



## MPSEOC GOALS AND OBJECTIVES

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**GOAL ONE: COMMUNICATION AND OUTREACH**

DEVELOP AND MAINTAIN INTERNAL (WITH MPSEOC MEMBERSHIP) AND EXTERNAL (WITH OTHER CONSTITUENCIES) COMMUNICATION AND OUTREACH.

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**Objective 1: MPSEOC will communicate with high school counselors and the MPSEOC membership in order to maintain relationships and provide useful information.**

*Strategies:*

- MPSEOC will provide information about pertinent topics, such as: scholarships, position announcements, financial aid updates, MPSEOC updates, MPSEOC meetings, campus visit programs, deadlines, admission procedures, MPSEOC College Fair schedule and updates, Counselor Update, Orientation and Registration information, etc.
- The communication link will be in the form of email, phone, web, newsletter, mail, social media, etc.

*Measurable Outcomes:*

- MPSEOC membership and high school counselors will receive at least one contact/form of correspondence per month regarding pertinent topics through designated communication mediums.

*Responsible:*

- MSPEOC Executive Director, Social Media Committee

**Objective 2: MPSEOC will help facilitate the Montana High School Counselor Directory (on-line version) and the Montana College and University Directory (online version) in order to provide a centralized, organized, and timely method of contact information.**

*Strategies:*

- MPSEOC will gather updated contact information (names, titles, phone, fax, e-mail and website) from high school counselors and Montana colleges and universities and will begin to inform and educate counselors to update their web information.

*Measurable Outcomes:*

- MPSEOC membership and high school counselor contact information update requests at all MPSEOC events and formally checked quarterly through necessary communication mediums.

*Responsible:*

- Executive Director, Web Committee

**Objective 3: MPSEOC will continue outreach to high school counselors and teachers in an effort to assist them in promoting college preparation and attendance for their students.**

*Strategies:*

- MPSEOC will maintain contact with the Montana School Counselors Association (MSCA) and continue to find ways to work together to keep high school counselors informed about higher education.

*Measurable Outcomes:*

- The Executive Director will attend select college fairs as needed and attempt to meet each counselor that attends the fairs.
- The Executive Director will attend the Counselor Updates and present information to high school counselors.

*Responsible:*

- Executive Director

**Objective 4: MPSEOC will work to establish relationships with committees and councils. (OPI, ACT Council, College Goal Sunday Committee, the OCHE Academic Initiatives Council, GEAR UP, SAT College Board, Montana Counselors Association, Montana Teacher Conferences, PNACACC, Student Assistance Foundation, US Bank, Wells Fargo, MHESAC, MGSLP, NACAC, Montana Nonprofit Association, Voc rehab, VA, Work Force, Job Service, MCAN, Governor's Office, Talent Search, TRIO, MASFAA, and MACRAO, etc.)**

*Strategies:*

- MPSEOC will serve on the MCAN Steering Committee for this statewide network in hopes to serve Montana education and students in a larger collaborative way. The Executive Director will partake in this statewide collaboration on behalf of MPSEOC and keep the Board updated with progress and our role for the future.
- MPSEOC will utilize these committees as a way to continue to open the lines of communication with other groups that have similar goals as MPSEOC.

*Measurable Outcomes:*

- MPSEOC will be represented at regular MCAN committee meetings.
- MSPEOC will have at least one meeting/connection with established committee/council relationship per year to maintain relationship.

*Responsible:*

- Executive Director, MPSEOC Board MCAN Representative

**Objective 5: MPSEOC will expand the audience for information about college fairs, the Guide, and other college preparation activities.**

*Strategies:*

- MPSEOC will provide information and resources to the Montana Coalition of Home Educators and their constituents to ensure that this important population of students is not ignored.
- MPSEOC will work with Montana programs to ensure that liaisons and counselors are aware of the college fair schedule and Counselor Updates schedule.

