

PTA Strategic Plan

6/10/08

WORKING DRAFT

PTA Mission Statement

The Churchill Road PTA supports the school's efforts to educate children, develop character, and nurture a supportive, respectful learning community.

PTA Vision

The PTA supports Churchill Road School in empowering students to meet the highest academic standards, display exemplary citizenship, and develop global and social awareness. The PTA promotes excellence in education and character-building by providing human and financial resources to benefit the entire school community. Parents, teachers and staff work together to ensure that every child reaches his/her full potential.

GOALS

Educational Opportunities

G1. By 2009, enhance students' education, citizenship, arts and fitness programs by offering high quality, curriculum-integrated classroom enrichment activities for all students, and after school activities participated in by 50% of students annually.

G2. By June 2009, CRS will be an environmentally friendly school--led by a Green Team with student, faculty, parent & staff participation—that conserves resources, reduces waste, recycles, and engages in proactive environmental stewardship.

Membership, Leadership, & Volunteering

G3. Identify, empower, and support PTA leaders and volunteers to carry out PTA program goals.

G4. By 2010, 51% of CRS families (parents/guardians & students) will engage in volunteer work for at least 3 hours per year at CRS.

G5. Increase PTA membership to 100% of parents/guardians and teachers by 2010.

G6. Plan and execute 3 high quality community-building activities annually for the entire school community, so that each parent/guardian/teacher attends a special event at least once per year (e.g. Parade of Cuisines/International night, Fun Fair, etc.)

Communication & Parent Education

G7. Effectively communicate important information to parents/guardians in coordination with the school.

G8. Provide parents/guardians with the knowledge and information necessary to effectively support the children's education.

Planning & Fund raising

G9. Support the annual & long-term goals of CRS as articulated in the School Improvement Plan.

G10. Raise funds and budget effectively to support school priorities via a 3-5 year fund raising plan.

STRATEGIES

G1. By 2009, enhance students' education, citizenship, arts and fitness programs by offering high quality, curriculum-integrated classroom enrichment activities for all students, and after school activities (ASA) participated in by 50% of students annually.

S1. Address safety, conduct, and issues surrounding after school use of facility. Involve teachers as ASA faculty when possible.

S2. Evaluate current after-school offerings, using parent survey. Poll current ASA users on potential new offerings. Recommend new offerings based on student/ parent/ teacher interest and availability.

S3. Review Art Appreciation program, examining how sessions can enhance/be integrated with overall elementary curriculum. Teachers participate actively in scheduling each fall, once curricular tie-ins are identified.

S4. Parents and teachers work together annually on making Outdoor Odyssey a fully integrated component of students' educational experience, and building a strong environmental ethic. Continue to provide different activities for grades and interest/ability levels.

G2. By June 2009, CRS will be an environmentally friendly school--led by a Green Team with student, faculty, parent & staff participation—that conserves resources, reduces waste, recycles, and engages in proactive environmental stewardship.

Short-term

S1. Establish Green Team, June 2008. Plan activities for 2008-09 school year, building on 2007-08 initiatives.

S2. Conduct environmental audit of school building, June 2008, & send Environmentally Preferable Purchasing requests (i.e. replacing styrofoam café trays) to FCPS by Aug 2008.

Long-term

S3. Green Team meets quarterly and communicates with PTA, SCA, and Teacher Leadership Team on priority actions for recycling, energy savings, and waste prevention.

S4. See Goal G1, S4.

G3. Identify, empower, and support PTA leaders and volunteers to carry out PTA program goals.

S1. PTA Board/Nominating Committee recruits new leaders via face-to-face requests each spring. Develop improved, specific written job descriptions for Board chair positions.

S2. For established, active volunteers, outgoing chairs provide training & electronic documents from prior years before the summer vacation.

S3. Examine establishment of a mentoring training program for PTA leaders, to include responsibilities of volunteers.

