000 to bring over 40 members who attended Policy <p>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</p> <ul style="list-style-type: none"> • Four “Message from the President” letters were sent out in October, January and May after each COE Board and ASPIRE Board Meetings and again in August prior to the annual conference <p>2) Place information on Workplace</p> <ul style="list-style-type: none"> • Updates from COE and ASPIRE were also placed on Workplace. As members, we still need to work on using it on a regular basis. <p>3) Assist COE in assuring the views of our membership are submitted and recognized in the reauthorization of the Higher Education</p> <ul style="list-style-type: none"> • Updates happened, but it doesn’t appear reauthorization will happen this year. 	<p>Executive Board</p> <p>State Presidents</p>

GOAL 2: Provide high quality services to member institutions and agencies		
Objective I: <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>1) Provided 5 state conferences (North and South Dakotas combined)</p> <ul style="list-style-type: none"> ASPIRE’s President attended Utah, Montana, North/South Dakota, Wyoming and President-Elect attended Colorado <p>2) Annual Regional Conference was held in Colorado Springs Colorado with a total of 230 attendees (as of 9/29/2019).</p> <ul style="list-style-type: none"> Held 26 breakout sessions and 10 hot topic presentations Held two SSS grant writing workshops, one in North Dakota and the other in Montana for a total of 39 attendees. <p>3) Offered leadership training: Emerging Leaders Development Program (ELDP) at each state conference and ASPIRE Leadership Institute (ALI) at annual conference to further enhance leadership skills.</p>	<p>ASPIRE Board, State Conference Committee</p> <p>Professional Development Committee</p> <p>ALI Committee</p>
Objective II: <i>Provide opportunities for member institutions and agencies to maintain and expand funding to assist in offering high-quality access and success services.</i>		
	<p>1) State Presidents provided quarterly updates to ASPIRE Board; ASPIRE President sends out to region with updates through “Message from the President</p>	<p>State Presidents ASPIRE President</p>
Objective III: <i>Assist the TRIO community in creating a self-identity and communicate as college access and success advocates at state, regional, and national level.</i>		
	<p>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.</p> <ul style="list-style-type: none"> Encourage membership to join current communities: <ul style="list-style-type: none"> International Access Research, Evaluation, and Data Use Science, Technology, Engineering and Mathematics (STEM) State Leadership <p>2) Provide two (s) regional conference waivers for TRIO ASPIRE members</p>	<p>ASPIRE President</p> <p>State Presidents</p>

	<ul style="list-style-type: none"> Five requests were submitted and two were awarded 	President-Elect and committee
Goal 3: Position ASPIRE as a leader in the field of Professional Development in areas of college access & success		
Objective I: Provide new resources for TRIO programs, assisting them in seeking greater visibility at the institutional, state, regional, and national level.		
	<ol style="list-style-type: none"> 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 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 (from Quarterly State Reports) 	Technology committee Public 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		
	<ol style="list-style-type: none"> 1.) Create an ASPIRE letter of cooperation and support to be used in with other organizations 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. <ul style="list-style-type: none"> Montana – MCAN Colorado – CDE and CCHE at Collaborative Forum held in November 	ASPIRE Officers State Boards Professional Development committee
Objective III: Develop and implement a proactive media relations strategy to promote the association and its member state chapters		
	<ol style="list-style-type: none"> 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 and Workplace to list, sync, and distribute successful media relations to other regions, agencies, and COE 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 and COE. <ul style="list-style-type: none"> Brochure was distributed at annual COE conference 	Public Relations Committee President/Public Relations Committee

	<ul style="list-style-type: none"> • First annual Giving Campaign held at annual conference with use of donation card 	
<p>Objective IV: Reintroduce and activate a connection to the ASPIRE Regional Tribal Colleges and Institutions</p>		
	<p>1.) Using funds set aside for Native Americans to help fund opportunities unique to tribal institutions</p> <ul style="list-style-type: none"> • Held 2 SSS writing workshop trainings to tribal colleges in 2019 <p>2.) Created clear activities, goals, and objectives to bridge the Tribal Colleges and Institutions to the ASPIRE region</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> <ul style="list-style-type: none"> • President Elect did a road trip and talked with Tribal College staff 	<p>ASPIRE Presidents Native American Committee</p> <p>SSS Faculty Training Faculty</p> <p>President Elect</p>
<p>GOAL 4: Strengthen ASPIRE economic and organizational sustainability for future growth</p>		
<p>Objective I: Identify funding opportunities and revenue streams to support and ensure ASPIRE has the resources to further the strategic plan</p>		
	<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</p> <ul style="list-style-type: none"> • Presented ASPIRE Fact Sheet as handout at annual conference <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> <ul style="list-style-type: none"> • Begin the process of cultivating relationships and engaging Past Presidents through creating the Presidents Legacy Council, businesses sponsored TRIO Alumni who are working outside/external to the TRIO family and TRIO programs sponsoring at least one student to attend the TRIO Alumni Reception and Awards Banquet <p>4) Develop fundraising materials highlighting the impact of ASPIRE programs based on data received from each state</p>	<p>ASPIRE Board Board/Corporate Development Committee</p> <p>Resource Development and Board member</p>
<p>Objective 2: Achieve Fair Share goal annually</p>		
	<p>1) Increase institutional memberships</p> <p>2) Increase personal contributions</p>	<p>ASPIRE Board Officers State Presidents</p>

	<ul style="list-style-type: none"> ASPIRE achieved 140% of their Fair Share Goal and all six states within our region achieved 100% or more of their goal with Colorado reaching 167% 	Development Committee
Goal 5: Strengthen the TRIO Alumni network		
<i>Objective I: Ensure each state has an established alumni network</i>		
	<ol style="list-style-type: none"> Assign each state two months (per year) to highlight an Alumni –December & June Create a standard Alumni webpage (prepopulated) to ease the task on states Unite regional alumni database and sync with COE’s Alumni database. Provide alumni social media links on the website and link to each state and COE. Ensure that the region sponsors at least two alumni events annually 	Alumni Committee PR/Technology Committee State Leaders PR/Technology committee
Objective II: Feature regional alumni on the ASPIRE website		
	<ol style="list-style-type: none"> Task each current state president with the task of identifying alumni for their State Ensure that the state’s in region are nominating TRIO Achievers at both the state, regional and national levels 	State Leaders and Alumni Committee