



2023-2026

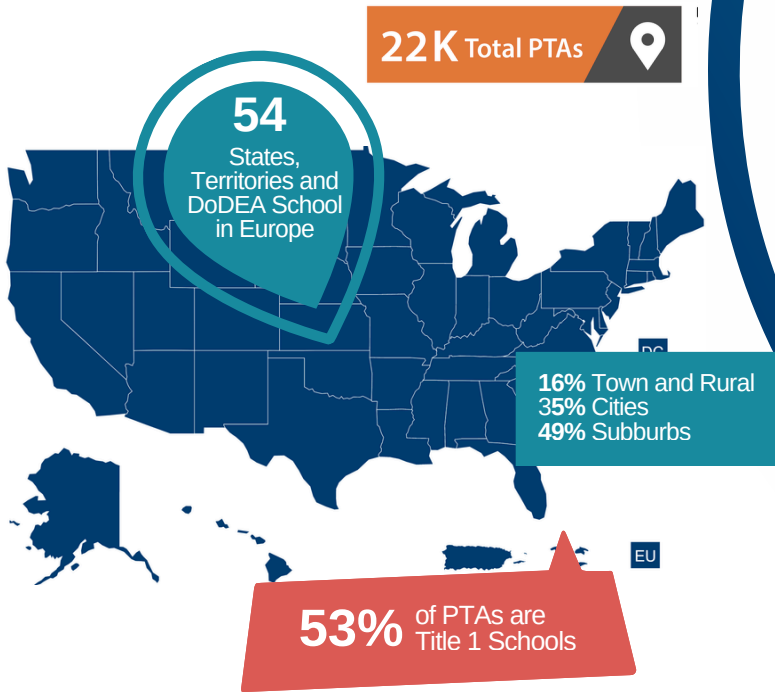
Michigan PTA Strategic Plan

To Build a Foundation for the Future





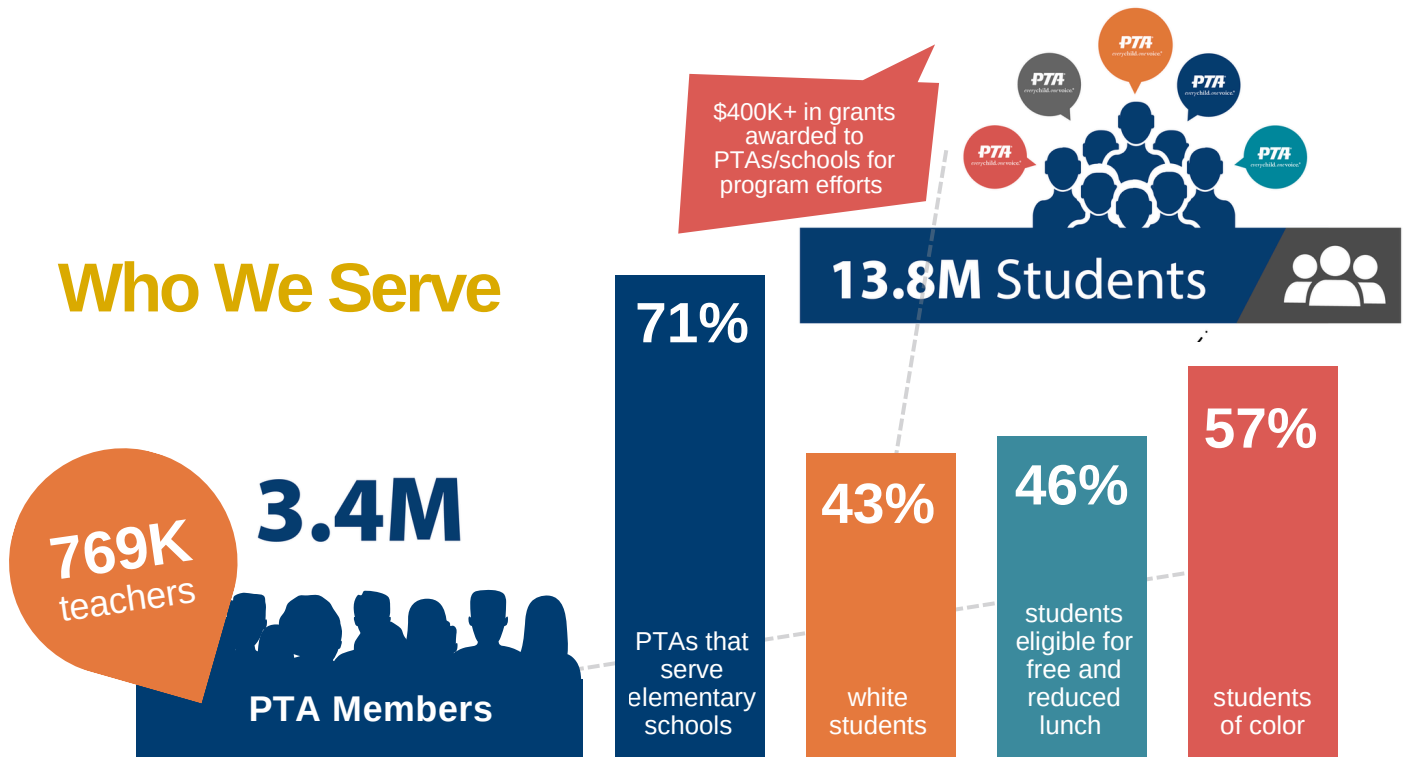
Where We Are



NATIONAL CONTEXT

PTA is the oldest and largest child advocacy association in America, comprised of over 22,000 local PTAs and nearly 3.4 million members. PTA mobilizes the forces of school, home, and community in order to ensure a quality education and nurturing environment for every child. **Parents have a voice in decisions that impact children in their individual schools and at the district, state, and national levels.**

Who We Serve





MISSION

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

VISION

As part of this nationwide network, Michigan PTA promotes local, regional, state, and national efforts to focus on the education and well-being of all children in our state by working with families, educators, school boards, statewide associations and non-profit organizations, business and community leaders, the legislature, the State Board of Education and the Michigan Department of Education to ensure child-related concerns are being met.

VALUES

Collaboration: We work in partnership with a wide array of individuals and organizations to broaden and enhance our ability to serve and advocate for all children and families.

Commitment: We are dedicated to children's educational success, health, and well-being through strong family and community engagement, while remaining accountable to the principles upon which our association was founded.

Diversity: We acknowledge the full potential of everyone, including but not limited to: age, culture, economic status, educational background, ethnicity, gender identity, geographic location, legal status, marital status, mental ability, national origin, organizational position, parental status, physical ability, political philosophy, race, religion, sexual orientation, and work experience.

Respect: We value the individual contributions of members, employees, volunteers, and partners as we work collaboratively to achieve our association's goals.

