

WESTERN ASSOCIATION OF EDUCATIONAL OPPORTUNITY PERSONNEL

(WESTOP)

Strategic Plan

July 2019 – June 2022

(Draft)

VISION: Serves educational equity professionals to ensure and advocate for educational opportunity.

MISSION: To create and develop educational professionals who are able to advocate and provide educational opportunities for those who are underserved.

Goal 1: Organize the sharing of WESTOP's collective knowledge, skills and abilities in the areas of advocacy, educational equity, retention, and student success.

Objectives:

1. Develop a new director's tool kit to help build knowledge of the history of TRIO and WESTOP.
2. Create podcasts, You-Tube channel, etc. of and by seasoned and innovative WESTOP professionals.
3. Collect and share data that allows for the creation of reports and/or documents that highlight the work and professionals of WESTOP. (i.e. Policy Seminar Fact Books)

Goal 2: Cultivate a system to identify, prepare, and engage highly qualified and passionate WESTOP leaders at the program, chapter, and regional levels.

Objectives:

1. Develop a grassroots recruitment effort within WESTOP at the program, chapter, and regional levels.
2. Establish Emerging Leadership Institutes (ELI) at the regional and chapter levels.
3. WESTOP board members provide leadership training at WESTOP conference and Professional Development Seminars, webinars, etc.
4. Increase membership involvement rates.
5. Identify and target new professional as early as possible.

Goal 3: Form the fiscal infrastructure needed to strengthen, sustain, and propel WESTOP.

Objectives:

1. Select and utilize bookkeeping/accounting services agency.
2. Establish a permanent address for WESTOP.
3. Create a holistic on-boarding process for new CFO.
4. CFO and chapter treasurers hold monthly and/or quarterly meetings.

Goal 4: Create and implement a branding and marketing plan for WESTOP to build uniformity, presence, and relevance both internal and external of the organization.

Objectives:

1. Implement an ad-hoc committee to assist with the updating of the WESTOP webpage.
2. Create a branding and style guide for WESTOP.
3. Unify WESTOP's social media presence and communication.