



## Strategic Plan

October 2020 – October 2021

(Revised by Rachel Lund 9/27/2020)

**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 2020-2021:

#### 1. HONOR THE PAST

- President's Legacy Council will continue to guarantee longevity and provide invaluable insight to our members.
- Video and written anthologies of the ASPIRE Region.
- Each state will continue compiling their own history.
- Programs/Projects are encouraged to do the same. (Chronology at the very least)

#### 2. WORK SMART IN THE PRESENT

- Increase advocacy at the local, state and national levels by:
  - Holding TRIO day celebrations in each state
  - Taking TRIO participants to our local representatives and bringing national representatives to our TRIO participants.
  - Providing training and support on effective local and state advocacy.
- Increase the overall number of students being served by TRIO in the ASPIRE region by providing grant-writing sessions in our region.
- Providing specific support to Tribal Colleges in grant-writing and program management.
- Increase connectivity among regional membership during this isolating time.
  - Create Member "needs assessment" and respond accordingly
  - Connect and Lead - roundtable discussions to increase awareness of resources and connectivity among TRIO professionals.
  - Virtual training in between conferences.

### 3. PREPARE FOR THE FUTURE

- Continue to strengthen Alumni networks across the region by:
  - Identifying and encouraging current alumni (both TRIO professionals and other) 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.
- 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 and **establish a scholarship to facilitate their success.**

#### ASPIRE, Inc. Strategic Plan 2020-2021

TIMELINE	TASK	RESPONSIBLE PARTY
<b>Goal 1: Expand the availability and enhance the quality of college access and support services through rigorous advocacy</b>		
<i>Objective 1: Develop Instructional action plans to assist state associations in how to lobby for TRIO effectively</i>		
	<ol style="list-style-type: none"> <li>1. Incorporate local and national advocacy training at regional and state conferences, as well as through regular communication from the Government Relations Committee.</li> <li>2. Strengthen and expand bi-partisan support of TRIO through visibility by increasing regional funds to assist state representation at Policy Seminar.               <ul style="list-style-type: none"> <li>• Give each State up \$1,000 to assist their President in attending Policy including an</li> </ul> </li> </ol>	Governmental Relations

	<p>additional \$1,000 to bring over 40 members who attended Policy.</p> <p><b>3.</b> Strengthen the TRIO presence during National TRIO Day within the region by hosting events within each state.</p> <p><b>4.</b> Increase local governmental advocacy through training and legislative action on the state level.</p>	
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**Objective II:** *Communicate with the membership about what is happening at the regional and national level*

	<p><b>1.</b> Provide membership with “real time” information from DOE/COE/ASPIRE board meetings.</p> <ul style="list-style-type: none"> <li>Utilize the ASPIRE email system to send “Message from the President” letters after each COE Board and ASPIRE Board Meetings and again in August prior to the annual conference.</li> </ul> <p><b>2.</b> Place information on Workplace and encourage use by membership.</p> <p><b>3.</b> Assist COE in assuring the views of our membership are submitted and recognized in the reauthorization of the Higher Education (when it occurs.)</p>	<p>ASPIRE President</p> <p>State Presidents</p> <p>ASPIRE Officers</p>
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**GOAL 2: Provide high quality services to member institutions and agencies**

**Objective I:** *Annually provide six/seven on-site professional development opportunities (6 state conferences, 1 regional conference), including leadership training for college access and success professionals*

