



Everett PTSA Council Strategic Plan

Approved by Everett Council BOD 2/11/13

VISION: The Everett PTSA Council is a meaningful and vital resource to PTAs and our community partners.

MISSION: The Everett PTSA Council supports, empowers, and guides our PTAs to be successful.

CORE VALUES: Passion, Respect, Integrity, Dedication, Excellence (P.R.I.D.E.)

PRIORITIES AND GOALS:

1. Outreach and Diversity

- Outreach: Our Council will reach out to local PTA units and show them the value Council has offer. We will reach out to our community members and build a lasting relationship and trusted bond, encouraging their continued participation keeping our organization vital.
- Diversity: Our Council will strive to diversify our board and membership to be demographically representative of our schools and community. We will be better equipped to serve our students and families.

2. Advocacy

Support and coordinate the health, welfare, safety and education issues of all students in the Everett School District by partnering with local PTA units.

- The Council Advocacy chair will educate local units on the benefits of having a representative who will share advocacy/legislative issues and priorities with their members.
- The Council will inform local units of current and upcoming legislative issues being discussed at Region, State and National levels.
- The Council will encourage local unit Advocacy representatives to determine the unique needs of their families.

3. Leadership, Education, and Organization

- Leadership: Our Council will model PTA best practices and will be a role model for our PTAs and other Councils. We will actively mentor and train new PTA leadership so they have the skills to succeed at their local units, as well as move on to other levels of PTA leadership.
- Education: Our Council will educate and train our PTA leaders by offering classes and promoting the training opportunities offered by Region 7 and Washington State PTA.
- Organization: Our Council will build and maintain a successful organization including fiduciary responsibility, money handling procedures, budget process, financial reviews, standing rules, council leader training, nominating committee, officer job descriptions and transition plans, etc.

4. Communication

Our Council will foster two-way communication with our local units, WSPTA and NPTA, Everett School District, and other strategic partners.

5. Collaboration

Our Council will work with our strategic partners and community organizations.