

Washington State PTA 2020-2023 Strategic Plan

From August 2019 through June 2020, Washington State PTA leadership developed this strategic plan to guide the organization through the next three years.

Vision

In 2025, Washington State PTA will be a fully sustainable organization providing outstanding customer service to all local PTAs, councils, and members through an improved service delivery structure and critical services available from the state office. By effectively leveraging technology, all local PTAs and councils will be actively engaged in statewide programs, activities, and events with their leadership participating in a statewide professional development program. By improving both our brand and perceived value, membership will have increased and diversified to better reflect the families in our state. We will have stronger advocacy at schools, school districts, and the state legislature.

Environmental Scan

Five Elements Self-Assessment

These strengths and weaknesses were identified by using the **501 Commons Five Elements**

Self-Assessment tool:

Weaknesses

- Fundraising
- Program and planning effectiveness
- Volunteer engagement

Strengths

- Administration
- Advocacy and relationship
- Board and executive relations
- Technology

Listening Tour

From April 2019 to March of 2020, a delegation of the board of directors and the executive director conducted a listening tour statewide. Its mission was to develop a deep, qualitative understanding of the participants' experience with PTA at the local, council, state, and national levels. Following are the most frequently cited strengths and weaknesses identified by local PTA focus group discussions held throughout the state:

Challenges and Weaknesses

- Overcoming language barriers

- Insufficient volunteers
- Minimal staff and principal participation
- Overcoming the reputation of PTA
- Overcoming cultural barriers
- Ineffective leadership transitions
- Preventing volunteer burnout

Success and Strengths

- Community connections
- Holding fun events
- Restarting a failing PTA
- Support from the council, region and state
- Involving students

Trends Analysis

From a list of the **50 biggest drivers of change in our world today**, Washington State PTA leadership selected these five as having the greatest impact on the organization:

- Diversity and inclusion
- Microlearning
- Shifting terrain for advocacy
- Virtualized meetings
- Volunteering

Strategic Directions and Goals

The board of directors, taking into account the vision and environmental scan, developed the strategic direction and goals to guide the association through the next three years. They are as follows:

Empowering PTAs and Leaders

- Develop, empower, celebrate leaders
- Remove engagement barriers
- Ease local PTA functioning

Cultivating Resources

- Increase and diversify revenue
- Leverage partners

Elevating Voices and Values

- Market our (true) brand
- Grow and develop membership