

**Meridian Park Family Association/PTSA
2017-2018 Strategic Goals – DRAFT**

Specific Measurable Attainable Relevant Time-bound

Goal #1:

Establish a robust parent volunteer database with at least 100 names of volunteers for events and projects.

Goal #2:

Increase diversity of the PTSA by asking everyone to participate in outreach to other parents. Some concrete ideas – Pick 2 or 3.

- Hold listening sessions. Ask parents what they want to learn, how they want to learn it, when they want to meet and for how long. Listen to their concerns. ∞
- Invite family members to eat lunch with their children as allowed on your campus.
- Consider sponsoring single parent and/or native language parent groups on your campus.
- Recruit bilingual students from the National Honor Society at the local school, foreign-language majors from the local college or older siblings of students to help you communicate with non-English speaking families.
- Create a t-shirt or other products you can sell in your school store to celebrate diversity.
- Post pictures of volunteers with their children on a bulletin board in the school. This can motivate children to encourage their families to volunteer.
- ♣ Communicate that it doesn't have to be only a mother or father who attends activities but that anyone involved in rearing the child is welcome to participate
- Ask volunteers to bring a friend, additional family member or neighbor.
- At all meetings or school activities, make sure that you mingle with everyone and make them feel welcome. If you can, recruit bilingual parents to assist with this so that people can be approached in their own languages. If parents are obviously uncomfortable speaking English, approach them in private so that they don't feel put on the spot.
- Use the parent buddy system to pair new volunteers with parents who are experienced with working within the confines of school policies and procedures and make sure the experienced volunteers are onboard with your new recruiting strategy.

Goal #3:

Create and build a robust room parent program at Meridian Park. Utilize parents that already volunteer or plan to volunteer in their child's classroom weekly to create a two-way information sharing system. Provide resources to room parents – what is expected, template for sharing phone and emails, provide regular updates to room parents for them to disperse to teacher and parents, ask room parents about the specific needs of their classroom and teacher.

Goal #4:

The PTSA survey indicated that our community would like more opportunities for community service. Increase opportunities/visibility for families to provide service to the community through two or three coordinated volunteer events, such as holiday basket stuffing, Back-to-School Consortium, etc.

Goal #5:

Rework the newsletter and utilize the webpage more effectively. Make the newsletter more PTSA focused – Parent, Teacher, Student. Provide opportunity for teachers and volunteers to share via the newsletter. Highlight student successes at Meridian Park.

Goal #6:

Create a motivation for parents to read the entire newsletter or most of it each month. A campaign to be informed and to share that information with their fellow parents.

Goal #7:

Create timeline's and written plan for each activity to help the flow, decrease stress, make easily transferrable, and manage volunteers. Example – Fall Festival, when to recruit/ what to recruit for, when to put flyers out, what forms get filled out, etc.