

**Shoreline PTA Council 6.12  
Goals & Objectives  
2018-2019**

Mission: To **advocate, communicate, educate and collaborate** to assist local PTAs in their efforts to support the health, welfare and benefit of every child.

Purpose: Shoreline PTA Council provides the framework, support and tools for our local PTAs to reach their own goals and achieve the overall mission of the PTA. It also provides programs that serve our families with the support of the local PTAs.

Goal	Task	Primary
<b>Advocate</b>		
Ensure all local PTAs have a Legislative Chair.	Contact each local PTA without a Legislative Chair and provide the information and support necessary to establish such a position that will effectively serve their school community.	Sara
Increase the political/legislative awareness and involvement of District students and families.	<ul style="list-style-type: none"> <li>- Ensure local PTA participation to help determine WSPTA legislative priorities.</li> <li>- Provide non-partisan and comprehensive education and information to local PTAs in upcoming local, state and national elections, including information about candidates/issues and how to register to vote.</li> <li>- Partner with or support local non-partisan candidate/issue forums and encourage local PTA participation.</li> </ul>	Sara & BOD
Ensure strong local PTA participation in WSPTA Lobby Day.	Coordinate with local PTAs and Legislative Chairs to ensure District-wide awareness and participation in Lobby Day, both in terms of those who lobby in Olympia and those who stay closer to home but write postcards, call legislators, etc.	Sara & BOD
<b>Communicate</b>		
Ensure strong and open communication with local PTA Presidents and Board Members.	<ul style="list-style-type: none"> <li>- Host two gatherings (Aug. &amp; Jan./Feb.) with PTA Presidents to solicit information about needs and ideas.</li> <li>- Continue to provide a monthly newsletter with pertinent information about District, Council and local PTA events and activities.</li> <li>- Invite participation to the private Presidents Facebook page and encourage Board member participation.</li> <li>- Regularly connect with each PTA President and steward these relationships so Presidents feel effectively supported</li> </ul>	Silje & Susie
	Keep Council website and Facebook page updated and current.	Suzanne & BOD

Support local PTA events & activities.	Solicit and then promote local PTA events and activities through the Council website and Facebook page.	Suzanne & BOD
<b>Educate</b>		
Ensure local PTA Presidents & Boards receive the training they need to be effective.	Determine the training needs of local PTA Presidents and Boards and then ensure coordination and presentation of a wide variety of training opportunities.	Silje & Susie
All local PTAs will have a Family Engagement Chair or plan.	<ul style="list-style-type: none"> <li>- Connect with PTA presidents to establish a Family Engagement position and share examples of both the job description and ideas for success.</li> <li>- Explore opportunities for supporting the National PTA's goal of increasing Family Engagement with new and underserved school populations, such as collaborating with the District's Race &amp; Equity Directors and Family Advocates.</li> </ul>	Silje & Susie
<b>Collaborate</b>		
Support local PTAs in connecting with each other for support & information.	Each Council position will reach out to local PTA counterparts and organize at least one round-table/training to provide support and encourage collaboration.	Alison, Neha, Sara, Jill & Suzanne
	A directory of local PTA leadership will be created and distributed to all PTAs.	Silje & Susie
Steward & strengthen community partnerships.	<ul style="list-style-type: none"> <li>- Draft an annual stewardship plan (e.g. invitation to The WORKS opening celebration, coordinate a spring appreciation reception, etc.)</li> <li>- Implement a fall Giving Campaign that brings in new donors and exceeds 2018-19 revenue.</li> </ul>	Kim, Silje, Susie & BOD
<b>Council Organization &amp; Infrastructure</b>		
Bring the new PTA Council/The WORKS space into full use & functionality.	<ul style="list-style-type: none"> <li>- Purchase a new banner &amp; metal sign.</li> <li>- Plan an opening celebration for October/November.</li> </ul>	Silje, Susie & Jill
Fully integrate LGL into Council operations.	Become familiar with and effectively utilize LGL to support and enhance Council programs, including (but not limited to) BTS, Giving Campaign and Holiday Baskets.	Kim, Silje, Susie, Jill, Neha, Heather, Krista & Lori
Create an organizational framework for Council that will help ensure sustainability.	<p>Draft a comprehensive Council operations manual that includes:</p> <ul style="list-style-type: none"> <li>- organizational framework</li> <li>- program/job descriptions</li> <li>- operational and financial policies, including those related to googledocs, logins and passwords</li> <li>- general timeline that includes significant annual deadlines and guidelines, including budget and goal setting in March for the following year.</li> </ul>	Silje & Susie