

**NEOA State Initiative Grant Funds Proposal 2014-15**  
**MEEOA Application for Funds to Increase Membership Base**  
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**Detailed Description of Activity**

Over the past several years, MEEOA membership has decreased and fluctuated: in 2010-11 MEEOA had 45 individual memberships (including professional and associate members) and 7 program memberships; in 2011-12 there were 76 individual and 13 program memberships; in 2012-13 there were 76 individual and 15 program memberships; and during 13-14 there were 12 program memberships and 52 individual memberships. The Association hopes to increase membership this year to at least 15 program members and 75 individual memberships. The Association hopes to increase membership by reaching out to TRIO professionals, guidance counselors, social workers, and educational professionals at target schools around the state of Maine.

**Resources and Budget Needed**

- “Top Ten Reasons to Join MEEOA” postcards to advertise membership to professionals at Maine TRIO target schools. Furbush-Roberts Printing Co., Bangor, Maine \$177
- Offer a free 2015 MEEOA conference registration drawn from the pool of individual members, selected prior to the conference \$150
- Offer a free 15-16 fiscal year program membership for any program registered before January 1, 2015, in a drawing at the annual conference \$75
- Offer a chance to enter a \$150 drawing for any program registered before January 1, 2015, in a drawing at the annual conference \$150
- Offer a free 15-16 fiscal year individual membership for anyone registered before January 1, 2015, in a drawing at the annual conference \$20
- Offer a chance to enter a \$100 drawing for any individual registered before January 1, 2015, in a drawing at the annual conference

Proposal request total: \$652

### **Potential Impact on State/Region**

Increasing membership supports MEEOA's baseline operating budget and the Association's ability to fulfill its mission of bringing together professionals who work for educational opportunity programs, and advocating for students who, because of socioeconomic status, disability, and/or restricted cultural/educational experiences, find themselves facing significant obstacles to obtaining a college education. Increasing membership creates a larger network of professionals with a similar mission across the state, building both awareness of advocacy issues and activities, as well as supporting the potential for new members to adopt MEEOA leadership roles in the future. Increasing membership with professionals who support TRIO, but are not TRIO professionals, could serve to bring new perspectives to the Association, and revitalize MEEOA with new energy and ideas.

### **Planned Evaluation Measures**

MEEOA plans to conduct a survey of the membership using Google Forms or Survey Monkey regarding whether our implemented activities were successful in helping to motivate membership with MEEOA.