Utah PTA

every child. one voice.

STRATEGIC PLAN
2022-2025

MEMBERSHIP - DIVERSE AND ENGAGED

GOAL 1

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

OBJECTIVES

FOCUS ON BUILDING A DIVERSIFIED AND INCLUSIVE PTA MEMBERSHIP

PROJECTS	KPIs
Work with the Diversity & Inclusivity Specialist to find ways to increase diversity in our membership.	1. Connect with 2 Diversity groups to promote the value of PTA. 2. Promote membership awards that encourage diversity within PTA/PTSA membership.

SET AND PROMOTE A MEMBERSHIP GOAL EACH YEAR

PROJECTS	KPIs
Work with Regions to encourage local units to set goals to increase membership	5% increase to 81,000 members

IDENTIFY AND SUPPORT AT RISK PTAS

PROJECTS	KPIs
Effectively use the membership report to identify PTAs that may at risk	1. Region Directors will contact PTAs with zero membership by Nov 1st in order to be in good standing by Dec 1st. 2. Director will work with the Utah PTA office staff and Region Directors to establish a plan to get membership reports to Council Presidents.

Utah PTA
every child. one voice.

MEMBERSHIP - DIVERSE AND ENGAGED

GOAL 2 Promote the value of PTA membership by increasing public perception and awareness of PTA.

OBJECTIVES

INCREASE BRAND RECOGNITION AT PTA SPONSORED EVENTS AND PROGRAMS

PROJECTS	KPIs
Readymade Why PTA and Membership Flyers	Update Why PTA page on Utah PTA website and continue adding readymade flyers that focus on recruiting and retaining membership.

INCREASE ADVOCACY AWARENESS

PROJECTS	KPIs
Increase participation of local members on commission and committees	Have at least one local member on each commission and specialist committee as appropriate.

PROVIDE RESOURCES TO LOCAL PTA LEADERSHIP, FAMILIES AND COMMUNITY MEMBERS

PROJECTS	KPIs
Social Media posts with tips to increase membership and apply for and receive awards.	Continue weekly posts about membership and regular newsletter articles.

Utah PTA

every child. *one* voice.

MEMBERSHIP - DIVERSE AND ENGAGED

GOAL **3** Seek opportunities for all public schools in Utah to benefit from an active PTA

OBJECTIVES

RECRUIT ALL NEW SCHOOLS TO START A PTA

PROJECTS	KPIs
Working with Regions, send invitation letters with Why PTA/benefits info	Personal follow up with 10 schools (statewide) to start a PTA.

INVITE INACTIVE SCHOOLS TO RE-ENGAGE A PTA

PROJECTS	KPIs
Working with Regions, send invitation letters with Why PTA/benefits info.	Director will personally follow up with Regions to identify and gather information on inactive schools to return to PTA.

PROVIDE START-UP SUPPORT FOR ALL NEW AND RETURNING PTA'S, INCLUDING UNDERSERVED AND DIVERSE POPULATIONS WITHIN THE STATE

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