



## Everett PTSA Council 7.3 2019-20 Mission & Goals

### MISSION:

The Everett PTSA Council supports, empowers, and guides our PTAs to be successful.

### GOALS:

- **COMMUNICATION:** Strengthen communication with local PTAs by posting website links for PTAs and their current membership forms on Council website and **maintaining** position-specific Facebook Groups for PTA officers.  
Objectives: Utilize a variety of communication methods to disseminate relevant information to our local PTAs.
- **MEMBERSHIP:** Increase Everett Council wide membership over last year for a total of **5200**.  
Objectives: Utilize a district-wide membership drive; assist local PTAs with entering their members in the state database.
- **LEADERSHIP TRAINING:** Offer at least four (4) Council led trainings this year.  
Objectives: Schedule multiple trainings throughout the year.
- **ADVOCACY:** Have at least one (1) Council representative attend and vote at Legislative Assembly, have at least one Council delegate attend and vote at WSPTA Convention, **have at least one (1) Council representative attend Focus Day** and promote local advocacy opportunities.  
Objectives: Budget to cover costs of Legislative Assembly and Convention voting delegates.
- **OUTREACH:** **Foster and encourage communication and engagement between local PTAs and Everett PTSA Council.**  
Objectives: **Begin Council Contact program which has a Council Board member serving as a primary point-of-contact for local PTAs.**
- **COLLABORATION:** Collaborate with our strategic partners to support college/career readiness, early learning, reading, social emotional health programs, **and special education**.  
Objectives: Meet monthly with ESD administration to determine how council can assist partners to support programs at local schools; encourage collaboration between local PTAs and their school's Natural Leaders group as applicable to support the programs in their schools, communicate the "Role of Council" with incoming principals and vice principals. **Provide local PTA district-wide Impact Report.**
- **SHOE FUND Program:** Have at least 3 community organizations/members donate to the program.  
Objectives: Identify and contact community groups that have donated before; Apply for applicable grants; explore fundraising opportunities and increase community awareness about the program.
- **REFLECTIONS Program:** Increase local PTA Reflections entries from last year by 5%.  
Objectives: Offer Reflections training in October and invite all local PTA Reflection chairs; contact local PTAs that haven't offered the program before and encourage their participation; hold a district Reflections celebration event at the ESD Community Resource Center in January.