



Alabama Association of Educational Opportunity Program Personnel

Slogan: "We are O.N.E."



Purpose of the Plan: The strategic plan provides a general framework for improving service delivery and upholding the purpose for which AAEOPP was founded. Annual benchmarks will be set by the Board and accomplishments reported to the membership.

Longevity and Amendments: This plan will go into effect when approved by the Executive Board. It is intended to remain in effect from May 1st, 2015 until April 30th, 2022 or unless amended or replaced. The Executive Board has the authority to make minor modifications to the plan to meet the needs of AAEOPP as a total body at a particular point in time.

Mission: The Alabama Association of Educational Opportunity Program Personnel is committed to the ideals of access and opportunity for TRIO students in Alabama. AAEOPP exists for the benefit of TRIO professionals and others who are interested in helping disadvantaged students to become successful. To this end, it provides leadership, professional development, publicity, networking, and support to the Alabama TRIO Community and promotes collaboration for the benefit of student achievement.

Strategic Priority #1: Organizational Management and Fiscal Control

Goal: Establish and implement policies and procedures that maintain the integrity and mission of the organization and ensure accurate fiscal control is maintained.

Objectives:

- Request a fiscal review of all financial accounts annually from the financial committee or an outside agency if a financial committee has not been established by the AAEOPP organization
- Request a formal audit of all AAEOPP accounts every two years beginning with year 2010
- Conduct executive board meetings at least twice each fiscal year and no more than four times per fiscal year
- The AAEOPP fiscal year will begin September 1st and end August 31st
- Achieve 501 (c)(3) status by end of calendar year 2017

Strategic Priority #2: Membership and Community

Goals: Actively pursue full participation in AAEOPP by the entire Alabama TRIO Community and other stakeholders

Objectives:

- Increase membership in the Association by 10% each year until 100% is achieved within the TRIO community in the state of Alabama
- Keep membership rates reasonable/not to exceed a 25% increase any given year
- Build and expand member benefits through:

- Continuing educational credits/units (CEU) offered through professional research
- Service award recognitions at least once annually to outstanding AAEOPP members
- Professional development training discounts at one of the proposed two professional development activities/conferences
- Discounts at regional conference as negotiated with the regional board

Publicize member benefits to members and non-members by using at least two venues.

- AAEOPP website
- AAEOPP newsletter

Implement a campaign to attract new members and encourage renewals by:

- Offering at least two topics that will attract new members from communities other than TRIO. i.e. (counseling and business)
- Strive for a 10% increase of new membership among the TRIO Alumni community each year for the next five (5) years

Create Welcome Packet from newly funded TRIO programs within 90 days of being funded
Broaden and enhance strategic partnerships (internal and external); Mastery Prep, Crystal Clear, Cambridge, Paradigm Shift, Craig Boykin.)

Identify individual stakeholder and organizational partners and have at least:

- Five (5) advertise in the AAEOPP professional development training/conference booklet in either the spring or fall
- One (1) donate a gift basket and or conference gift to the AAEOPP organization for auction

Connect 100% of the new directors/members with current members for the purpose of mentoring within 90 days of joining the AAEOPP Association.

Strategic Priority #3: Professional Development and Programming

Goals: Provide enhanced engagement opportunities and relevant programs to TRIO professionals and other stakeholders

Objectives:

Provide quality professional development opportunities by:

- Engaging all committees to identify topics of need and interest
- Offering training that will reward attendees with CEU credits and/or other credits needed to enhance and/or maintain professional status

Improve workshop offerings followings surveys and evaluation results

Identify, cultivate and train members through an Emerging Leaders Program

Advertise best practices in each TRIO Program by implementing a campaign for existing programs to share actual practices and/or learned practices in a quarterly Newsletter, conferences, and/or on the AAEOPP website.

Provide a quality destination for events as determined by surveys and member recommendations.

Strategic Priority #4: Student Engagement and Success

Goals: Provide development opportunities for students and recognition programs for TRIO Alumni.

Objectives:

- In conjunction with Alabama TRIO Day, AAEOPP will offer Student-Leadership workshops bi-annually to include all (pre-collegiate, collegiate and TRIO Alumni) TRIO participants.
- Increase support for students by offering six (6) AAEOPP scholarships annually.
- Create an online community for Alabama TRIO students using social media.
- Stay abreast of issues facing TRIO type students in Alabama
- Disseminating to the membership information collected from the annual Policy Seminar and other sources that provide information about TRIO eligible students
- Expand Communication with TRIO Alumni by offering at least bi-monthly updates on social media of what's happening with TRIO programs nationally and locally
 - Acknowledge a TRIO Achiever at the AAEOPP annual conference.
- Prepare Alumni and students as advocates for public support by:
 - Offering training and information sessions on this topic at the annual Student Leadership Workshops.

Strategic Priority #5: Advocacy and Public Relations

Goals: Increase awareness and appreciation for TRIO programs and inform the public on issues related to TRIO type students

Objectives:

Create a Statewide Awareness Campaign using an AAEOPP Newsletter that will be published quarterly
Coordinate a State Policy Seminar that will be held annually in conjunction with the fall conference.
Prepare students, staff and alumni as advocates for public support through workshops and organized contact

Showcase the achievements of students and Alumni by;

- Recommending at least one (1) TRIO Achiever for the regional and national award
- Submit at least one article annually to the SAEOPP Sentinel highlighting an Alabama TRIO Achiever

Enhance opportunities for support and community involvement by;

- Inform state legislatures and school administrators about Policy issues

Develop relationships with key media outlets

Enhance and expand the AAEOPP website and online community

Strategic Priority #6: Organizational Structure and Board Effectiveness

Goals: Provide visionary leadership committed to maintaining an ethically sound and productive Association that fulfills its mission.

Objectives:

Assess the effectiveness of AAEOPP on a regular basis through annual;

- Conduct surveys once a year to evaluate the effectiveness of the Board by surveying the membership
- Review of professional trainings/conference assessments
- Membership involvement and willingness to commit their time and effort

Assess the Strategic Plan annually to ensure it is in-line with the mission of the Association's needs and desires of the membership

Maintain a systematic budget process for the Association

- Establish an annual budget for the Association by June of each year

Update the Policies and Procedures Manual and amend as needed and review for amendment every two (2) years, starting with 2017 being the first year

Strengthen the financial health of the Association by ensuring the needs of the organization are being met. Increase the overall profit margin (based on budget) of the Association by 2% each year.

Develop strategies to achieve 100% Fair Share by June 30th of each year

- Identify at least two fund raisers devoted specifically to Fair Share
- Energize membership to be active Fair Share donors
- Encourage institutional membership to Council for Opportunity in Educational and Equality subscriptions