*Measurable Outcomes:*

- Track the number of registrants of home school participants at college fairs to establish a baseline for future participation.
- Send contact to all Montana County Superintendents to disseminate information to home school population regarding fair schedule and fair resource table participation.
- Contact TRC to update registration form to include Home School registration.
- MPSEOC will have communicated and sent out the Counselor Update schedule by mid-September based on MetNet availability.
- MPSEOC Board will approve Fall fair schedule during winter board retreat.

*Responsible:*

- Executive Director, MPSEOC Board

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**GOAL TWO: PROMOTION**

PROMOTE THE EDUCATIONAL OPPORTUNITIES WITHIN MONTANA THROUGH A VARIETY OF ACTIVITIES.

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**Objective 1:** During September, MPSEOC will implement the three-week college fair tour in the Eastern, Central, and Western regions of Montana in order to expose students to post secondary opportunities available in-state and out-of-state.

*Strategies:*

- The tour will serve all Montana high school students, families of those students, and counselors. The Executive Director will collaborate with site coordinators, admissions offices, and high school counselors to:
  - Ensure resources by providing necessary supplies (written materials and instructions) and payment for facility rentals, food, and beverages.
  - Ensure participation of high school students and admissions professionals by promoting the college fairs via press releases and advance mailings to both high school and college admission counselors.
  - Create and implement a statewide media campaign to promote the college fairs.
  - Complete evaluation of the programs.
  - Work to try and help create more involvement and participation in the Eastern Region Fairs.

*Measurable Outcomes:*

- Establish baseline participation data for future growth and goals.
- Maintain 95% participation rate amongst high schools and guidance counselors.

**Objective 2:** In August, MPSEOC will create and publish the online Guide to Higher Education and Counselor Handouts with promotional pieces in order to ensure all students have access to the available options for their post secondary decisions.

*Strategies:*

- MPSEOC will contract with a graphics designer and web company for the design, updating, and e-printing of the Guide if needed.
- MPSEOC will contract with a printing company for all brochures, posters, post cards, etc.

**Objective 3:** The Executive Director with the Web Committee will facilitate and maintain the MPSEOC website in order to provide accurate, useful information for high school counselors and teachers, the MPSEOC membership, and the general public.

*Strategies:*

- The Executive Director will administer any major changes or improvements as determined by the Board of Directors or membership.
- The Executive Director will continue to research and administer options of marketing the website through Internet search engines and advertising.
- The Executive Director will constantly keep updating the site as needed to better suit and serve its audience.
- The Executive Director in coordination with the Web Committee will develop a comprehensive social media action plan.

**Objective 4:** Pending collaboration, MPSEOC will help implement a 2-week Tribal College Fair Circuit.

*Strategies:*

- The Executive Director will continue meeting with Tribal Colleges to facilitate their ownership and implementation of this program.

*Measurable Outcomes:*

- The Executive Director will approach the Tribal Colleges to see what measurable goals and objectives they would like to see from MPSEOC.

*Responsible:*

- Executive Director

## MPSEOC | GOALS AND OBJECTIVES

**GOAL THREE: PROFESSIONAL DEVELOPMENT**

PROVIDE PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR MEMBERSHIP, BOARD OF DIRECTORS, EXECUTIVE DIRECTOR, AND HIGH SCHOOL COUNSELORS.

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**Objective 1: MPSEOC will organize and host an annual conference in order to provide a professional development opportunity for the MPSEOC membership.**

*Strategies:*

- The Executive Director and Board of Directors will conduct all facets of conference planning and implementation including: secure the location and dates of the conference; plan the conference agenda; mail registration information and process payment from participants; develop ideas for conference sessions and speakers and secure those sessions, and serve as the primary liaison to the conference site (i.e. payment, contract, etc).
- The Executive Director will facilitate and summarize the Summer Conference evaluation process.
- Summer Conference Committee will develop a strategic plan to look at Summer Conference attendance, value, and future path with measurable goals.

*Measurable Outcomes:*

- Establish a year two institutional membership attendance goal.
- Establish attendance data for individual participation for future growth goals.

