



2021-2026 National PTA Strategic Plan

Membership

Leadership

Organization


This five-year plan builds on our values and reflects the needs and interests of the families and leaders we serve. Approved by the National PTA Board of Directors, it draws heavily on findings from focus group discussions, surveys, research and assessments to determine our challenges and opportunities. The goal is to expand our association's work and leadership role to forward our mission and build a bright future for every child.

OUR MISSION



Make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

MISSION DRIVERS

- 
- Diversity, Equity and Inclusion for Justice
 - PTA Brand: Culture and Communication for a New Era
 - Advocacy for Impact at All Levels

PRIORITY AREAS



- Growth in Mission and Membership
- Leadership Development
- Organizational Effectiveness



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PRIORITY AREA

Growth in Mission and Membership

MISSION DRIVERS

Diversity, Equity and Inclusion for Justice

PTA Brand: Culture and Communication for a New Era

Advocacy for Impact at All Levels

GOALS

The value of a PTA membership is clear through the work that PTAs do to implement our mission.

Families are engaged in our mission, embracing transformative family engagement and joining PTA's collective voice to advocate for all children.

National PTA's membership structure, processes and communication vehicles are inclusive, modernized and adopted by PTAs across the country.



STRATEGIES

Improve our ability to know, communicate with, and solicit feedback from non-members and PTA membership at all levels through training, resources and storytelling opportunities that raise the visibility of our association.

Intentionally develop and provide inclusive programs, training, resources, services, communications and family engagement opportunities that enable families, PTA members and leaders to advocate for change in their communities on behalf of all children, especially those from marginalized groups.

Require and support all levels of PTA in having an electronic system for managing membership data and dues, and identify the skills training needed for PTAs to increase and diversify their membership. Ensure National PTA is continuously assessing and improving communication vehicles to reach members.



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PRIORITY AREA

Leadership Development

MISSION DRIVERS

Diversity, Equity and Inclusion for Justice

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GOALS



STRATEGIES

National PTA's leadership is ever-expanding in diversity and inclusion, leading to equitable outcomes for all children and families.

Create greater transparency about leadership opportunities through new recruitment models for National PTA and measurable work plans for state PTAs to assess diversity and inclusion in leadership. Identify structural barriers that impede diversity, equity and inclusion in PTAs and ways to address them effectively.

All PTAs have the skills, knowledge and resources to effectively perform at their current role, can build additional skills for future leadership, and are skilled at building sustainable, well-transitioned leadership.

Identify skills training models that facilitate member opportunities for greater leadership roles through the dissemination of high-quality, low-cost and scalable on-demand training to address issues such as the digital divide.

Ensure the capture of institutional knowledge by promoting a working model of transition planning, orientation and length of service that supports evolving leadership through decision sharing and welcoming of diverse perspectives.

PTA leaders are community leaders who are prepared and empowered to serve in leadership roles outside the association.

Develop a pipeline to leadership in the community at large through PTA board participation and leadership training.

The power and influence of PTA national, state and local advocates is strong enough to ensure more just educational and social policies across the USA.

Integrate National PTA diversity, equity, inclusion and advocacy agendas to build more equitable education systems and outcomes.



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PRIORITY AREA

Organizational Effectiveness

MISSION DRIVERS

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GOALS



STRATEGIES

NATIONAL

National PTA structure and governance are nimble, responsive, effective, appropriately-sized and supportive of the PTA mission.

Restructure National PTA committees, communications, bylaws and governance policies to increase effectiveness and empower leadership; develop structural solutions for state PTAs to increase capacity and maintain solvency; improve diversity, equity and inclusion of all national governance practices.

STATE/LOCAL

There is consistent and effective promotion of the PTA brand within all levels of the association through quality experiences and effective relationships.

Revise Standards of Affiliation to address mission drivers; improve operations so members have a consistently positive experience with PTA, no matter where they live; design, share and model best practices to break down barriers and encourage cooperative relationships between all levels of PTA.

STRUCTURE/INNOVATION

There are innovative ways for members to experience PTA and for PTAs to work together cooperatively to encourage the #OnePTA concept.

Expand new structural, organizational and legal institutional models of PTAs; develop new approaches to increase educator engagement in all levels of PTA; support partnerships and resource sharing among PTAs (state and local) to expand capacity.

