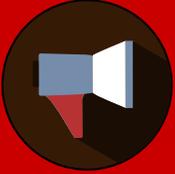


2022 STRATEGIC VISION

Florida PTA's Strategic Plan 2020-2022

PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

	PRIORITY AREA	GOAL	OBJECTIVES
	<p>Organizational Structure & Sustainability</p>	<p><i>As the voice for all children, we shall strengthen and sustain an organizational structure that has the capacity to support and advance the mission of the association. Identify the measurable outcome used.</i></p>	<ul style="list-style-type: none"> A. Properly position and train FPTA EC/BOD/Office Staff to execute their role related responsibilities. B. Prioritize and build leadership capacity to improve effectiveness at all levels of the organization by providing relevant training and development. C. Continuously strengthening and sustain relationship with National PTA.
	<p>ADVOCACY</p>	<p><i>PTA is the largest and oldest, volunteer based, child advocacy organization in the State of Florida, as well as in the nation. We shall continue to explore issues related to the health, safety, education and general well-being of children and families in order to be powerful advocates and provide appropriate and equitable resources for the association. Identify the measurable outcome used.</i></p>	<ul style="list-style-type: none"> A. Evaluate the advocacy process and develop an advocacy program to involve coordination and communication between the Florida PTA, council, local units, and National PTA. B. Focus advocacy efforts on PTA's mission concerning education, health, safety, and general well-being of children and families by utilizing National PTA and Florida PTA position statements and resolutions. C. Take a proactive approach to advocacy. D. Establish Florida PTA as an effective coalition organizer.

2022 STRATEGIC VISION

Florida PTA's Strategic Plan 2020-2022

PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

PRIORITY AREA	GOAL	OBJECTIVES
 <p>ENGAGEMENT AND EDUCATION</p>	<p><i>In an effort to promote the relevance of PTA, we will enhance our education and engagement practices. Identify the measurable outcome used.</i></p>	<ul style="list-style-type: none"> A. Share PTA related information in order to better educate and engage the public. B. Design and implement FLPTA marketing plan. C. Encourage family, student, and community engagement.
 <p>MEMBERSHIP</p>	<p><i>As a diverse, member-based association, we will sustain and grow our membership to be the premiere resource for all of Florida's children, teacher, families and communities. Identify the measurable outcome used.</i></p>	<ul style="list-style-type: none"> A. Ensure membership is inclusive and reflective of all communities within the State of Florida. B. Research and develop an effective membership recruitment and retention plan. C. Retain and increase membership incrementally.
 <p>Business Continuity</p>	<p><i>As a professional and responsible non-profit organization, we shall conduct the business aspects of the association with the highest levels of integrity and continuously identify opportunities for proactive improvement in process and function. Identify the measurable outcome used.</i></p>	<ul style="list-style-type: none"> A. Connect effectively and efficiently through appropriate use of technology. B. Enhance FPTA financial status. C. Maintain facilities. D. Meet all federal/state/local compliance and regulatory requirements.