Accountability: All members, employees, volunteers, and partners have a shared responsibility to align their efforts toward the achievement of our association's strategic initiatives.

PURPOSES

The purposes of the Michigan PTA are:

- To promote the welfare of children and youth at home, in school, and throughout the community;
- To advocate for laws that further the physical, mental, and emotional health, welfare, safety, and education of children and youth;
- To encourage the collaboration and engagement of families and educators in the education of children and youth;
- To engage the public in united efforts to secure the physical, mental, emotional, and social well-being of all children and youth; and
- To advocate for fiscal responsibility regarding public tax dollars in public education funding.

Current State of Michigan PTA

Michigan PTA is currently **100% volunteer run**, with no paid staff or paid consultants. There have been significant volunteer leadership transitions in recent years, and the number of volunteer leaders focused on the state level has also been declining. Membership in 2017 was over 40,000 and dipped to its lowest level of under 20,000 in 2021.

Yet **there is a tremendous sense of possibility for the future**. Michigan PTA saw year-over-year growth in the 2021-22 year. Our goal for FY23 is 35,000 members, which reflects 30% growth from our FY22 membership.

The feedback from units and councils across the state is that there is a craving for additional support, and that **parents, teachers, and students are eager to engage**.

**The next three years are pivotal.
We must Build a Foundation for the Future!**

Priorities, Goals, Activities, and Implications

PRIORITY 1 **Grow Membership and Impact**

Based on feedback from members, leaders, and elected officials, Michigan PTA will continue to prioritize active engagement in advocacy. While advocacy is perceived as a strength of Michigan PTA, we see opportunities to grow our impact across all three of the Strategic Priorities.



PRIORITY 2 **Invest in Leadership Development**

Michigan PTA will prioritize leadership development which, when successful will result in membership growth leading simultaneously to increased revenue and growth of the pool of available volunteers.



