

Oregon TRIO Association Strategic Plan 2019-2022

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.

2019-2020	2020-2021	2021-2022
<p>1.1 Increase engagement between District Reps and constituents through the use of town hall meetings. Create structure/agenda for town halls. Hold first district meeting by October 2020.</p> <p>1.2 Increase Oregon attendance at Policy Seminar. Improve coordination with OTA members prior to the event for travel, lodging, meeting times, etc. Share about the experience at OTA PDC.</p> <p>1.3 Seek opportunities to apply for Spraggins Grant. Each year encourage incoming President-elect to apply if they have a project they would like to complete during their presidency.</p>	<p>1.1 Concurrent District Rep sessions at PDC for in-person town halls. Managed by District Reps and conference committee. Provide one additional town hall online using JoinMe.. Include Government Relations Rep in planning.</p> <p>1.2 Continue actions from year one and add a timeline for logistical coordination at Policy Seminar.</p> <p>1.3 Ongoing</p>	<p>1.1 Evaluate how often to provide town hall meetings. Fine tune the process for town halls.</p> <p>1.2 Evaluate the process for increasing Oregon attendance at Policy Seminar.</p> <p>1.3 Ongoing</p>

Priority 2: Resource and Partnership Development

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

2019-2020	2020-2021	2021-2022
2.1 Create a list of existing and potential partnerships 2.2 Identify a Marketing strategy for building and cultivating partnerships	2.1 Update list of partnerships as needed 2.2 Implement identified marketing strategy	2.1 Evaluate impact of marketing strategy and view data on growth

Priority 3: Public Relations & Networking

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

2019-2020	2020-2021	2021-2022
3.1 Define a technology position within OTA Board structure 3.2 Designate a new Oregon Factbook person 3.3 Schedule the OR business meeting at PDC earlier in the conference to increase emphasis.	3.1 Improve OTA website 3.2 Create procedures for completing Oregon Factbook 3.3 Evaluate business meeting experience at PDC and replicate/improve.	3.1 Ongoing improvements to website 3.2 Evaluate additional PR platforms that OTA may want to consider.

Priority 4: Alumni

To provide leadership opportunities and recognition for TRIO Alumni.

2019-2020	2020-2021	2021-2022
4.1 Define Oregon TRIO Achiever Award. Consider combining the award, policy seminar, attendance at PDC & SLC, alumni board rep/committee member into a single year-long commitment/program. 4.2 Rebrand the name: Oregon Achiever Award (fellowship, etc.). 4.3 Connect with NAEOP Tech person to add supplemental questions to the application. 4.4 Develop alumni panel for SLC	4.1 Implement/Improve the new TRIO Achiever role. 4.2 Continue alumni panel at SLC. 4.3 Start an evaluation process for the new Alumni role and the effectiveness of the increased engagement.	4.1 Continue to evaluate and analyze if the alumni role is having the desired impact.

Priority 5: Membership

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

2019-2020	2020-2021	2021-2022
5.1 Increase the Scholastic Achiever Award to \$750. 5.2 Organize and conduct grant writing workshop	5.1 Organize and conduct a grant writing workshop	5.1 Discuss membership dues for OTA. 5.2 Develop a marketing strategy to communicate the benefits of membership 5.3 Organize and conduct grant writing workshop