

Washington State PTA 2023-2026 Strategic Plan

In 2022-2023, the Washington State PTA volunteers and staff engaged in a multi-step strategic planning process to guide the organization through the next three years.

Vision

Our vision for 2028 is that Washington State PTA and PTAs across the state have a more extensive and diverse volunteer workforce that reflects the families we serve and includes student participation. Volunteering is more rewarding with smaller time commitments. Volunteers are better trained and feel better supported throughout their service. We prioritize experiences and relationships over business and structure. PTA membership across the state grows as families learn about the value we bring to them, their students, and their education. At the same time, we are less dependent on membership dues by communicating that value to our communities and securing funding from other sources.

Environmental Scan

Five Elements Self-Assessment

These strengths and weaknesses were identified by using [Five Elements Self-Assessment](#) developed by the 501 Commons.

Strengths

- Administration
- Advocacy and Relationship
- Board and Executive Relations
- Financial Management
- Human Resources Process

Weaknesses

- Fundraising
- Communication and Marketing
- Volunteer Engagement

Listening Tour

Following are the primary issues faced by local and council PTA leaders identified by focus group discussions held throughout the state.

Challenges and Weaknesses

At the top of the list is **brand identity**. Leaders felt that the PTA brand was either irrelevant or misunderstood. The stereotypes applied to PTA make gaining members and functioning difficult.

The second most significant challenge identified by the volunteer leaders is **recruiting and keeping volunteers**. The workload of volunteers is greater than the time and energy they have to give. Many volunteers are burning out.

The third most significant challenge is **addressing diversity, equity, inclusion, and accessibility** issues. Local PTA leaders struggle to bridge cultural barriers with our increasingly diverse student and family populations. They are particularly challenged by translation and interpretation needs.

Strengths and Success

Local and council leaders identified the **resources** available to them as our greatest strength. Volunteer leaders highly regard the training, documents, and other volunteers available to them. Both in-person and remote events are considered valuable.

The **engagement opportunities** that are available for PTA members are greatly appreciated. Engagement levels have increased with the return to school buildings. They viewed in-person events at all levels as a strength.

Despite being identified as a challenge, leaders also named **volunteers** as a strength. In particular, new volunteers are approaching work with PTA with enthusiasm. These new volunteers also have fresh ideas that the PTAs are exploring.

Trends Analysis

Of the fifty global trends identified by the [American Society of Association Executives Foundation's ForesightWorks](#), the Washington State PTA leadership identified the following as having the greatest impact on our organization.

- Dismantling Systemic Racism
- Diversity, Equity, and Inclusion
- Hybrid Meetings
- Volunteering
- A World Reshaped by COVID

Strategic Goals

Following are the strategic goals that will guide us through the next three years.

Outreach

- Expand Student Engagement
- Generate and Cultivate Connections
- Collaborate and Build Community Partnerships

Inclusivity

- Model Inclusivity
- Operationalize Diversity, Equity, and Inclusion
- Promote Volunteer Sustainability

Brand Building

- Develop Revenue Sources
- Modernize Marketing & Communications