



WESTERN ASSOCIATION OF EDUCATIONAL OPPORTUNITY PERSONNEL

Strategic Plan July 2019 – June 2022
Board Approved: May 2, 2019

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 professional's tool kit to build historical knowledge and a professional foundation for educational equity (Initial draft to Board by January 2020).
- 2) Develop a recorded archive of seasoned professionals to capture their expertise. (Timeline and list of professionals to Board by October 2019).
- 3) Develop a library of professional development topics and make it available to WESTOP members. (Timeline, list of topics, and potential presenters to Board by January 2020)
- 4) Develop a template for chapters or programs to collect and share data that allows for the creation of reports and/or documents (Draft to Board by October 2019).

Goal 2: Create a system to cultivate, prepare, and engage professionals to become highly qualified and passionate WESTOP leaders at the program, chapter, and regional levels.

Objectives:

- 1) Identify three to five interested members, who have not previously held leadership roles, to recommend for ELI or mentorship program by December of each year.
- 2) Finalize and implement ELI based on models previously presented to the Board by August 2019.
- 3) Develop a mentoring program with an initial cohort at the WESTOP 2021 conference.
- 4) Draft a training curriculum and process for incoming board members by December 2019. Implement training by June 30 of each year.

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

Objectives:

- 1) Select and utilize bookkeeping/accounting services agency by September 2019.
 - a) Create a process whereby Chapter Presidents will ensure by the last business day of each month, the CFO and the chapter treasurer will have met to reconcile the monthly statement and that the information will be submitted to the bookkeeper, this process will be implemented by November 2019.
- 2) Establish a permanent address for WESTOP by February 2020.
- 3) Create a comprehensive on-boarding process for new CFO by September 2019.
- 4) By the last meeting of the service year the CFO will work with the appropriate committees to ensure that at least two corporate sponsorships and/or collaborations will be identified and pursued.

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 by the end of 2019 that consists of a representative from each chapter and the regional Technology Chair to assist with the updating of the WESTOP webpage and mobile friendly technology by June 2020.
2. Public Relations Chair will work with Technology Chair to create/update a branding and style guide for WESTOP that will be on the WESTOP.org website by March 2020.
2. Public Relations Chair will develop a communications guide which will include parameters for social media and listservs by June 2020.
3. Public Relations Chair will strategically advertise WESTOP's purpose and events through partnerships and national listservs.