

## **OAEOPP Administrative Director's Report**

**April 15, 2008**

### **Goals**

#### **1. Establish 501c3 Status**

- Application for 501c3 status was filed November 1, 2007.
- We received a response with questions from the IRS, February 28, 2008.
- I made arrangements with a local attorney, Terrance Ashanta-Barker, a TRIO alumnus referred by Treasurer Amy Reed, to help us prepare our response to the IRS.
- I helped Amy Reed compile updated financial information required by the IRS.
- Our response was submitted April 15, 2008. We anticipate a favorable response.

#### **2. Development of Improved Public Relations Materials and Web Site**

- I worked actively with Sean Rugless of Brand Momentum on the discovery and brand platform development phases of his company's involvement in the marketing campaign.
- The results of the discovery and brand platform development phases were summarized by Sean Rugless in an 11-slide PowerPoint presentation. I sent this summary to members of the Executive Board, former Presidents and others, January 4, 2008, requesting feedback.
- Based on the limited feedback received, I recommended that we place a hold on further marketing initiatives and consideration of a possible name change until I was able to present the PowerPoint at the next OAEOPP meeting and until Sean Rugless had an opportunity to provide further explanation to members of the Executive Board.
- Based on my suggestions, Sean Rugless condensed his findings in a condensed 7-slide PowerPoint that I presented at the February 13 OAEOPP meeting. I sent the revised PowerPoint to the members electronically on February 14 and presented it during roundtable discussions with TRIO professionals at the Student Leadership Conference, February 23. I presented information to members for further discussion at the Policy Seminar in Washington, DC, March 10. Based on the feedback from all of the sessions, I recommended to the Executive Board during a March 14 conference call that we proceed to the next phase of the marketing initiative—identity development. The Executive Board approved my recommendation. I have contacted Sean Rugless, and he is prepared to work on the next phase concerning messaging and visual identity as soon as we have made a decision on a possible name change.
- Sean Rugless presented name change suggestions April 7. I forwarded those suggestions to the Executive Board and to Brenda Payne-Riley, chair of the ad hoc name change committee. Name change possibilities were sent electronically to members April 14 for consideration and feedback.
- Scheduled marketing presentation by Sean Rugless at the opening session of the Professional Development Conference, April 20.
- Made arrangements with Michael Casbourne to set up an Ohio TRIO alumni tracking/alert system to be linked from the OAEOPP web site. The system should be up and live by April 21, 2008.

### **3. Continue to Explore New Collaborative Partnerships**

- Meeting with Dr. John Stanford, Executive Assistant to the Governor for education policy and Geraldine Hayes-Nelson and Dana Lawless-Andric of Kent State University, October 25, 2007.
- Meeting with Chancellor of the Ohio Board of Regents Eric Fingerhut, Charles Shahid of the OBR (TRIO alumnus), President Dana Lawless-Andric and former Presidents Sidney Childs and Geraldine Hayes-Nelson, December 11, 2007. Our goals were to support the need for Ohio to dramatically increase the numbers of first generation, low-income Ohioans entering and graduating from postsecondary education and to discuss the expansion of Ohio resources that meet state goals and that meet the educational needs of low-income, first generation students and adults.
- To follow up on this meeting, I submitted online comments stating TRIO support for the Chancellor's Master Plan for the University System of Ohio, and sent an email, December 27, 2007, to OAEOPP members encouraging them to do the same.
- Participated in planning committee for Partners in Access & Success Breakfast held at the Ohio State House Atrium, Wednesday, April 9, 2008. Partnership includes Ohio College Access Network, Ohio GEAR UP, Ohio Association of Student Financial Aid Administrators and Ohio Association of College Admission Counseling.
- Contacted program directors who had not completed TRIO data gathering forms and obtained help from regional representatives and from the Executive Board. Worked with Research and Evaluation Chair Felisa Eafford to complete a brief statistical statement about Ohio TRIO for the Partners in Access & Success Breakfast.
- Contacted Charles Shahid of the Ohio Board of Regents to ensure that OAEOPP is represented in the application process for the new College Access Challenge Grant.
- Met with State Senator Ray Miller, George Boas, Policy Director of the Senate Democratic Caucus and Past President Sidney Childs, February 13. As a follow-up to that meeting, Senator Miller met with Chancellor of the Ohio Board of Regents Eric Fingerhut to obtain a commitment to include TRIO funding in the next Ohio budget.
- Based on a suggestion from Senator Miller and George Boas, I sent a letter requesting a meeting with John Haseley, Chief of Staff to the Governor. We hope to set a meeting in the near future to further discuss TRIO and the possibility of state funding. The meeting will include the OAEOPP President and others designated by the President.
- Attended Policy Seminar in Washington, DC, March 9 – 11. Filled in for absent team leader. Participated in five congressional visits.
- Meeting with Charles Shahid of the Ohio Board of Regents, OAEOPP President, President-Elect and Secretary and Geraldine Hayes-Nelson, April 9, to discuss TRIO role in future of college opportunity initiatives in Ohio.
- Met with Ohio Board of Education member Jane Sonenshein April 14 to discuss TRIO.

### **4. Represent TRIO with Strive in the Cincinnati area.**

- Participating in the College Access Alliance, an arm of Strive. Strive's mission is to empower every child in Cincinnati and Northern Kentucky to succeed from birth through some form of college and into a meaningful career. Funding is provided by the Knowledge Works Foundation.