



New York State  
**PTA**  
*everychild.onevoice.*

# Strategic Plan

## 2016-2019

New York State Congress of  
Parents and Teachers, Inc.

# Our Mission

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*A powerful voice for all children,  
A relevant resource for families and  
communities, and  
A strong advocate for the education and  
well-being of every child.*

## PTA Values

- **Collaboration:** We work in partnership with a wide array of individuals and associations to accomplish our agreed-upon goals.
- **Commitment:** We are dedicated to promoting children's health, well-being and educational success through strong parent, family and community involvement.
- **Accountability:** We acknowledge our obligations. We deliver on our promises.
- **Respect:** We value our colleagues and ourselves. We expect the same high quality of effort and thought from ourselves as we do from others.
- **Inclusivity:** We invite the stranger and welcome the newcomer. We value and seek input from as wide a spectrum of viewpoints and experiences as possible.
- **Integrity:** We act consistently with our beliefs. When we err, we acknowledge the mistake and seek to make amends.

## Vision Statement

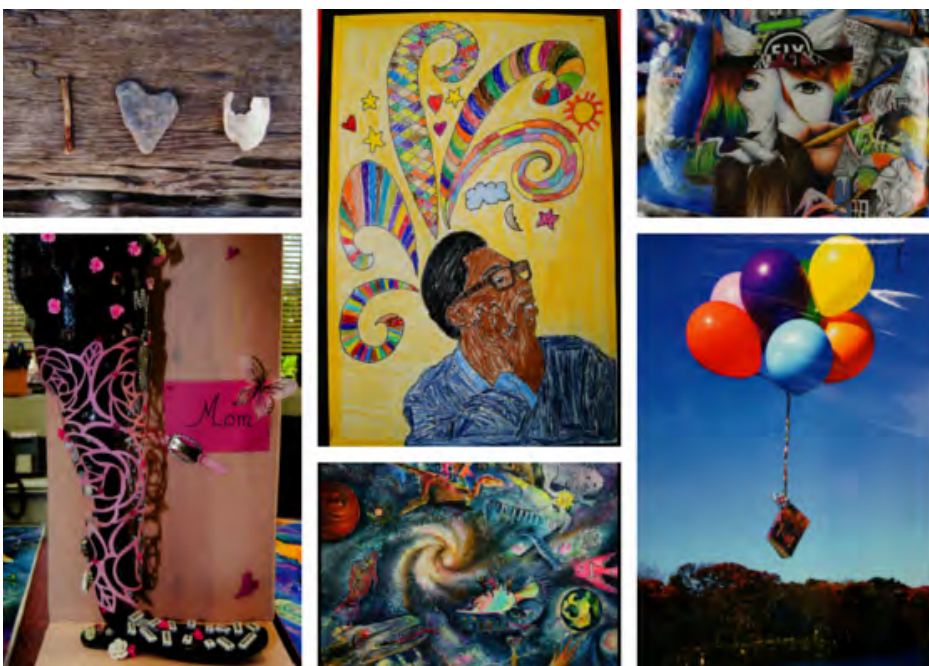
Making every child's potential a reality, by establishing the New York State Congress of Parents and Teachers, Inc. (NYS PTA) as the premier association for parent involvement and advocacy for all children.

## Mission Statement

The overall purpose of PTA is to make every child's potential a reality, by engaging and empowering families and communities to advocate for all children.

## PTA Purposes (Historical)

- To promote the welfare of children and youth in home, school, community and place of worship.
- To raise the standards of home life.
- To secure adequate laws for the care and protection of children and youth.
- To bring into closer relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth.
- To develop, between educators and the general public, such united efforts as will secure for all children and youth the highest advantages in physical, mental, social and spiritual education.



**PTA REFLECTIONS**  
Bringing family,  
school and  
community together  
since 1969

# I. We will Expand our Advocacy and Public Policy Efforts

## Goal #1: Engage members in advocacy at all levels

### Strategies:

- Evaluate and assess the needs of our members at all levels, regarding relevant advocacy issues and concerns
- Develop usable tools for members to encourage and engage them in advocacy efforts at all levels
- Promote advocacy opportunities through all levels of our association
- Increase by 10% the number of members actively participating in Voter Voice campaigns, which includes Local and Virtual Lobby Days

## Goal #2: Expand awareness of public policy affecting children and families

### Strategies:

- Advance our resolutions, positions and policy agenda, through the development and dissemination of NYS PTA's advocacy documents
- Provide leadership to select coalitions and cooperating partners focused on NYS PTA's public policy priorities
- Increase the submissions of resolutions from the grassroots level
- Increase the number of leadership and advocacy opportunities within the state and federal government

## Goal #3: Equip NYS PTA leaders and members to become trusted messengers and champions for children and families

### Strategies:

- Educate the grassroots level on understanding the importance of local advocacy efforts
- Create user friendly advocacy training resources at all levels
- Build and strengthen state and local advocacy networks to enhance the role of key and local advocacy partners
- Evaluate and market Lobby Day activities to expand member and student participation
- Support and empower region advocacy efforts

