



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, collaboration, education, engagement, leadership, and mentorship.

Northshore Council PTSA Goals:

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 WSPTA Legislative Assembly representing our membership.
- Increase local PTA participation at WSPTA Legislative Assembly, WSPTA Focus Day/Advocacy Week, and in providing legislative testimony by providing educational resources local PTAs can use to drive awareness to the importance of these events. Aim to have at least half of our PTAs send their representative(s) to any one of these events.
- Mentor and grow Advocacy/Legislative Chairs by providing resources, offering training opportunities, communicating WSPTA and National advocacy issues and information, as well as hosting opportunities to hold discussions for the purpose of educating and sharing ideas.
- Encourage each local PTA to have an Advocacy/Legislative Chair.
- Represent PTA at a district school board meeting at least once a quarter with other reports given as needed throughout the year.

Leading and Developing Northshore Local PTAs and Leaders

- Northshore Council will use a variety of methods to regularly communicate with our PTAs. These may include, but are not limited to: newsletters, eblasts, social media, special interest communications/meetings, parent education, texting, phone calls, mailings, discussions and in-person/virtual meetings.
- Offer and/or promote training that counts toward WSPTA compliancy.
- Offer at least one networking opportunity outside of council meetings for each group of local PTA leaders under the Vice President of Elementary and Vice President of Secondary 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, payment of membership dues, updating insurance information with the district and any other mandatory actions required of PTAs.
- The Vice President of Elementary and Vice President of Secondary Support will regularly communicate with the PTAs in their pathway.

- A member of the Northshore Council PTSA board of directors will: attend at least one meeting or function for each of the local PTAs in Northshore OR personally connect with at least one leader at each local PTA to invite them to a council meeting/training or to check in.
- 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.
- Provide 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

- Highlight local PTA achievements and happenings at council membership meetings, on council website, on social media, in 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 of Excellence.
- 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

- Strive for 100% attendance from our local PTAs at council membership meetings.
- Work to increase membership across the district (Goal of 6000 members).
- Highlight membership at every 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 demonstrating relevance and providing 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 with a focus on a reciprocal communication plan which will include program/services promotion.
- Survey local PTAs at least once during the school year 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 training, tools, and strategies for supporting meaningful and equitable 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.
- Encourage each local PTA to have a FACE and DEI chair and/or committee.
- Promote relevant social services opportunities and encourage community participation in these causes.