



Clear and Collaborative

COMMUNICATION

Make Utah PTA more visible to all levels of PTA and the community as a whole

- » Promote PTA statewide - Educate on the power, potential and benefits of PTA
 - Write an Op-Ed on an Education Topic to be shared on Social Media/Newsletter or Media Outlet
 - Make ready 3 Social Media Posts for your assigned week
 - Prepare information for a flyer (created by Julia) for events or volunteering opportunities.
 - Recommend a podcast topic or person.
 - Have 3-5 topics/articles ready for the newsletter.
- » Amplify the voice of parents, families and students in advocacy campaigns
 - Make a personal invitation to a local PTA Member(s) to join a committee.
- » Actively seek representation on education and child well-being related committees across Utah
 - Identify Committees or Organizations that Advocate for Children and report that information to the Director of Communications.
- » Be a connection to trusted resources on child-related topics
 - Share Resources from the aforementioned Committees or Organizations that have been Identified to the Communications Director to Post to Social Media, Newsletter and/or Website.
- » Coordinate media efforts through Communications Director
 - Seek for opportunities to talk to the local media/resources.

Foster open two-way communication channels through all levels

- » Establish clearly defined channels for internal communications
 - Use email/text/groupme etc to communicate from Local>Council>Region Support>State. Teach locals to follow chain of command.
- » Coordinate newsletters, use of Givebacks/VoterVoice or similar programs
 - Provide newsletter information bi-weekly, Givebacks/Voter Voice programs.
- » Encourage more input from locals
 - Coordinate with the leadership committee on having a specific area regarding communications. Have the board submit questions that can be listed in the assessment.



Knowledgeable and Innovative

LEADERSHIP

Provide leadership development and training to regions, councils and local units

- » Develop targeted training on "Good Standing" Rules
 - Collaborate with the Treasurer and Compliance VP to create targeted training modules for Good Standing requirements with checklists and timelines including promotion of Gold Star and LEAP Award qualifications.
- » Provide training opportunities that fit the needs of the community
 - Design a Practical PTA webinar and video series that includes real-world problem-solving scenarios and flexible formats to meet various community needs.
- » Enhance and Promote Leadership Convention
 - Partner with the Convention Committee to identify and implement the session formats, speakers, and learning tracks at Leadership Convention that reflect current PTA needs.
- » Create branded training to share with local leadership
 - Develop a branded training for council and local officers, including templates, leadership tip, membership moment, admin/teacher tip, bylaws and compliance updates, president, treasurer, and legislative training, and timely programs and events training, and upcoming due dates.

Build a Leadership Pipeline so that all levels of PTA have adequate leadership both now and into the future

- » Provide Leadership Skills Training
 - Personally invite a region, council, or promising local leader to attend one of the two annual sessions of the Utah PTA Leadership Academy — or attend the course yourself. Each board member should aim to recommend at least one participant for each session.
- » Recruit, train, retain and celebrate volunteers and leaders
 - Develop and distribute a "Leadership Celebration Toolkit" aligned with National Volunteer Week in April, including customizable certificates, social media graphics, and recognition templates.
 - Create recognition highlights (e.g., "Leader Spotlight") to feature outstanding PTA leaders and volunteers in Utah PTA communications.



Diverse and Engaged

MEMBERSHIP

Support and strengthen established PTAs throughout the state in retaining and increasing membership.

- » Implement strategies to build a diversified and inclusive PTA membership.
 - Develop and distribute a "DIO Membership Toolkit" in collaboration with the DIO Committee, providing local PTAs with best practices and outreach strategies
- » Establish and promote a membership goal each year
 - Develop and disseminate tools for Areas, Regions, Councils, and Locals to set their own sub-goals that cumulatively contribute to the state goal.
- » Identify and support at risk PTAs needing assistance with membership recruitment and retention
 - Maintain a list of PTAs with low or declining membership trends. Provide the list to Area/Region leadership to proactively reach out to at-risk PTAs to understand their specific challenges and connect them with relevant resources and training.

Promote the value of PTA membership by increasing public perception and awareness of PTA

- » Enhance PTA's public image and brand recognition across all avenues of engagement.
 - Create and regularly update a digital library of customizable membership templates for use by local PTAs.
- » Strengthen engagement and collaboration between Utah PTA and its local units.
 - Develop and promote clear pathways for local PTA leaders to engage in state-level committees and commissions, actively recruiting diverse local representation.
- » Equip local PTAs with effective membership tools to promote their value and impact.
 - Create and distribute bitesize Membership Tips with actionable strategies for local PTAs to promote membership benefits through various channels (e.g., newsletters, social media, chain of communication).

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

- » Proactively establish a PTA relationship in all newly opened schools across Utah.
 - Be aware of newly opening schools in Utah and provide information to Area/Region leadership to follow up.
- » Implement strategies to reactivate dormant PTA units statewide.
 - Annually conduct an audit of membership data to identify all dormant PTA units. Provide Area/Region leadership with dormant PTA data to personally contact identified dormant schools, engage with principals and parent leaders, and offer tailored support.
- » Deliver comprehensive and equitable start-up support for all new and reactivated PTAs.
 - Collaborate with the Leadership Committee to curate and expand a resource bank on the Utah PTA website, including role-specific training modules, templated documents, and membership ideas.

MISSION

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

ADVOCATE

By speaking on behalf of all children and youth in schools, in the community, before governmental bodies, and before other organizations that make decisions affecting children.

DEVELOP

Programs, resources, and leadership skills that enhance the lives of all children, youth, and their families

ENGAGE

The public in united and equitable efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth.