

MEEOA Strategic Plan 2013-2018

	working with Community Partners as appropriate to increase professional development opportunities (NEOA Strategic Plan 2.3). (P, T & MC)		
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Priority 2: Effective Political Advocacy			
The MEEOA executive committee and membership will engage in effective political advocacy			
<i>Position Responsible</i>	<i>Activities</i>	<i>Timeline</i>	<i>Measurable outcomes</i>
President(P) Past President (PP) President-Elect (PE) Treasurer (T) Conference Committee (CC) Membership Chair (MC) Hall of Flags Coordinator (HF) Webmaster (W) Yearbook Coordinator (YC) Government Relations Coordinator (GC)	<ol style="list-style-type: none"> 1. Participate in the COE Policy Seminar in Washington D.C. (P & GC) 2. Update the MEEOA web site and increase its capacity to be a source of information about TRIO, and educational opportunity as well as information about MEEOA. (P & W) 3. Sponsor public forums and events, which help educate public officials and political leaders about the need to increase opportunities for TRIO eligible students. (P, PP, HF & GC) 4. Encourage and support Maine TRIO Day and work with individual programs so that there is broad participation by MEEOA membership. (P & GC) 5. Develop a Political Advocacy packet to educate MEEOA members about the political process in Maine, and effective political advocacy. (GC) 6. Participate in NEOA board and NEOA state initiative grants and COE state initiatives. (P & 	<p>Annually in March</p> <p>Annually, ongoing</p> <p>Annually, ongoing</p> <p>Annually in February</p> <p>Annually by February</p> <p>Annually, ongoing</p>	<p>Alumni and TRIO staff attendance and participation.</p> <p>Website is up to date and accurately reflects MEEOA activities.</p> <p>Hall of Flags Information and requested action distributed to membership.</p> <p>Maine participation in TRIO Day.</p> <p>Complete Fact Book and advocacy materials.</p> <p>Completion of State Initiative grants and MEEOA member</p>

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	PP) 7. Teach effective grassroots political advocacy skills for working with Maine’s Congressional Delegation and State Legislature. (CC, LC, & GC)	Annually , ongoing	participation on NEOA Board. Sessions provided during Annual conference and throughout the year.
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Priority 3: Foster Leadership and participation within MEEOA			
Inform, educate and support leadership opportunities within MEEOA			
<i>Position Responsible</i>	<i>Activities</i>	<i>Timeline</i>	<i>Measurable outcomes</i>
President (P) Past President (PP) President-Elect (PE) Conference Committee (CC) Membership Chair (MC) Leadership Coordinator (LC) Nominations and Election Committee (NC)	1. Recruit diverse individuals from different programs and regions within the state to take on leadership roles within MEEOA and NEOA. (NC, PE, P, PP & MC)	Annually, ongoing	Full slate of nominations presented for election.
	2. Support individuals within the organization as they take on leadership roles in MEEOA and NEOA. (P, PP and LC)	Annually, ongoing	Participation in executive committee orientation session.
	3. Provide training and orientation for incoming executive committee and committee chairs. (P)	Annually in September	Orientation and training provided at September meeting.
	4. Update and maintain MEEOA’s Leadership Transition manual (P & LC)	Annual, ongoing	Manual is up to date and accurately reflects MEEOA’s executive committee and committee chair’s responsibilities.
	5. Encourage TRIO staff members to participate in the Maine Emerging Leaders Institute (MELI) and/or the NEOA Leadership Institute. (NC, PE, P, PP & LC)	Annually, ongoing	Member participation in MELI and/or NEOA LI.
	6. Support program-specific meetings. (CC & P)	Annually, ongoing	Program-specific meetings held as needed.

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Priority 4: Alumni Engagement			
Develop an active alumni network to foster alumni leadership and advocacy			
<i>Position Responsible</i>	<i>Activities</i>	<i>Timeline</i>	<i>Measurable outcomes</i>
Alumni Coordinator (AC) Government Relations Coordinator (GC) Webmaster (W) Conference Committee (CC)	1. Establish an alumni advisory committee. (AC)	Annually, ongoing	Active alumni advisor committee established consisting of five alumni.
	2. Establish, increase and maintain an alumni network and database. (AC, W & GC)	Annually, ongoing	Electronic database of alumni completed.
	3. Hold Alumni events at the state conference (CC & GC)	Annually in January	Nomination (s) of alumni for alumni award at annual conference.
	4. Publicize regional, state and national TRIO alumni events. (AC & GC)	Annually, ongoing	Publicity efforts included in reports at state meetings.

Priority 5: Develop and maintain a 501(c)(3) non-profit organization			
Enable MEEOA to function effectively			
<i>Position Responsible</i>	<i>Activities</i>	<i>Timeline</i>	<i>Measurable outcomes</i>
President (P) Treasurer (T) Board of Directors (BD)	1. Form a Board of Directors. (P)	June 2013	Full Board of Directors established.
	2. Develop a mission statement. (BD)	June 2013	Mission statement established.
	3. Develop record keeping and accounting systems. (BD)	June 2013	Record keeping policies and procedures established.
	4. File for 501(c)(3) status. (T)	June 2013	501 (c)(3) form completed and filed.
	5. File for Federal Employee Identification	June 2013	Federal Employee Identification

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	Number. (T)		Number form completed and filed.
	6. File for local and state tax exemption. (T)	June 2013	State tax exemption form completed and filed.

Priority 6: Ensure MEEOA's long-term sustainability through development			
Ensure that MEEOA develops and maintains linkages with community resources for long-term sustainability			
<i>Position Responsible</i>	<i>Activities</i>	<i>Timeline</i>	<i>Measurable outcomes</i>
President (P) Treasurer (T) Board of Directors (BD) Development Committee (DC)	1. Establish a Development Committee. (P)	Annually, ongoing	Members are selected.
	2. Establish development goals for which the Development Committee has primary responsibility that reflect the short- and long-term needs and mission of the Association. (BD)	Annually	Goals are approved by Executive Committee and made available to membership for input.
	3. Develop and nurture long-term relationships with outside supporters. (DC)	Annually, ongoing	Community support continues and grows. Key partners are invited to MEEOA activities and are recognized for their efforts.
	4. Develop a marketing plan that supports ongoing development and sustainability of the Association. (DC)	Annually, ongoing	A marketing plan is established that includes an array of tangible and virtual materials readily available and adaptable for making requests for community support.