



## 2011-2013 Goals

**Effectively communicate the PTA's message – our vision, mission, purpose and goals – by expanding our comprehensive communication program and encouraging the passing on of information.**

**How:** increase contact with local units and members, school spotlights and additional networking opportunities; expand newsletter and roundtable, news releases, articles in local media, Facebook page and Web page, two-way communication opportunities, special section sent to newsletter editors for inclusion in local newsletters

**Measured by:** increased membership, increased attendance at roundtables and events, increased parental involvement and leadership, participation in surveys, Facebook participation, mentions in media.

**Increase community outreach by forming additional business and community partnerships; reaching out to diverse communities; and promoting and conducting additional learning opportunities.**

**How:** Promote Education Advocates, networking, establish a committee, offering community-based trainings and events.

**Measured by:** increased membership, partnerships, number of trainings offered and participation in trainings.

**Encourage, develop and engage more parent leadership and advocates within a growing 16th District PTA, especially PTA leaders.**

**How:** offer more training opportunities and parent leadership classes; establish a mentoring program for PTA presidents, encouraging diverse pairings in order to expand ideas and experiences.

**Measured by:** number of members running for office and SBDM council, increased community and school involvement, participation in District PTA committees and events, percentage of new officers in local PTAs, participation in Children's Advocacy Day.