PRIORITY 3 **Improve Organizational Effectiveness**

Michigan PTA will make decisions to enable an environment that leverages technology to streamline operations, and also to support the hiring of paid staff/contractors in the future. Our volunteers' time and talents can then be maximized and focused on their highest impact contributions, which will likely increase volunteer retention.



PRIORITY 1: Grow Membership and Impact

GOAL 1A:

Make the value of Michigan PTA explicit to units, members, and the community at large, so that everyone can answer “What does PTA do?”

Activity

- Proactively communicate the value of PTA via multiple channels
- Host “Refreshments with PTA Leaders” events for Q&A and information sharing
- Record events and speaking engagements and share photos and recordings of these events
- Increase communication to units that don’t yet use or are yet not connected to MemberHub

GOAL 1B:

Open 100 new units; Increase membership to 50,000 by 2025

Activity

- Design membership campaigns that can cascade to units
- Cascade timely incentives for units
- Increase student and teacher involvement
- Distribute national resources more effectively
- Find schools with PTOs and reach out
- Identify units that have lost touch and contact principals
- Develop relationships with superintendents and RESAs to identify potential new units
- Develop campaign for Great Lakes PTA
- Create easy-to-use marketing materials
- Implement trainings to hold units accountable to a minimum threshold of members per unit
- Use MemberHub to sell memberships
- Run a Reflections competition for Great Lakes PTA
- Improve student engagement and youth programming



GOAL 1C:

Diversity in our leadership reflects our membership; increase diversity of membership

Activity

- Increase presence in underserved areas
- Foster an inclusive culture that brings different voices into our meetings and events
- Continue to increase DEI committee membership
- Connect with aligned minority-serving organizations
- Invite speakers with diverse backgrounds to our events and trainings
- Broadly communicate events and speakers in a timely manner
- Widely publicize the opportunities to serve on state-level committees; grow volunteer leaders

PRIORITY 2: Invest in Leadership Development

GOAL 2A:

Create inclusive culture across units, councils, and at state level

Activity

- Host scheduled leader meetings (Council, role-specific, etc.) - some in person and make them fun!
- Keep in frequent contact with Council leaders
- Hire staff to provide answers to unit leaders via email and phone; provide local unit leaders with info in a timely manner

GOAL 2B:

Develop robust unit leader training plan; improve and increase skill-building programming

Activity

- Utilize Learning Management System to increase access to and utilization of national and state training
- Host summer leadership academy, including inclusive leadership practices
- Create a leader mentorship program
- Convert “the handbook” to bite-sized pieces in the LMS / website (by both role and topic)
- Effectively incentivize and recognize excellent leadership across all levels (individual, unit, Council) by revamping our awards structure

GOAL 2C:

Increase number of units meeting Standards of Affiliation

Activity

- Move convention earlier (to spring)
- Simplify Standards of Affiliation tracking; Form a SOA committee to share the SOA love (VP Outreach & Support, Secretary, Membership?)
- Prioritize training opportunities for non-Council units, and then in future years, grow their capacity to offer more programs to their members



PRIORITY 3: Improve Organizational Effectiveness



GOAL 3A:

Align revenue with PTA's value/impact

Activity

- Grow Fund Development Committee to see an increase in non-dues revenue
- Seek partnerships/sponsorships outside of convention; find ways for business sponsors to be further involved
- Grow merchandise sales to units
- Revisit the business partnership construct
- Review the unit dues construct

GOAL 3B:

Streamline Systems and Procedures

Activity

- Update standing rules
- Develop system to upload, sort, and store documents; file / store documents to be accessible; adopt a technical solution to condense knowledge and streamline ops
- Grow our partnerships and define what it means to partner; celebrate our partners!
- Maximize our communications and relationship tools and systems, including MemberHub and VoterVoice
- Update the process and procedures for the board; develop/distribute job descriptions, role expectations, cadence of activities by role, by month or quarter

GOAL 3C:

Celebrate Our Longstanding History

Activity

- Locate, organize, and archive historical documents
- Create a historian role
- Publicly celebrate our history





Michigan
PTA[®]
everychild.one voice.[®]

34405 West Twelve Mile Road, Suite 136
Farmington Hills, Michigan 48331
michiganpta.org. 734-975-9500. info@michiganpta.org