

# Everett PTSA Council Strategic Plan Action Plan

Approved by membership on 9/21/16

**VISION:** The Everett PTSA Council is a meaningful and vital resource to PTAs and our community partners.

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

**STRATEGIC PRIORITIES:** Outreach & Diversity; Advocacy; Communication; Collaboration; Leadership, Education & Organization

**CORE VALUES:** Passion, Respect, Integrity, Dedication, Excellence (P.R.I.D.E.)

Strategic Priority	Goal	Action Item(s)	Strategic Leader(s)	Aligns w/ EPS
<b>1. Outreach &amp; Diversity</b>				
	1.1 - Reach out to local PTAs and principals to create an understanding of the value council has to offer (outreach).	1.1a - Create a "Council At-A-Glance" document for local PTA leaders and principals to define council and our services for our local PTAs; show where council leaders represent them on district committees and councils	President, PTA Support & FACE	
		1.1b - Create new documentation for all principals to explain council and the services offered to support their work with their local PTAs (utilize the principal's packet)	President, PTA Support & FACE	
		1.1c - Communicate personally with all 26 local PTAs to offer for a council board member to attend one of their PTA meetings to share the role of council; council mission and goals; to make us more approachable; to address/answer their issues and questions and determine what they need from council	President All	
	1.2 - Diversify the council board to be demographically representative of our schools and community (diversity).	1.2a - Increase local PTA attendance at council membership meetings (both number of members and number of PTAs)	Secretary All	
		1.2b - Work with north and central region PTAs and our Special Ed PTSA to help them strengthen/grow their programs	President & PTA Support	*
		1.2c - Collaborate with Natural Leaders program at a council level	President & PTA Support	*
		1.2d - Have at least 5 local PTAs with a FACE chair/committee	FACE	*
<b>2. Advocacy (Support and coordinate the health, welfare, safety and education issues of all students)</b>				
	2.1 - Educate local PTAs on the benefits of sharing advocacy/legislative issues with their school community.	2.1a - Create flyer to clarify and define advocacy/leg role and responsibilities at the PTA level for leadership packet and website	Advocacy	
		2.1b - Ten (10) local PTAs will have advocacy chairs	Advocacy	
	2.2 - Inform local PTAs of current and upcoming local, regional, state, and national legislative issues.	2.2a - Plan and execute an advocacy workshop	Advocacy	
		2.2b - Publish a quarterly advocacy newsletter	Advocacy	
	2.3 - Encourage local PTAs to identify the legislative and advocacy needs of their students, families, staff, and community.	2.3a - Increase the number of local PTAs attending Legislative Assembly and Focus Day	All	
		2.3b - Collaborate with Everett Public Schools and our high school PTAs on a voter registration campaign for students and adults	Programs	*
		2.3c - Consider issues for submission as WSPTA resolutions or platform issues	All	
		2.3d - Communicate with city/county leadership as needed to address local community needs (Mill Creek and/or Everett; Snohomish County)	President & PTA Support	*
	2.4 - Encourage local PTAs to identify the unique needs of their students, families, staff, and community.	2.4a - Share tools and strategies with local PTAs to help them determine their unique needs (surveys, etc.)	FACE	

Strategic Priority	Goal	Action Item(s)	Strategic Leader(s)	Aligns w/ EPS
<b>3. Communication</b>				
	3.1 - Foster two-way communication between council and our local PTAs.	3.1a - Develop and utilize a council communication plan; model for our local PTAs	VP	
		3.1b - Develop and utilize a council social media policy; model for our local PTAs	VP	
	3.2 - Support local PTAs in effective communication strategies.	3.2a - Support our local PTAs in using a variety of creative communication methods (i.e. newsletter, e-blast, website, Peachjar, Facebook, Twitter, etc.); offer training and assistance as needed	VP & Secretary All	
	3.3 - Share information from WSPTA, NPTA, Everett Public Schools, and other strategic partners with our local PTAs.	3.3a - Increase exposure to information from WSPTA, NPTA, EPS, and our strategic partners by sharing it in our e-blast, website, membership meetings, emails, etc.	VP	
<b>4. Collaboration</b>				
	4.1 - Collaborate with our strategic partners and other community organizations to further our mission.	4.1a - Partner with Everett Public Schools and the EPS Foundation to support college and career readiness	President	*
		4.1b - Partner with Everett Public Schools and the EPS Foundation to support early learning	President	*
		4.1c - Partner with Everett Public Schools and the EPS Foundation to support reading	President	*
		4.1d - Partner with Everett Public Schools and the EPS Foundation to support social emotional health	President	*
		4.1e - Encourage and assist with collaboration between local PTAs and their school's Natural Leaders group as applicable	FACE & PTA Support	*
	4.2 - Facilitate collaboration with and between our local PTAs to share ideas and further our mission.	4.2a - Create a directory of all local PTA officers and key positions and distribute to our local PTA leaders	Membership	
		4.2b - Offer at least 2 council led roundtables (i.e. membership, treasurers, secondary, north-end, etc.)	Programs	
		4.2c - Create a council program to share ideas (i.e. Kindergarten Club, language club, membership campaign ideas, Fun Run, etc.)	Programs	
<b>5. Leadership, Education &amp; Organization</b>				
	5.1 - Model PTA best practices and be a role model for our local PTAs and other councils (leadership).	5.1a - Educate all local PTAs about the value of the Standards of Affiliation contract and the importance of completing and returning it to WSPTA by the 10/31 deadline	PTA Support	
	5.2 - Actively mentor and train new PTA leadership so they have the skills to succeed at their local PTAs, as well as move on to other levels of PTA (leadership).	5.2a - Increase the number of local PTAs participating in the WSPTA Awards of Excellence program	Programs	
		5.2b - Encourage Everett PTA leaders to serve in region and WSPTA leadership roles	All	
	5.3 - Educate and train our PTA leaders by offering classes/educational opportunities and promoting the training opportunities offered by Region 7 and WSPTA (education).	5.3a - Develop and host a "Smooth Transitions" orientation in May for incoming and outgoing PTA Presidents to help them kick off their planning for the next year, including a tentative planning calendar	President & PTA Support	*
		5.3b - Offer at least 6 council led trainings (i.e. Reflections, Money Matters, etc.) and/or educational opportunities (i.e. social emotional health, social media, technology, etc.)	President	*
	5.4 - Maintain a successful organization - training, fiduciary responsibility, money handling procedures, budget process, financial reviews, standing rules, nominating committee, job descriptions, transition plans, etc. (organization).	5.4a - Research and implement "cloud" storage options for council files and records	Secretary	