

TO FULFILL THE MISSION, UTAH PTA WILL:

MISSION

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

ADVOCATE

by speaking on behalf of all children and youth in schools, in the community, before governmental bodies, and before other organizations that make decisions affecting children.

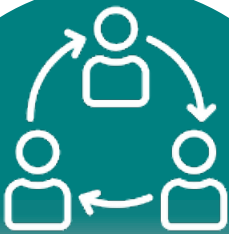
DEVELOP

programs, resources, and leadership skills that enhance the lives of all children, youth, and their families

ENGAGE

the public in united and equitable efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth.

COMMUNICATION



1 Make Utah PTA more visible to all levels of PTA and the community as a whole

- Promote PTA statewide - Educate on the power, potential and benefits of PTA
- Amplify the voice of parents, families and students in advocacy campaigns
- Actively seek representation on education and child well-being related committees across Utah
- Be a connection to trusted resources on child-related topics
- Coordinate media efforts through Communications Director

2 Foster open two-way communication channels through all levels

- Establish clearly defined channels for internal communications
- Coordinate newsletters, use of Memberhub/VoterVoice or similar programs
- Encourage more input from locals

MEMBERSHIP



1 Support and strengthen established PTAs throughout the state in retaining and increasing membership.

- Focus on building a diversified and inclusive PTA membership.
- Set and promote a membership goal each year
- Identify and support At Risk PTAs

2 Promote the value of PTA membership by increasing public perception and awareness of PTA

- Increase brand recognition at PTA sponsored events and programs.
- Increase advocacy awareness
- Provide resources to local PTA leadership, families and community members.

3 Seek opportunities for all public schools in Utah to benefit from an active PTA

- Recruit all new schools to start a PTA
- Invite inactive schools to re-engage a PTA
- Provide start-up support for all new and returning PTAs, including underserved and diverse populations within the state.

LEADERSHIP



1 Provide leadership development and training to regions, councils and local units

- Develop targeted training on "Good Standing" Rules
- Provide training opportunities that fit the needs of the community
- Enhance Leadership Convention
- Create Transition Best Practices

2 Build a Leadership Pipeline so that all levels of PTA have adequate leadership both now and into the future

- Provide Leadership Skills Training
- Recruit, train, retain and celebrate volunteers and leaders
- Invite inactive schools to re-engage in PTA
- Provide start-up support for all new and returning PTAs, including underserved and diverse populations within the state

Strategic plans drive intentional growth, establish direction, and engage members.

A well-crafted strategic plan is a roadmap to where you're going and how you're going to get there.

It serves as a guide for your team, helps you build successful programs, and represents consensus from your members.