

Washington State TRIO Association

5-yr Plan

2015-2019

Implementation Strategies/Tasks

ADVOCACY

2015

Increase participation in the I am TRIO Campaign. Post student stories on the state web site

- Listserv and letter campaign encouraging each project to participate.
- Task WSTAA with informing and engaging alumni in 'I am TRIO'.
- Make stories easily accessible on WSTA webpage.

2016

In conjunction with the WA State Civic Leadership Conference create informational packet for legislators on issues important to TRIO

- Determine appropriate content.
- Develop succinct, easily readable format.

2017

Encourage and increase advocacy actions utilizing current participants and alum.

- Update and distribute advocacy packet to projects.
- Emphasize our intent at the WSTA conference; offer specific workshops on legislative correspondence, arranging legislator visits to project events, engaging community, etc.
- Task WSTA to challenge alumni membership to meet a target number of advocacy contacts.

2018

Formalize/promote advocacy efforts in conjunction w/ COE Conference; develop/exploration state policy seminar in conjunction with other providers.

- Initiate legislative visit planning at WSTA conference for members planning to attend COE conference.
- Set up legislative visit schedule in advance.
- Establish multiagency/program taskforce to explore state policy seminar possibilities

2019

Refine advocacy packet for members and identify ways to increase grassroots campaigning by members and alum.

- Update advocacy packet
 - Recruit heavily for advocacy committee. 😊
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RESOURCE AND PARTNERSHIP DEVELOPMENT

2015

Brainstorm list of potential statewide partners and contact them to discuss TRIO and common interests

- Host a meeting (teleconference?) to discuss strategies/ collaborations to assist underserved populations
- Invite agencies, programs, industry to participate.

2016 Create partnership plan and complete initial grant opportunities

- Create partnership plan (purpose, roles, objectives, etc).
- Identify funding sources for collaborative efforts and apply for them.

2017

Establish at least one outside entity as a founding partner (corporate, individual, foundation, etc...)

2018

Identify resources outside of grants (corporate, individuals, foundations, etc...) and develop partnerships

2019 Work with WSTA to expand partnerships through TRIO alumni employers

PUBLIC RELATIONS & NETWORKING

2015 Establish a centralized web-system to collect TRIO project's objectives

2016 Disseminate factbook digitally to stakeholders

- Update factbook
- Create distribution list of legislators and other stakeholders.

2017 Design a Web/Marketing campaign

2018 Present our development at the annual COE conference

- Develop presentation on WSTA progress in marketing & networking
- Get accepted to present at COE

2019

Identify networks/groups that do similar work with TRIO; increase visibility through attendance at statewide educational forums/venues.

- Identify educational meeting opportunities in Washington state and assign committee members to attend.
 - Prepare informational overview of TRIO for informing potential networking partners of our enterprise.
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ALUMNI

2015

Attach Policy Seminar alumni attendance to participation in the Washington State TRIO Alumni Association (WSTAA)

- Familiarize COE Policy Seminar alumni with WSTA.
- Establish future involvement as an expectation of COE Policy Seminar alumni.

2016 Add WSTAA rep to the WSTA board

- Develop the role of the rep on the WSTA board.
- Get approval from membership for appointing an additional a board member.
- Select alumni rep.

2017 Sponsor WSTAA to organize a statewide alumni event

- Ask WSTAA to plan and host a networking event for TRIO alumni statewide.
- Provide funds to carry out the event.

2018

Assist WSTAA in developing a fund raising plan for a WSTAA foundation; WSTAA holds 2nd-annual statewide event

- View WSTAA as a partner organization.

- Collaborate to establish a scholarship fund in WSTA (since we have non-profit status) on behalf of WSTAA.
- Fund 2nd networking event

2019

Develop strategies to partner with WSTAA in advocating for LI/FG students across Washington State.

- Identify ways alumni can advocate for underserved populations.
- Develop and disseminate steps for engaging alumni in advocacy.

MEMBERSHIP

2015 Formalize/Institutionalize the Annual WSTA Conference

- Call for proposals packet.
- Develop marketing plan.
- Identify/Solidify Washington State TRIO Conference Locations three years in advance.

2016 Develop an efficient system to maintain/update the WSTA Staff Directory

- WSTA Website?
- Software to manage/update contact information easily.

2017 Develop a membership fee type system for program participation in WSTA.

- Create a membership benefits package.

2018 Increase state-wide involvement in WSTA committees/leaderships positions.

- NAEOP/STATE TRIO Conference Workshop on how to get involved/expectations

2019 Develop a membership manual for Washington State TRIO Association

- Compile and organize information on WSTA.
- Publish/post for dissemination to membership.