*Responsible:*

- Executive Director, MPSEOC Board President, Conference Committee

**Objective 2: MPSEOC will conduct annual Counselor Updates in Montana in order to update high school counselors on the changes and events at each Montana campus and to raise awareness and increase understanding of the mission and objectives of MPSEOC.**

*Strategies:*

- The Executive Director will plan and implement the updates by creating the schedule, securing the locations, arranging campus representation, producing the agenda, and inviting the counselors.
- The Executive Director will develop the use of Met Net technology in order to broadcast the updates to all areas of the state and save money for the colleges and universities (by only traveling to one site).
- The Executive Director will attend the Counselor Updates and present information to high school counselors.
- The Executive Director will keep working with the Counselor Update Committee to work on other technology options for the future.
- Continue to work with Tribal Colleges to develop relationships to engage in MPSEOC activities to serve as additional resource.
- Look at inviting County Superintendents to Counselor Update.

*Measurable Outcomes:*

- Maintain 100% MPSEOC institutional membership participation of four-year, private, and two-year institutions.
- Work towards inclusive tribal college participation.
- Work towards establishing Montana high school counselor participation rate.
- Establish guidance counselor attendance data for individual sites for future growth goals.

*Responsible:*

- Executive Director, Counselor Relations Committee

**Objective 3: MPSEOC will promote professional development opportunities to high school counselors.**

*Strategies:*

- The Executive Director will email and / or mail information out to all high school counselors promoting development opportunities.

**Objective 4: MPSEOC will promote professional development within the MPSEOC Board of Directors.**

*Strategies:*

- The Executive Director will keep all Board Members informed of MPSEOC's progress and important updates.
- The Executive Director will plan, organize, and facilitate an annual Board of Directors Retreat which will have a focus on professional development and MPSEOC professional development as a whole.

**Objective 5: MPSEOC will seek professional development opportunities to increase knowledge and awareness of Higher Education and Montana Economy issues.**

*Strategies:*

- The Executive Director will seek out conferences, meetings, committees, etc. that will help increase professional development opportunities.
- The Executive Director will seek training if needed to reach and promote MPSEOC goals and objectives.

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**GOAL FOUR: ORGANIZATIONAL DEVELOPMENT AND GROWTH**

EXPLORE OPPORTUNITIES TO DEVELOP AND CHANGE MPSEOC WITH A FOCUS ON BECOMING MORE PROACTIVE, VISIBLE, AND EFFECTIVE.

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**Objective 1: MPSEOC will increase awareness to the public of MPSEOC and its mission.***Strategies:*

- The Executive Director and the Board of Directors will reach this goal by increasing presence on the web, in public, and through direct communication.

*Measurable Outcomes:*

- Marketing Committee will research public awareness channels.

**Objective 2: The Executive Director and the Board of Directors will seek ways to increase and expand the growth of the MPSEOC budget through grants, donations, and / or sponsorships.***Strategies:*

- The Executive Director and the Board of Directors will start the research process for Grant possibilities.
- The Executive Director and the Board of Directors will increase MPSEOC's possibilities for donations.
- The Executive Director and the Board of Directors will seek out and start to form relationships with possible sponsorships / collaborative efforts.
- Board Members will spread word throughout their own campuses to try to increase visibility within Montana's universities and colleges.

*Measurable Outcomes:*

- MPSEOC Board Members will research and submit one potential corporate sponsor/grant option at the winter board retreat.

**Objective 3: MPSEOC will work with Montana GEAR UP and the Office of Commissioner of Higher Education to develop information and resources for use by the GEAR UP liaisons.***Strategies:*

- The Executive Director will keep close relations with Gear Up to determine the needs of the Gear Up liaisons and the Gear Up students.
- The Executive Director will help promote these resources by presenting at conference, meetings, and councils to better educate the target audience.

**Objective 4: MPSEOC will increase relationships and work with tribal colleges in order to increase participation and value to the MPSEOC mission.***Strategies:*

- The Executive Director will collaborate on ways to expand the MPSEOC reach to Montana Tribal Colleges.

**Objective 5: The Executive Director will oversee the budget and finding ways to utilize efficiency in spending.***Strategies:*

- The Executive Director will monitor and review the budget to see where there are areas to be more efficient in spending.