# II. We will Grow and Steward our Resources

## Goal #1: Retain and increase our membership and number of local units (aligned with Membership Extension Plan)

### Strategies:

- Maintain current membership numbers with a stretch goal of a 1% increase in membership
- Promote our new NYS PTA Online Membership System, and utilize it to promote our message to our grassroots members
- Incentivize our membership awards to encourage our units to promote membership year round
- Help support our units by educating state and region representatives on the mission and value of PTA, and increasing field support to units
- Implement a marketing plan to promote our message and value, and increase the amount of ideas and materials available for use on the region and unit level

## Goal #2: Increase non-dues revenue

### Strategies:

- Re-evaluate the NYS PTA Annual Giving Fund by end of Fiscal Year 2016
- Pursue sponsorships – both monetary and in kind – from statewide sponsors
- Generate grant/endowment funding program by end of Fiscal Year 2016
- Enhance our NYS PTA store with unique NYS PTA branded items, and advertise to regions/units/members
- Pursue other non-dues revenue as opportunities arise

## Goal #3: Provide comprehensive learning and growth opportunities for our members and employees

### Strategies:

- Continue to implement distance learning opportunities for members and employees
- Support broader employee learning and professional development opportunities

- Continue to provide assessment tools for leaders and employees to align strengths and weaknesses to appropriate opportunities for learning and growth

## Goal #4: Effectively manage our human, fiscal and capital resources

### Strategies:

- Continue to support a policy of periodic review and audit of the association's policies, to identify weaknesses and capitalize on strengths
- Re-evaluate our investment strategy
- Create and evaluate our reserve spending and replenishment plan
- Enhance the recruitment and management of employees, to ensure staff capacity meets the growing needs of our association
- Facilitate the ethical and respectful treatment of members and employees through our policies and standards, which align to the principles of our association

# III. We will Promote the Relevancy and Enhance the Public Perception of our Association

**Goal #1: Build public perception of NYS PTA as a relevant resource for children and families throughout all levels of our association**

*Strategies:*

- Expand the promotion of NYS PTA in specific markets, by establishing advertising and marketing campaigns through partnerships and utilizing a variety of approaches
- Measure and assess member and general public perceptions of NYS PTA to guide our work and practices
- Increase opportunities for new and creative programs

**Goal #2: Increase member awareness and access to NYS PTA and its resources, through multiple relevant approaches**

*Strategies:*

- Produce relevant publications/resources, targeted to specific audiences, that will enhance visibility and build our association membership
- Launch an awareness campaign to inform all levels of our association of the value of NYS PTA membership
- Utilize multiple communication vehicles to engage our membership



# IV. We will Enhance Organizational Efficiency and Effectiveness

**Goal #1: Utilize a world-class data management system (DMS) that integrates and supports all levels of the association**

*Strategies:*

- Evaluate, maintain and enhance the new data management system
- Develop and enhance software and hardware virtualization to support the rapidly changing needs of our association
- Collect 80 percent of our association membership data by Fiscal Year 2017
- Utilize the data management system (DMS) to retain members through online renewals and automatic reminders

**Goal #2: Implement improved delivery methods of association services at all levels**

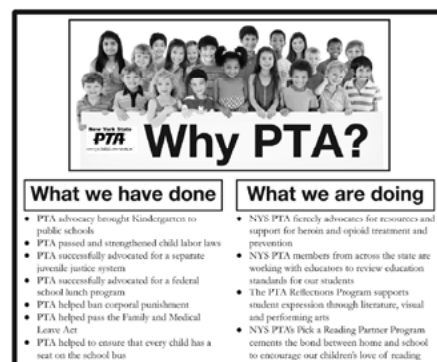
*Strategies:*

- Strengthen unit, region and state relationships, and facilitate quality interactions among units, regions and state
- Investigate providing incentives to bolster participation in state and national programs and initiatives
- Improve the dissemination of information and resources (i.e. redevelopment of website) to increase our relevancy

**Goal #3: Evaluate volunteer structure**

*Strategies:*

- Evaluate the current structure for effectiveness and efficiency
- Propose improvements to align structure with association needs and priorities



# V. We will Recruit, Train and Support Effective Leaders

## Goal #1: Welcome and seek potential leaders at all levels

### Strategies:

- Continue to design and market new methods to identify and recruit potential leaders
- Expand qualification of leadership roles at all levels of our association
- Retain current leaders at all levels
- Assess and monitor the identification and promotion of potential leaders

## Goal #2: Implement a comprehensive leadership model that develops, guides and directs our current and future leaders

### Strategies:

- Coach and mentor volunteers and employees to develop their skills, in order to increase their leadership effectiveness
- Continue to deliver state association and office management training for state leaders

- Build an electronic web-based infrastructure to support individualized online learning
- Support the growth in diversity of the leaders in all levels of our association
- Create and evaluate a Leadership Development Plan
- Develop a Leadership Development section of the NYS PTA Resource Guide
- Facilitate long distance training through the use of technology

