The Maine Educational Opportunity Association (MEEOA) is recognized as a 501(c)(4) non-profit association of professional, associate, and program members working together for equitable access to educational opportunities. MEEOA 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 MEEOA was founded. The Strategic Planning Committee and President are responsible for monitoring the implementation of the overall strategic plan.

2012 2019 MEEO A Stratagia Dlan					
2013-2018 MEEOA Strategic Plan Priority 1: Professional Development and Networking					
	MEEOA will sponsor and/or support Professional Development activities and networking opportunities that enable educational opportunity				
	e needs of the TRIO-eligible population.	C 11			
Position Responsible	Activities	Timeline	Measurable outcomes		
Conference Committee (CC) Membership Chair (MC) President (P) Past President (PP) President-Elect (PE) Treasurer (T) Leadership Coordinator (LC) Government Relations	1. 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 MEEOA members. (CC, LC, GC, DC, & AC)	Annually in January	Annual Conference.		
Coordinator (GC) Alumni Chair (AC) Development Chair (DC)	2. Provide networking opportunities for TRIO and Gear Up staff. Connect veteran TRIO staf with new TRIO program personnel to help facilitate professional mentoring and development of position specific skills. (CC, LC, P, & MC)	Annually, ongoing	Program specific meetings at Annual Conference. MELI		
	3. MEEOA will provide Professional Development funds for members of MEEOA. MEEOA will offer at least four (4) awards of up to \$125.00 each fiscal year. (P & T)	End of fiscal year	At least four (4) awards of \$125.00 awarded.		

4. MEEOA will support Professional	Annually	Collaboration with community
Development opportunities in Maine by	·	partner.
working with community partners as		
appropriate to increase professional		
development opportunities (NEOA Strategic		
Plan 2.3). (P, T, DC, CC, & MC)		1

Drianity 2. Effective Political Advessey				
Priority 2: Effective Political Advocacy  The MEEOA executive committee and membership will engage in effective political advocacy				
Position Responsible	Activiti	1 00 1	Timeline	Measurable outcomes
President(P) Past President (PP) President-Elect (PE) Treasurer (T)		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.
Conference Committee (CC) Membership Chair (MC) Advocacy Day Coordinator (ADC) Webmaster (W) Fact Book Coordinator (FC)	2.	Update the MEEOA 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 MEEOA. (P & W)	Annually, ongoing	Website is up to date and accurately reflects MEEOA activities.
Government Relations Coordinator (GC) Alumni Chair (AC)	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 MEEOA membership. (P, ADC, & GC)	Annually in February	Maine participation in TRIO Day.
	5.	Develop a Political Advocacy packet to educate MEEOA members about the political	Annually by February	Complete Fact Book and advocacy materials.

process in Maine, and effective political advocacy materials. (FC & GC)		
6. Participate in NEOA board and apply for NEOA state initiative grants and COE state initiatives. (P & PP)	Annually, ongoing	Completion of State Initiative grants and MEEOA member participation on NEOA Board.
7. Teach effective grassroots political advocacy skills for working with Maine's Congressional Delegation and State Legislature. (CC, LC, & GC)	Annually, ongoing	Sessions provided during Annual conference and throughout the year.

Priority 3: Foster Leadership and participation within MEEOA				
Inform, educate, and support leadership opportunities within MEEOA				
Position Responsible	Activities		Timeline	Measurable outcomes
President (P) Past President (PP) President-Elect (PE) Conference Committee (CC) Membership Chair (MC)	program on leade	diverse individuals from different s and regions within the state to take rship roles within MEEOA and (NC, PE, P, PP, & MC)	Annually, ongoing	Full slate of nominations presented for election.
Leadership Coordinator (LC) Nominations and Election Committee (NC)	they take	individuals within the organization as e on leadership roles in MEEOA and (P, PP, & LC)	Annually, ongoing	Participation in executive committee and other committees.
	executiv	training and orientation for incoming e committee, committee chairs, and es. (P & PP)	Annually in September	Committee orientation session and training provided at September meeting.
		and maintain MEEOA's Leadership on manual (P & LC)	Annual, ongoing, prior to installation of Executive Committee	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.
7.	Participate in COE's Executive Leadership Institute (P or Designee)	Annually in October	Networking, presentation at Policy Seminar

Priority 4: Alumni Engagement				
Develop an active alumni network to foster alumni leadership and advocacy				
Position Responsible	Activities	Timeline	Measurable outcomes	
Alumni Coordinator (AC) Webmaster (W) Conference Committee (CC) Public Relations Coordinator	Establish an alumni advisory committee. (AC)	Annually, ongoing	Active alumni advisor committee established consisting of five alumni.	
(PC)	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.	

Priority 5: Ensure MEEOA's long-term sustainability through development				
Ensure that MEEOA develops and maintains linkages with community resources for long-term sustainability				
Position Responsible	Activities	Timeline	Measurable outcomes	
President (P) Treasurer (T) Board of Directors (BD)	Establish a Development Committee. (P & DC)	Annually, ongoing	Members are selected.	
Development Chair (DC) Fair Share (FS) Public Relations Coordinator (PC)	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 MEEOA 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	MEEOA's membership participation and donation to NEOA and COE	