**Utah PTA**

**Every Child. One Voice.**

**Strategic Plan 2022-2025**

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**Membership - Diverse and Engaged**

- Support and strengthen established PTAs throughout the state in retaining and increasing membership.
- Promote the value of PTA membership by increasing public perception and awareness of PTA.

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**Objectives**

- **Focus on building a diversified and inclusive PTA membership**
  - **Projects:** Work with the Diversity & Inclusivity Specialist to find ways to increase diversity in our membership.
  - **KPIs:** Connect with 2 Diversity groups to promote the value of PTA.

- **Set and promote a membership goal each year**
  - **Projects:** Work with Regions to encourage local units to set goals to increase membership.
  - **KPIs:** 9% increase to 80,000 members.

- **Increase brand recognition at PTA sponsored events and programs**
  - **Projects:** Readymade Why PTA and Membership Flyers.
  - **KPIs:** 3 Readymade flyers with a membership focus.

- **Provide resources to local PTA leadership, families and community members.**
  - **Projects:** Social Media posts with tips to increase membership and apply for and receive awards.
  - **KPIs:** Weekly post about membership.

- **Increase advocacy awareness**
  - **Projects:** Increase participation of local members on commission and committees.
  - **KPIs:** Have at least one local member on each commission and committee.
## Strategic Plan 2022-2025

### Membership - Diverse and Engaged

Seek opportunities for all public schools in Utah to benefit from an active PTA.

### Objectives

#### Recruit all new schools to start a PTA

<table>
<thead>
<tr>
<th>Projects</th>
<th>KPIs</th>
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<tbody>
<tr>
<td>Working with Regions, Send invitation letters with Why PTA/benefits info</td>
<td>Personal follow up with 10 schools to start a PTA</td>
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<tr>
<td>Review and simplify of New PTA Packet</td>
<td>New PTA will be a 1 day process instead of months</td>
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#### Invite inactive schools to re-engage a PTA

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<td>Review and clean up membership report to make sure we have an accurate list of inactive PTAs at the beginning of the year.</td>
<td>Director will personally follow up with Regions to identify and gather information on inactive schools to return to PTA</td>
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<td>Working with Regions, send invitation letters with Why PTA/benefits info</td>
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#### Provide start-up support for all new and returning PTA’s, including underserved and diverse populations within the state.

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<td>Work with the Leadership Committee to provide Resource Bank of Training for PTA Positions.</td>
<td>Provide at least one training resource for 3-5 positions this school year</td>
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