	<p><b>1.</b> Provided state conferences for all members, some states may combine for fiscal and logistic purposes.</p> <ul style="list-style-type: none"> <li>To the extent possible the President will attend each state conference. The President-Elect and/or Past-President will assist when necessary.</li> </ul>	<p>ASPIRE Board, State Conference Committee</p> <p>Professional Development Committee</p>
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	<p>2. Provide a robust Regional Conference with a wide variety of breakout sessions, meaningful plenary sessions and relevant hot topic sessions.</p> <p>3. Offer consistent 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>4. Offer virtual roundtable discussion by program to enable TRIO employees to learn from one another’s experiences.</p>	<p>ALI Committee</p> <p>Public Relations Committee</p>
<p><b>Objective II:</b> Assist the TRIO community in creating a self-identity as college access and success advocates at state, regional, and national level.</p>		
	<p>1. Promote and encourage regional membership 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"> <li>● Encourage membership to join current communities: <ul style="list-style-type: none"> <li>International Access</li> <li>Research, Evaluation, and Data Use</li> <li>Science, Technology, Engineering and Mathematics (STEM)</li> <li>State Leadership</li> </ul> </li> </ul> <p>2. Provide two (s) regional conference waivers for TRIO ASPIRE members. Increase awareness of and competition for these awards by creating timelier messaging.</p>	<p>ASPIRE President</p> <p>State Presidents</p> <p>President-Elect, Public Relations Committee</p>
<p><b>Goal 3: Position ASPIRE as a leader in the field of Professional Development in areas of college access &amp; success</b></p>		

**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.
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.)

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

1. Create an ASPIRE letter of cooperation and support to be used 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.
  - 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"> <li>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.</li> <li>2. Use the ASPIRE webpage and Workplace to list, sync, and distribute successful media relations to other regions, agencies, and COE.</li> <li>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.</li> </ol>	Public Relations Committee  President, Public Relations Committee
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**Objective IV: Reintroduce and activate a connection to the ASPIRE Regional Tribal Colleges and Institutions**

	<ol style="list-style-type: none"> <li>1. Using funds set aside for Native Americans to help fund opportunities unique to tribal institutions.</li> <li>2. Created clear activities, goals, and objectives to bridge the Tribal Colleges and Institutions to the ASPIRE region.</li> <li>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.</li> </ol>	ASPIRE Presidents Native American Committee SSS Faculty Training Faculty
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**GOAL 4: Strengthen ASPIRE economic and organizational sustainability for future growth**

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

	<ol style="list-style-type: none"> <li>1. Start an ASPIRE State Fact book Library.</li> <li>2. 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.</li> </ol>	ASPIRE Board Board/Corporate Development Committee
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	<p><b>3.</b> Cultivate relationships by engaging Past Presidents through the Presidents Legacy Council with business sponsored TRIO Alumni who are working outside/external to the TRIO family. Encourage TRIO programs to sponsor at least one student to attend the TRIO Alumni Reception and Awards Banquet.</p> <p><b>4.</b> Develop fundraising materials highlighting the impact of ASPIRE programs based on data received from each state.</p>	Corporate Development Committee
<b>Objective 2: Achieve Fair Share goal annually</b>		
	<p><b>1.</b> Increase institutional memberships.</p> <p><b>2.</b> Increase personal contributions.</p>	ASPIRE Officers, State Presidents, Development Committee
<b>Goal 5: Strengthen the TRIO Alumni network</b>		
<b>Objective I: Ensure each state has an established alumni network</b>		
	<p><b>1.</b> Assign each state two months (per year) to highlight an Alumni.</p> <p><b>2.</b> Create a standard Alumni webpage (prepopulated) to ease the task on states.</p> <p><b>3.</b> Unite regional alumni database and sync with COE's Alumni database.</p> <p><b>4.</b> Provide alumni social media links on the website and link to each state and COE.</p> <p><b>5.</b> Ensure that the region sponsors at least two alumni events annually, encourage states to hold alumni events at respective state conferences.</p>	Alumni Committee PR/Technology Committee State Leaders PR/Technology committee
<b>Objective II: Feature regional alumni on the ASPIRE website</b>		
	<b>1.</b> Task each current state president with the task of identifying alumni for their state.	State Leaders and Alumni Committee

	<b>2. Ensure that states in are nominating TRIO Achievers at both the state, regional and national levels.</b>	
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