

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>FAMILY ENGAGEMENT</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"> A. Invest in research to understand the needs of the diverse constituents, cultures and communities of today and the future. B. Create locally relevant, research-based programs and content focused on improving the well being of every child. C. Communicate and market resources to address with intentionality the diverse needs of all families in our PTA community.
	<p>ADVOCACY</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"> A. Dedicate adequate resources to provide state-level technical assistance to elevate the federal policy agenda. B. Amplify the consumer voice of parents in education policy and child well-being issues. C. Enhance issue awareness through a variety of dynamic communication methods to deliver information and resources to our members. D. Ensure that federal decision-makers hear from PTA members and leadership. E. Determine potential areas of high public policy impact and address strategically.
	<p>MEMBERSHIP</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"> A. Invest in systems and infrastructure to enhance our ability to connect directly with members. B. Effectively support our constituents in messaging the value of PTA to current and potential members. C. Create strategic outreach initiatives to recruit and retain an inclusive membership.

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	<p>FINANCE</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>A. Diversify our funding stream.</p> <p>B. Align with best practices that advance our fiscal growth and accountability.</p>
	<p>VOLUNTEER DEVELOPMENT</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>A. Assess the training needs and delivery mechanism of PTA to create a pipeline of proficient volunteers.</p> <p>B. Expand and utilize the toolbox of training and resources to enhance volunteer leadership development.</p> <p>C. Develop methods to assess performance and effectiveness of volunteers.</p> <p>D. Evaluate and address governance structure, practices and outcomes to enhance our capacity to serve.</p>