






STRATEGIC PLAN 2019-2022

NYS PTA MISSION

PTA is 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.

Priority Area	Goal	Strategies
 Volunteer Development	Welcome and seek potential leaders at all levels by enhancing the effectiveness of our volunteers, our volunteer structure, and our leadership model for development and support of our current and upcoming leaders	<ul style="list-style-type: none"> A. Implement leadership development opportunities to recruit, train, and support effective leaders, including assignment of a peer mentor for new volunteers at all levels and provide monthly leadership training webinars B. Continue to adapt new and existing methods of volunteer recruitment by encouraging the submission of letters of interest C. Diversify PTA leadership by recruiting new leaders from diverse populations by developing an outreach plan to include community forums with PTA leaders D. Propose improvements to align structure with association needs and priorities moving forward
 Membership	Build our membership by creating an inclusive environment reflective of the populations we seek to serve, and by increasing public perception of NYS PTA as a relevant association at all levels	<ul style="list-style-type: none"> A. Retain and increase our membership and number of local units by adopting new and innovative initiatives B. Develop strategies for inclusivity and diversity so that membership reflects community C. Task the Diversity, Inclusion and Outreach Committee to identify schools within a region that have a need or interest in chartering a PTA D. Enhance our ability to support underserved and diverse populations, by partnering with organizations that have an established presence in those communities E. Promote awareness of NYS PTA and the value of membership by establishing advertising and marketing campaigns through public service announcements and local visits by NYS PTA representatives

Priority Area	Goal	Strategies
 <p>Family Engagement</p>	<p>Increase meaningful family engagement, awareness and access to NYS PTA resources, programs and services for ALL families in ALL schools, and create an inclusive environment reflective of the populations we serve</p>	<ul style="list-style-type: none"> A. Support ALL families at the school district, school building, and unit level with programs, educational materials, and resources to foster meaningful family engagement B. Create and implement a state-wide family engagement plan to support all families in conjunction with other stakeholders C. Develop and disseminate resources to support the needs of traditional and non-traditional family structures D. Identify and address the barriers within policies, structure and organizational culture that limit inclusivity across all levels of the association
 <p>Advocacy</p>	<p>Enhance our impact by expanding awareness of public policy affecting children and families, engaging ALL members in advocacy, and empowering education and child welfare stakeholders and community to support NYS PTA's advocacy platform</p>	<ul style="list-style-type: none"> A. Amplify the voice of parents, families and students in education policy and child well-being issues by increasing participation in advocacy campaigns on relevant priorities B. Enhance advocacy awareness through dynamic communications by developing and delivering critical educational information and resources to stakeholders, members and community C. Determine and strategically address potential areas of high public interest and impact D. Ensure all policy and decision makers hear the voice of our members and leaders
 <p>Finance</p>	<p>Continue to increase the fiscal stability of our association to ensure we remain the leading voice for children in New York State</p>	<ul style="list-style-type: none"> A. Support existing non-dues revenue programs and continue to develop new and inventive non-dues revenue opportunities B. Effectively manage our human, fiscal and capital resources by supporting professional development, consistently reviewing the association's fiscal policies, and increase support to members at all levels C. Cultivate our fiscal assets by responsibly budgeting and utilizing our resources, prudently investing our surpluses, and growing our reserves