



Everett PTSA Council 7.3 2020-2021 Mission & Goals

(approved 9/23/2020)

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 or MemberPlanet online signup links on Council website and maintaining position-specific Facebook Groups for PTA leaders.
Objectives: Utilize a variety of communication methods to disseminate relevant information to and collect feedback from our local PTAs.
- **MEMBERSHIP:** Maintain Everett Council wide membership goal of **5200**.
Objectives: Utilize a district-wide membership drive; assist local PTAs with entering their members in the state database. Promote an online sign-up campaign with creative incentives.
- **LEADERSHIP TRAINING:** Offer at least four (4) Council led trainings this year.
Objectives: Schedule multiple trainings throughout the year and share information (links/passwords) to State trainings that are available to PTA leaders.
- **ADVOCACY:** Have at least one (1) Council representative participate in and vote at Legislative Assembly, have at least one (1) Council delegate participate in and vote at WSPTA Convention, have at least one (1) Council representative participate in 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: Continue and expand Council Contact program so that every local PTA has a Council Board member serving as a primary point of contact. Contact list and information to be maintained on Council website.
- **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:** Raise awareness of the Shoe Fund program in our schools.
Objectives: Identify and contact the appropriate staff member at each of the schools to explain the program and encourage the submission of shoe requests.
- **REFLECTIONS Program:** Equal the number of local PTAs that participate in the Reflections Program despite pandemic conditions.
Objectives: Offer Reflections training in September and invite all local PTA Reflection chairs; contact local PTAs that haven't offered the program before and encourage their participation; implement the program in a way that accommodates current and expected safe and healthy protocols. Celebrate the district artists in a meaningful way.