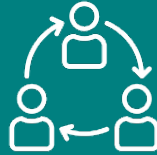


COMMUNICATION - CLEAR AND COLLABORATIVE



GOAL **1** Make Utah PTA more visible to all levels of PTA and the community as a whole

OBJECTIVES

PROMOTE PTA STATEWIDE - EDUCATE ON THE POWER, POTENTIAL AND BENEFITS OF PTA

PROJECTS	KPIs
<ol style="list-style-type: none"> Op-Ed on Relevant Education Issues Readymade Why PTA flyers Celebrate PTAs/PTSAs Statewide 	<ol style="list-style-type: none"> Op-Eds for the year 3 Readymade flyers with at least one being volunteer focused 3-5 Social Media Posts for the year

AMPLIFY THE VOICE OF PARENTS, FAMILIES AND STUDENTS IN ADVOCACY CAMPAIGNS

PROJECTS	KPIs
<ol style="list-style-type: none"> Increase participation of local members on commission and committees Improved communication to legislators 	<ol style="list-style-type: none"> Have at least one local member on each commission and committee. Send weekly updates

ACTIVELY SEEK REPRESENTATION ON EDUCATION AND CHILD WELL-BEING RELATED COMMITTEES ACROSS UTAH

PROJECTS	KPIs
Commissioner/Committee Members will join education/child well-being related committees.	Utah PTA will join at least 2 new committees during the 2023-2024 school year.

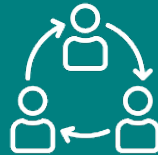
BE A CONNECTION TO TRUSTED RESOURCES ON CHILD-RELATED TOPICS

PROJECTS	KPIs
Connect families to trusted partners	Link to 6 resources for the year (social media, website, newsletter)

COORDINATE MEDIA EFFORTS THROUGH COMMUNICATIONS DIRECTOR

PROJECTS	KPIs
<ol style="list-style-type: none"> Use Social Media Calendar to collaborate posting efforts. Increase visibility with media 	<ol style="list-style-type: none"> At least 1 article idea per week on calendar. 2-3 media releases for the year

COMMUNICATION - CLEAR AND COLLABORATIVE



GOAL 2

Foster open two-way communication channels through all levels

OBJECTIVES

ESTABLISH CLEARLY DEFINED CHANNELS FOR INTERNAL COMMUNICATIONS

PROJECTS	KPIs
<ol style="list-style-type: none"> Streamlining through Google (Spaces, meet, calendar etc.) Training on Google to improve board efficiency 	<ol style="list-style-type: none"> Evaluate in January and June use and how to improve. At least 1 training per year on Google Meet, Spaces and Calendar.

COORDINATE NEWSLETTERS, USE OF GIVEBACKS/VOTERVOICE OR SIMILAR PROGRAMS

PROJECTS	KPIs
Establishing a routine for collecting articles for the newsletter.	Have 3-5 topics/articles ready for the next 3 newsletters

ENCOURAGE MORE INPUT FROM LOCALS

PROJECTS	KPIs
<ol style="list-style-type: none"> Social Media Campaign to share things they are doing (use award winners, topic prompts) Increase local participation on State Committees Conduct a Needs Assessment 	<ol style="list-style-type: none"> 3-5 Social Media Posts for the year At least 1 local member on each commission and committee. 1 a year and use results to direct programs and advocacy.