



## **Northshore Council PTSA Mission Statement:**

Northshore Council PTSA is a welcoming organization that works to support our Local PTAs and serve the children and youth of our community through advocacy, education, mentoring, collaboration, and leadership.

## **Northshore Council PTSA Goals (with Key Performance Indicators – KPIs):**

### **Leading Advocacy**

#### ***Local and State (KPIs)***

- Advocate for the diverse needs of Northshore schools and students at the local, state and national level.
- Serve as a role model for respectful discussion around controversial topics to assure an environment where all voices are welcome.
- Provide legislative testimony (written/verbal) supporting our WA State Legislative Priorities at Focus Day and other opportunities.
- Attend and actively participate at Legislative Assembly representing our membership.
- Increase local PTA attendance at Legislative Assembly, Focus Day, and with Legislative testimony by 15% by providing educational resources local PTAs can use to drive awareness to the importance of these events.
- Mentor and grow Advocacy/ Legislative Chairs. Encourage each local PTA to have a Legislative/Advocacy Chair.
- Have 31 Legislative Chairs!

#### ***Northshore community impact (KPIs)***

- Representing PTA at every school district board meeting
- Represent local PTAs during the Council PTA report at every school district board meeting, being the voice of the students and parents.
- Promote relevant social services opportunities and encourage community participation in these causes.
- Increase family and community engagement in the Northshore School District through parent education and partnership with the district (reciprocal communication plan, program/services promotion).

### **Leading and Developing our Northshore local PTAs and Leaders**

- Northshore Council will use a variety of methods to regularly communicate with our 31 PTAs. These may include but not limited, to newsletters, eblasts, social media, special interest communications/meetings, parent education, texting, phone calls, discussions and in-person meetings.
- Offer Fall and Spring training that counts toward WSPTA compliancy
- Offer at least one networking opportunity outside of Council meetings for each group of local PTA leaders under each of the Vice-Presidents of Local Support.
- Provide mentorship for PTAs when they have conflict or may not be following WSPTA/National PTA best practices.

- Strive to have 100% compliance with Standards of Affiliation, paying membership dues and updating insurance with the district and any other mandatory items required of PTAs.
- Elected VPs of Local Support will regularly communicate with the PTA in their pathway.
- A member of the Northshore Council Board will attend at least one meeting or function for each of the local PTAs in Northshore annually.
- Provide educational opportunities at each council membership meeting based upon perceived need and/or survey responses.
- Notify local PTAs of Council/Region/State/National PTA educational opportunities and programs and encourage participation.
- Leadership Development and mentoring of local PTA leaders to think bigger and help develop our next set of leaders for more advanced positions in PTA.

## **Providing Support and Resources**

### ***Recognizing local PTA accomplishments (KPIs)***

- Highlight local PTA achievements and happenings at council membership meetings, council website, social media, newsletter and at school board meetings.
- Use Spring Recognition event to highlight local PTA and Council award recipients and achievements.
- Educate and encourage local PTAs to submit for WSPTA Awards.
- Annually participate and celebrate student creativity through the National/WSPTA Reflections Programs. Strive for 25 of the 31 PTAs to participate.
- Celebrate PTAs that show membership growth or have creative membership solutions.

### ***Increasing local PTA participation and voice (KPIs)***

- Strive for 100% attendance from our local PTAs at Council membership meetings.
- 5% increase membership (8400 members).
- Gather local PTA feedback and suggestions via surveys, meetings, discussions and focus groups.
- Make meetings relevant to local PTAs .
- Council trainings to be well publicized and appropriate to the needs of PTA leaders.
- Increase participation in State/National PTA programs by showing relevance and giving instructions to our local PTA leaders.
- Host Presidents and Principals event to foster greater communication and collaboration with local PTAs and Northshore School District administration.