- S4. Provide professional-quality training opportunities so that volunteers can learn/hone skills useful beyond the classroom (e.g. PowerPoint, Smart Board presentations, etc.)
- S5. Restoring President/VP succession plan to provide leadership continuity. Explore having a Fundraising Chair as a member of the Executive Committee.
- G4. By 2010, 51% of CRS families (parents/guardians & students) will engage in volunteer work for at least 3 hours per year at CRS ("Give Three" campaign).
- S1. Maintain & enhance strong community service offerings. Evaluate Dogwood partnership and explore whether it can be more effective.
 - S2. Volunteer Coordinator plans a schoolwide Volunteer Fair in Aug or Sept, and ensures that teachers have a *complete* list of volunteer options (PTA as well as classroom) to offer parents at Back to School Night.
 - S3. Assist Room Parents with recruiting for "Give Three" tasks throughout the year.
- G5. Increase PTA membership to 100% of parents/guardians and teachers by 2010.
- S1. Put \$10 membership per parent automatically on the back to school payment/contribution form.
 - S2. Publicize the teachers' advantages to joining the PTA by creative means. Have teacher-specific membership form available in Sept. Personal requests & discretionary funds publicity may help.
 - S3. Consider offering some tangible benefits to members (free directory, priority registration or discount for popular events?)
- G6. Plan and execute 3 high quality community-building activities annually for the entire school community, so that each parent/guardian/teacher attends a special event at least once

per year (e.g. Parade of Cuisines/International night, Fun Fair, etc.)

S1. Hold major fundraising event (i.e. auction) every other year. Armchair fundraiser to be held annually in the fall. Fun Fair held annually, with a fund raising emphasis in years when no auction is planned.

S2. Explore/test holding grade-level social events, either strictly social or followed by a speaker on a relevant age & stage parenting topic, to build community.

G7. Effectively communicate important information to parents/guardians in coordination with the school.

S1. Redesign PTA Web site to help accomplish communication, volunteer, & fund raising goals.

- button to give on line, via Network for Good or other vendor, need to coordinate with bank. (Who: Treasurer/VP)

- Art Appreciation moved under "Parent" section.

- need more timely updates

- include upcoming volunteer opportunity listings

S2. Use Keep In Touch (KIT) system for important messages.

S3. Develop more personalized "PTA Alert!Mr./Ms.Teacher's class" messages--sent out by Room Parents--to supplement the Chatter to communicate time sensitive/vital information. (who: Room Parents & Recording Secy.)

S4. Use the Churchill Chatter and VIP appropriately (who: President).

S5. Consider having an overall PTA Communications Chair.

G8. Provide parents/guardians with the knowledge and information necessary to effectively support the childrens' education.

S1. Offer (and provide information about other groups' offerings of) three relevant Parent Networking events on topics of broad

interest to elementary parents annually (Who: Parent Networking)

S2. Improve Back to School Packet content, including a Newcomer's Guide to CRS. Include a list of FAQs with specific information to parents on how to tackle any problems their child may be having at school. Cover KIT, Chatter on line, IEPs and what to expect/whom to contact re: testing communications (Who: Principal, Vice Principal, & New Families)

G9. Support the annual & long-term goals of CRS as articulated in the School Improvement Plan.

S1. Involve long-range planning (LRP) committee of the PTA directly in school goal-setting process. (Who: Principal & President)

S2. President & VP or LRP Chairman participate on the SIP team.

S3. PTA Board creates an annual plan to support high priority SIP goals.

G10. Raise funds and budget effectively to support school priorities via a 3-5 year fund raising (F-R) plan.

S1. LRP, PTA Executive Board, and Principal & Vice Principal meet in May/June 2008 to develop 2008-2011 F-R plan; examine what do we need vs. what do we want.

S2. Outgoing PTA Board meets with incoming PTA Board in May-June to share approved budget, long-range plans based on the parent/teacher surveys, and fund raising results for the past 2-3 years. Makes recommendations for the next year's goals and fund raising activities (Who: VP/Fund raising).

S3. By August 1 each year, PTA Executive Committee meets with Principal and Assistant Principal to discuss major unfunded needs, set overall PTA fund raising goal, and adopt specific fund raising methods for its achievement.

S4. At Back to School night, PTA President shares target goal and planned fund raisers for the year with the parents & teachers.