



# STRATEGIC PLAN GOALS

**PTA Mission:** To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.



## Organizational Structure & Sustainability

**GOAL:** 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.



## Advocacy

**GOAL:** 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.



## Membership

**GOAL:** As a diverse member-based association, we will sustain and grow our membership to be the premiere resource for all of Florida's children, teachers, families and communities. Identify the measurable outcome used.



## Business Continuity

**GOAL:** 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 processes and function. Identify the measurable outcome used.



## Engagement & Education

**GOAL:** In an effort to promote the relevance of PTA, we will enhance our education and engagement practices. Identify the measurable outcome used.