

# 2020 STRATEGIC VISION




National PTA's Strategic Plan 2017-2020

## VISION

Every child's potential is a reality.



## MISSION

PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

	PRIORITY AREA	GOAL	STRATEGIES
	<p><b>FAMILY ENGAGEMENT</b></p> <p>1. Build our body of knowledge, advocacy and programmatic excellence to advance family engagement.</p>	<p><i>National PTA will develop a Center for Family Engagement to effectively meet the needs of changing demographics.</i></p>	<ul style="list-style-type: none"> <li>A. Invest in research to understand the needs of the diverse constituents, cultures and communities of today and the future.</li> <li>B. Create locally relevant, research-based programs and content focused on improving the well being of every child.</li> <li>C. Communicate and market resources to address with intentionality the diverse needs of all families in our PTA community.</li> </ul>
	<p><b>ADVOCACY</b></p> <p>2. Enhance PTA's impact in child well being and education by promoting and sustaining bold and strategic advocacy activities.</p>	<p><i>Position National PTA as a leading practice and resource center for family engagement.</i></p> <p><i>Empower and energize child advocates to support National PTA's advocacy platform.</i></p>	<ul style="list-style-type: none"> <li>A. Dedicate adequate resources to provide state-level technical assistance to elevate the federal policy agenda.</li> <li>B. Amplify the consumer voice of parents in education policy and child well-being issues.</li> <li>C. Enhance issue awareness through a variety of dynamic communication methods to deliver information and resources to our members.</li> <li>D. Ensure that federal decision-makers hear from PTA members and leadership.</li> <li>E. Determine potential areas of high public policy impact and address strategically.</li> </ul>
	<p><b>MEMBERSHIP</b></p> <p>3. Develop and maintain our capacity to know, serve, engage and build our membership.</p>	<p><i>Effectively use data to discover new ways to serve and engage our members.</i></p> <p><i>Better reflect the evolving demographics in our country.</i></p>	<ul style="list-style-type: none"> <li>A. Invest in systems and infrastructure to enhance our ability to connect directly with members.</li> <li>B. Effectively support our constituents in messaging the value of PTA to current and potential members.</li> <li>C. Create strategic outreach initiatives to recruit and retain an inclusive membership.</li> </ul>

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	<p><b>FINANCE</b></p> <p>4. Steward the successful development, management and oversight of our fiscal resources.</p>	<p><i>PTA strictly adheres to best practices in development and management of our fiscal resources in order to enhance our capacity to serve.</i></p>	<p><b>A.</b> Diversify our funding stream.</p> <p><b>B.</b> Align with best practices that advance our fiscal growth and accountability.</p>
	<p><b>VOLUNTEER DEVELOPMENT</b></p> <p>5. Enhance the effectiveness of our volunteers through ongoing leadership development and evaluation.</p>	<p><i>PTA supports volunteers on a journey of leadership growth and effective performance.</i></p>	<p><b>A.</b> Assess the training needs and delivery mechanism of PTA to create a pipeline of proficient volunteers.</p> <p><b>B.</b> Expand and utilize the toolbox of training and resources to enhance volunteer leadership development.</p> <p><b>C.</b> Develop methods to assess performance and effectiveness of volunteers.</p> <p><b>D.</b> Evaluate and address governance structure, practices and outcomes to enhance our capacity to serve.</p>