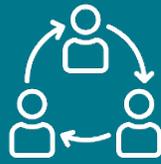


### MISSION

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



Clear and Collaborative

### 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.



Knowledgeable and Innovative

### 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.



Diverse and Engaged

## 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
- » Amplify the voice of parents, families and students in advocacy campaigns
- » Actively seek representation on education and child well-being related committees across Utah
- » Be a connection to trusted resources on child-related topics
- » Coordinate media efforts through Communications Director

**Foster open two-way communication channels through all levels**

- » Establish clearly defined channels for internal communications
- » Coordinate newsletters, use of Memberhub/VoterVoice or similar programs
- » Encourage more input from locals

## LEADERSHIP

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

- » Develop targeted training on "Good Standing" Rules
- » Provide training opportunities that fit the needs of the community
- » Enhance and Promote Leadership Convention
- » Create branded training to share with local leadership

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

- » Provide Leadership Skills Training
- » Recruit, train, retain and celebrate volunteers and leaders

## MEMBERSHIP

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

- » Implement strategies to build a diversified and inclusive PTA membership.
- » Establish and promote a membership goal each year
- » Identify and support at risk PTAs needing assistance with membership recruitment and retention

**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.
- » Strengthen engagement and collaboration between Utah PTA and its local units.
- » Equip local PTAs with effective membership tools to promote their value and impact.

**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.
- » Implement strategies to reactivate dormant PTA units statewide.
- » Deliver comprehensive and equitable start-up support for all new and reactivated PTAs.