

# MEEEOA Strategic Plan 2019-2024

The Maine Educational Opportunity Association (MEEEOA) is recognized as a 501(c)(4) non-profit association of professional, associate, and program members working together for equitable access to educational opportunities. MEEEOA represents students from across the State of Maine and is focused on increasing educational opportunities for first generation, low income and disabled students.

The purpose of this strategic plan is to provide a general framework for improving organizational effectiveness, offering a template for monthly reports, and upholding the purpose for which MEEEOA was founded. The Strategic Planning Committee and President are responsible for monitoring the implementation of the overall strategic plan.

<b>2013-2018 MEEEOA Strategic Plan</b>			
<b>Priority 1: Professional Development and Networking</b>			
MEEEOA will sponsor and/or support Professional Development activities and networking opportunities that enable educational opportunity program personnel to meet the needs of the TRIO-eligible population.			
<i>Position Responsible</i>	<i>Activities</i>	<i>Timeline</i>	<i>Measurable outcomes</i>
Conference Committee (CC) Membership Chair (MC) President (P) Past President (PP) President-Elect (PE) Treasurer (T) Leadership Coordinator (LC) Government Relations Coordinator (GC) Alumni Chair (AC) Development Chair (DC)	<ol style="list-style-type: none"> <li>Develop and implement the annual conference with focused workshops aimed at the development of broad/universal skills, position specific skills, leadership skills, population specific skills and advocacy skills. Sessions may include workshops, plenary sessions and opportunities to network with other MEEEOA members. (CC, LC, GC, DC, &amp; AC)</li> <li>Provide networking opportunities for TRIO and Gear Up staff. Connect veteran TRIO staff with new TRIO program personnel to help facilitate professional mentoring and development of position specific skills. (CC, LC, P, &amp; MC)</li> <li>MEEEOA will provide Professional Development funds for members of MEEEOA. MEEEOA will offer at least four (4) awards of up to \$125.00 each fiscal year. (P &amp; T)</li> </ol>	<p>Annually in January</p> <p>Annually, ongoing</p> <p>End of fiscal year</p>	<p>Annual Conference.</p> <p>Program specific meetings at Annual Conference. MELI</p> <p>At least four (4) awards of \$125.00 awarded.</p>

MEEEOA Strategic Plan  
2019-2024

	4. MEEEOA will support Professional Development opportunities in Maine by working with community partners as appropriate to increase professional development opportunities (NEOA Strategic Plan 2.3). (P, T, DC, CC, & MC)	Annually	Collaboration with community partner.
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<b>Priority 2: Effective Political Advocacy</b>			
The MEEEOA 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) Advocacy Day Coordinator (ADC) Webmaster (W) Fact Book Coordinator (FC) Government Relations Coordinator (GC) Alumni Chair (AC)	1. Participate in and planning of the COE Policy Seminar in Washington D.C. (P, PE, GC, AC, & T)	Annually in March	Alumni and TRIO staff attendance and participation.
	2. Update the MEEEOA web site and increase its capacity to be a source of information about TRIO and Gear Up, and educational opportunity as well as information about MEEEOA. (P & W)	Annually, ongoing	Website is up to date and accurately reflects MEEEOA activities.
	3. Sponsor and participate in public forums and events, which help educate public officials and political leaders about the need to increase opportunities for TRIO and Gear Up eligible students. (P, PP, ADC, & GC)	Annually, ongoing	Advocacy Day, NEC Events Information and requested action distributed to membership.
	4. Encourage and support Maine TRIO and Gear Up Advocacy Day and work with individual programs so that there is broad participation by MEEEOA membership. (P, ADC, & GC)	Annually in February	Maine participation in TRIO Day.
	5. Develop a Political Advocacy packet to educate MEEEOA members about the political	Annually by February	Complete Fact Book and advocacy materials.

MEEEOA Strategic Plan  
2019-2024

	<p>process in Maine, and effective political advocacy materials. (FC &amp; GC)</p> <p>6. Participate in NEOA board and apply for NEOA state initiative grants and COE state initiatives. (P &amp; PP)</p> <p>7. Teach effective grassroots political advocacy skills for working with Maine’s Congressional Delegation and State Legislature. (CC, LC, &amp; GC)</p>	<p>Annually, ongoing</p> <p>Annually , ongoing</p>	<p>Completion of State Initiative grants and MEEEOA member participation on NEOA Board.</p> <p>Sessions provided during Annual conference and throughout the year.</p>
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<b>Priority 3: Foster Leadership and participation within MEEEOA</b>			
Inform, educate, and support leadership opportunities within MEEEOA			
<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)	<ol style="list-style-type: none"> <li>Recruit diverse individuals from different programs and regions within the state to take on leadership roles within MEEEOA and NEOA. (NC, PE, P, PP, &amp; MC)</li> <li>Support individuals within the organization as they take on leadership roles in MEEEOA and NEOA. (P, PP, &amp; LC)</li> <li>Provide training and orientation for incoming executive committee, committee chairs, and designees. (P &amp; PP)</li> <li>Update and maintain MEEEOA’s Leadership Transition manual (P &amp; LC)</li> </ol>	<p>Annually, ongoing</p> <p>Annually, ongoing</p> <p>Annually in September</p> <p>Annual, ongoing, prior to installation of Executive Committee</p>	<p>Full slate of nominations presented for election.</p> <p>Participation in executive committee and other committees.</p> <p>Committee orientation session and training provided at September meeting.</p> <p>Manual is up to date and accurately reflects MEEEOA’s executive committee and committee chair’s responsibilities.</p>

MEEOA Strategic Plan  
2019-2024

	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.
	7. Participate in COE's Executive Leadership Institute (P or Designee)	Annually in October	Networking, presentation at Policy Seminar

<b>Priority 4: Alumni Engagement</b>			
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) Webmaster (W) Conference Committee (CC) Public Relations Coordinator (PC)	1. Establish an alumni advisory committee. (AC)	Annually, ongoing	Active alumni advisor committee established consisting of five alumni.
	2. Outreach to increase and maintain an alumni network and database. (AC, PC, & W)	Annually, ongoing	Electronic database of alumni completed.
	3. Hold Alumni events at the state conference. (CC & AC)	Annually in January	Nomination(s) of alumni for alumni award given at annual conference.
	4. Publicize regional, state, and national TRIO alumni events. (AC & PC)	Annually, ongoing	Publicity efforts included in reports at state meetings. Maintain social media presence.

MEEEOA Strategic Plan  
2019-2024

<b>Priority 5: Ensure MEEEOA's long-term sustainability through development</b>			
Ensure that MEEEOA 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 Chair (DC) Fair Share (FS) Public Relations Coordinator (PC)	1. Establish a Development Committee. (P & DC)	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 & PC)	Annually, ongoing	Community support continues and grows. Key partners are invited to MEEEOA activities and are recognized for their efforts.
	4. Develop a marketing plan that supports ongoing development and sustainability of the Association. (DC & PC)	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.
	5. Support regional and national organizations to help sustain TRIO programs. (FS)	Annually, ongoing	MEEEOA's membership participation and donation to NEOA and COE