



Everett PTSA Council 7.3 2025 - 2026 Mission & Goals

Approved 9/1/2025

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 GiveBacks 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:** Attain Everett Council wide membership goal of **3800**
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, networking and engagement between local PTAs and Everett PTSA Council.
Objectives: Council Liaisons and Council President(s) will serve as primary contacts for every PTA to be a continued support team. Contact list and information to be maintained on Council website.
- **COLLABORATION:** Collaborate with our strategic partners to support college/career connected readiness, early learning, literacy,, social emotional health programs, and special education.
Objectives: Meet monthly with Everett School District leadership to determine how Council can assist partners and other stakeholders 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; and communicate the "Role of Council" with incoming principals and assistant 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:** Maintain or exceed the number of local PTAs that participate in the Reflections Program.
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; implement the program in a way that accommodates current and expected safe and healthy protocols. Celebrate the district artists in a meaningful way.
- **ENVIRONMENTAL SUSTAINABILITY:** Promote environmental sustainability within Everett School District, including at the local and council PTA levels.
Objectives: Maintain an environmental sustainability resource page on the council website.