

# STRATEGIC PLAN 2022-2025



## 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.



# GOAL

Welcome, seek, and train leaders from diverse backgrounds at all levels by enhancing the effectiveness of PTA volunteers, our volunteer structure, and our leadership development model.

## STRATEGIES

- A.** Provide meaningful resources and mentoring to our current and future leaders for their professional growth, whether virtually, hybrid, or in person.
- B.** Implement leadership development opportunities to recruit, train, and support effective leaders, by providing monthly webinars, workshops during annual conferences, region training by state governance team members, and/or support for region training by governance team members.
- C.** Adapt new and existing methods of developing the leadership pipeline and leadership recruitment that result in increasing the number and diversity of volunteers submitting letters of interest.
- D.** Diversify leadership by identifying structural barriers that impede diversity, equity and inclusion in PTA to facilitate recruiting leaders that represent all populations.
- E.** Integrate NYS PTA family engagement practices and diversity, equity and inclusion practices to promote complete representative leadership development.

## LEADERSHIP DEVELOPMENT



# GOAL

Retain and grow our membership by creating a diverse and inclusive environment reflective of the populations we seek to serve, and by increasing public perception of PTA as the leading membership-driven child advocacy and family engagement association in New York State.

## STRATEGIES

- A.** Retain and increase our membership and number of local units by adopting new and innovative initiatives, and identifying communities that have a need or interest in chartering a PTA.
- B.** Develop strategies for diversity and inclusion so that membership reflects ALL communities.
- C.** Enhance our ability to support under-served and high-need populations, by partnering with organizations that have an established presence in those communities.
- D.** Promote awareness of PTA and the value of membership by developing and utilizing a meaningful multi-faceted marketing campaign, and with local visits by NYS PTA and region representatives.
- E.** Promote inclusion by providing and utilizing translation services to reach ALL parents, families, and caregivers.
- F.** Eliminate barriers to membership to allow ALL students, parents, families and caregivers to feel safe being involved in PTA.

## MEMBERSHIP



## GOAL

Be the primary statewide and local advocates for students, children, parents, families, educators, and schools. Engage all members and communities in advocacy focusing on equitable outcomes for ALL children and families, and meaningful family engagement for ALL families reflective of the populations we serve.

## STRATEGIES

- A.** Amplify the voice of students, children, parents, families, educators, and schools in education policy and child well-being issues by increasing participation in advocacy campaigns on relevant priority issues.
- B.** Enhance advocacy awareness through meaningful advocacy campaigns by developing and delivering critical educational information and resources to stakeholders, members and communities with focuses on learning, child well-being, mental health, diversity and inclusion, and family engagement.
- C.** Strategically address critical areas affecting school communities and make significant impacts on policy.
- D.** Ensure state and local decision makers and school leaders incorporate the voice and presence of NYS PTA members and leaders in their decision-making.
- E.** Advocate for support of ALL families, students, and educators at the school district, school building, and unit levels with programs, services, educational materials, and resources to foster meaningful school-family partnerships.

## ADVOCACY



## GOAL

Increase the stability and growth of our Association to ensure we remain the leading voice for children and families in New York State.

## STRATEGIES

- A.** Sustain existing non-dues revenue sources, and continue to develop new and inventive non-dues revenue opportunities.
- B.** Effectively manage our fiscal, capital, and human resources by supporting professional and volunteer development, and offer ongoing training related to the volunteer-led, staff implemented model.
- C.** Consistently review, and update as needed, the Association's policies, procedures, and practices.
- D.** Increase support to members, units, councils, regions, and state leaders with an emphasis on family engagement and diversity, equity and inclusion training.
- E.** Cultivate our fiscal assets by responsibly budgeting and utilizing our resources, prudently investing our surpluses, and growing our reserves.
- F.** Assess organizational structure to reflect current and future needs and priorities of the Association.

## ORGANIZATIONAL STRUCTURE

