



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

- 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 in providing 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.
- Each local PTA has an Advocacy/Legislative Chair!
- Represent PTA at every school district board meeting.

Leading and Developing our Northshore local PTAs and Leaders

- Northshore Council will use a variety of methods to regularly communicate with our 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 all local 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.
- Work to sustain our membership through uncertain times (7800 members).
- Highlight a membership topic at every general meeting and at least monthly in Council communications.
- Gather local PTA feedback and suggestions via surveys, meetings, discussions and focus groups.
- Make membership meetings relevant to local PTAs.
- Council trainings will 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.

Increasing awareness of the importance of family engagement, diversity and inclusion.

- Increase family and community engagement and awareness in the Northshore School District through parent education and partnership with the district (reciprocal communication plan, program/services promotion).
- Survey local PTAs in fall and spring and use the results to inform decisions on how Council can provide stronger service in community engagement and inclusive practices.
- Provide local PTA leaders with tools and strategies for supporting meaningful engagement of parents and families at the district and school level.
- Highlight the work of local PTAs in the areas of family engagement, diversity and inclusion via Council communication channels.
- Promote relevant social services opportunities and encourage community participation in these causes.