



**Objective of Strategic Planning:** A process to determine what our organization intends to accomplish and how we will direct our resources toward accomplishing the goals over the coming 2-3 years. We will confirm:

- The mission, vision and purpose statements of the organization
- Whom we will serve
- Our role in the community
- The programs, services and products we will offer
- The resources needed to succeed, i.e. people, money, expertise, relationships, facilities, and so forth
- How we will combine resources, programming and relationships to accomplish our mission

This process will provide the clarity and strategic actions necessary for Oregon PTA to deliver improved results, increase momentum and focus, problem solve the most critical issues, enhance teamwork, learning and member commitment, identify effective tools for communication and marketing, and strengthen our influence over policies and programs that affect the children in our communities.

**Mission** (*the reason we exist*):

To support and speak on behalf of children and youth in the schools, in the community and before governmental bodies and other organizations that make decisions affecting children; To assist parents in developing skills they need to raise and protect their children; and to encourage parent and public involvement in the public schools.

**Vision** (*shared picture of the future that we hope to create – as we create clarity and excitement we also become committed to helping our future occur. We will make choices everyday about which opportunities we will pursue and which we will not*):

Oregon PTA, with local PTA/PTSA units established in communities throughout the state, becomes the primary organization to contact for information and action on child related (parent involvement) issues.

**Purpose:**

- To promote the welfare of children and youth in home, school, community and place of worship.
- To secure adequate laws for the care and protection of children and youth.
- To bring into closer relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth.
- To develop between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social, and spiritual education.



**Who we serve:** *we discussed this being a reverse pyramid with the children at the top and cascading to the support network for those children)*

- First and foremost, the approximately 884,000 children of Oregon, without limits.
- The families of children in Oregon and/or adult network (Parenting Skills, Parent Involvement/Leadership training)(need to include the number of schools, number of members we have)
- The communities within which children live and thrive (strategic partnerships or coalition memberships that are child focused organizations, e.g. Oregon Department of Education, Oregon ASK, Health Kids Learn Better)(include an appendix that lists our partners)

**Focus Area: Public Identity** *(how will we be viewed by those we serve)*

1. Organizational Goal: To establish Oregon PTA as the premier community “go to” organization for providing expertise in all aspects of parent involvement designed to improve school performance and student achievement.
  - a. *Objective: Create more local unit member awareness and buy-in that they are part of a bigger picture.*
  - b. *Objective: Increase the relevance of “Council” to the local PTAs*
  - c. *Objective: State Board member outreach/communication to develop connectedness between local unity members and state organization*
  - d. *Objective: Collect ideas from local PTAs that are effectively serving as an organization relevant to diverse populations*
2. Organizational Goal: To promote Oregon PTA as a catalyst and conduit for citizen advocacy and establishing community alliances that embraces the value of “**everychild.onevoice**”.
  - a. *Objective: Active radio and television advertising*
  - b. *Objective: Develop effective messaging that creates awareness of PTA, why it is needed, why there are rules, why having shared goals is useful*

**Focus Area: Programs and Services** *(the support provided to our members)*

3. Organizational Goal: To develop and promote statewide parent involvement training that meets national standards, is culturally sensitive, geographically relevant and effective in creating meaningful parent participation *(that impacts student achievement – defined by national parent/community partnership standards).*



4. Organizational Goal: To Partner with quality organizations to secure resources and implement programs that address local concerns.
5. Organizational Goal: To provide technical assistance to local units that enhances their capabilities to communicate and deliver program services - increases our ability to provide services in multilingual way – we provide communication and technical support, enhance on line delivery systems, electronic templates for newsletters, budgets, other resources units need.

a. *Implement technology and processes that enables “on-line” meetings*

**Focus Area: Infrastructure** (*governance structures, administrative systems - policies, procedures, capital equipment, and Staff Leadership/Executive Director*)

6. Organizational Goal: To increase Oregon PTA’s operational capacity by securing a larger facility, creating a paid leadership position and establishing administrative systems that effectively utilize resources and volunteers.

**Focus Area: Finance** (*funding sources that develop budget – find it and spend it*)

7. Organizational Goal: To increase and diversify Oregon PTA’s funding sources

**Focus Area: Membership**

8. Organizational Goal: To increase membership