# VI. We will Diversify our Membership and Engage and Serve Communities

## Goal #1: Create at all levels an inclusive environment reflective of the populations we seek to serve

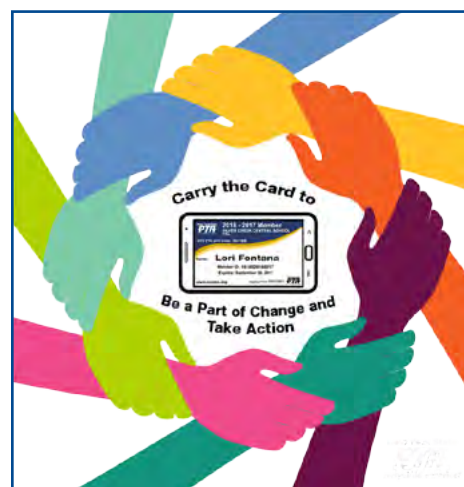
### Strategies:

- Develop strategies to educate and equip NYS PTA members and leaders to assure inclusivity and diversity at all levels of our association
- Identify and address the barriers within policies, structure and organizational culture that limit inclusivity across all levels of our association
- Encourage leadership at all levels to diversify their boards to reflect their membership, and develop resources to promote inclusivity

## Goal #2: Target outreach to underserved urban and rural communities, as well as non-English speaking communities

### Strategies:

- Identify and assess the unique needs of these communities
- Task the Urban Initiative Committee to identify schools within a region that have a need or interest in chartering a PTA
- Develop and disseminate resources to assist in supporting these diverse units
- Enhance NYS PTA's cultural competency and ability to support non-traditional PTAs, by partnering with organizations that have an established presence in these communities



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Annual August Membership Mailing

Welcome to the 2016-2017 Membership year and thank you for the work you do for all children! My name is Lori Fontana and I am the new Membership Coordinator for NYS PTA. This year along with the introduction of the New Membership Unit Portal we have a new Membership Theme and Logo and a new Membership Demographic Growth contest. With your help I know we can grow our membership higher than ever!

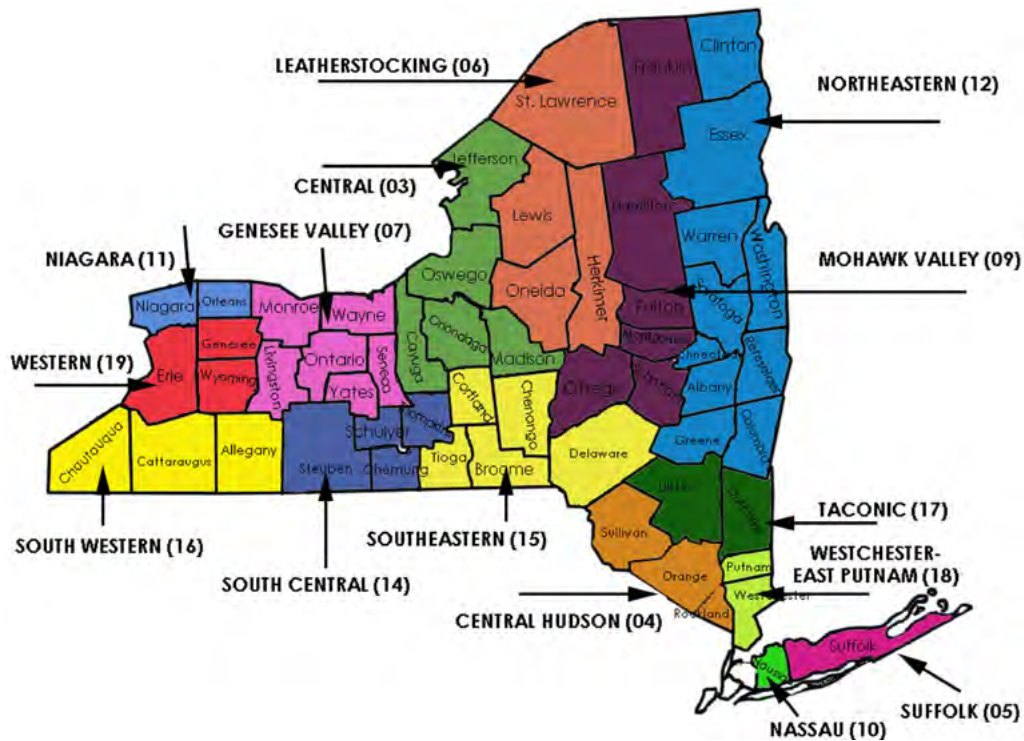
I look forward to working with you and supporting you by providing the information you need so together we can achieve membership growth and fulfill the mission of PTA as we "Carry the Card to Be a Part of Change and Take Action".

Below are important links to documents you will need and helpful information to get your membership year started! For further assistance you can work with your Region Membership Chair. Please email your [Region Director](#) for their contact information!

**"NEW" Membership Unit Portal**

[Email Archive](#) - Check here for information you may have missed over the summer.

# Our Regions



## New York State **PTA**<sup>®</sup> *everychild.one voice.*<sup>®</sup>

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