

Brookside PTA Goals

2011-2012

revised Aug 10, 2011

Enrich Student Learning: Support students, parents and teachers through programs and events that enhance the total learning environment.

- 1) Review current activities of the Brookside PTA and gather input from parents and staff on programs and events offered through the Brookside PTA
 - a. Develop programs and events for the year that meet the needs of our community
 - b. Evaluate our activities on an ongoing basis
 - c. Promote all PTA community programs to increase awareness and encourage participation.
- 2) Increase fund raising participation and decrease amount of fundraisers
 - a. Evaluate each fundraising opportunity for the year based on family participation and monies raised to determine continuation of each particular fundraiser for the next year.
 - b. Promote what we finance through PTA fundraising

Promote Communication and Collaboration between the families, students, school staff and the community. Be a relevant resource for families and communities.

- 1) Improve Communication by the PTA to families at Brookside to deliver important health, safety and education information
 - a. Promote the Brookside PTA website and keep website information up-to date on what is happening in our PTA.
 - b. **Optimize use of** the weekly PTA emails in disseminating important and timely information to our membership about the safety, education, and health programs the PTA is currently providing.
- 2) **Promote** the needs of children in our community through
 - a. Sock Drive
 - b. Food drive
 - c. Donations to the WORKS (clothing, sundries, and monetary support)
 - d. Other
- 3) **Assess and improve upon how we communicate with and engage new families.**

Build community within Brookside through parenting support and increasing parent participation at school and within the PTA.

- 1) Achieve 100% membership in the Brookside PTA.
 - a. Remove barriers to joining PTA
 - b. Promote scholarship/sponsorship availability to become a member
 - c. **Promote what membership pays for**
- 2) Improve Parent participation at PTA General Membership meetings by 10%
 - a. Implement strategies to draw in members to meetings
 - i. Personal invitation
 - ii. Committee Chairs provide updates on their committees instead of the board.

- iii. Identify relevant and compelling speaker topics from parents through a survey
 - iv. Door prizes/room parties
 - v. Explore opportunities for socializing before or after the meeting
- 3) Improve Parent Volunteer communication and volunteer recognition
- a. **Consistently** acknowledge/thank our volunteers
 - b. Improve how we communicate our need for volunteers
 - i. Utilize newsletter, email and flyers to communicate volunteer needs each month
 - ii. Be specific in communicating with potential volunteers (where needed, how many needed, specific task, and time commitment)

Inform our membership about legislative and other governmental issues affecting the care and education of children. Be a strong advocate for the education and well being of every child.

- 1) Educate and involve our membership in legislation and other issues affecting the care and education of children
- a. Provide improved education to our families of the legislative issues affecting the children at Brookside through the PTA newsletter, PTA website, informational flyers, and PTA general membership meeting speakers.
 - b. **Advocate for the passage of 2011/2012 Shoreline School District School Levy**

Strengthen the infrastructure of the Brookside PTA through mentorship, and successor structure to assure a seamless transition from year to year.

- 1) Improve Executive Board and Committee Chair training
- a. Maintain Job descriptions and identify the duties for each Executive Board member and Committee Chair position.
 - b. Identify and promote Co-positions/rotating years so provide for better continuity in our Committee & Board positions
 - c. Create Procedure for Training and Binder hand off for Executive board members and Committee Chair positions.
 - d. Include face to face training.
 - e. Position Evaluation at year's end.