



2020 VISION

THE FUTURE IS BRIGHT

Building CommYOUity

Expand the PTA brand through a network of growing, high-capacity PTAs that connect with their community and actively engage members in our efforts to support the overall well-being of children.

We will improve PTA structures, processes, and support that result in successful PTAs.

We will create demand by demonstrating the relevance of PTA and benefits of membership.

Fulfilling Our Mission

Provide relevant, accessible resources that closely align with our mission and enhance the value of PTA.

We will raise awareness of Texas PTA's advocacy efforts and legislative priorities.

We will develop and/or promote programs that directly engage students in reaching their potential.

We will leverage inclusive, on-demand, and turn-key programs to support PTAs in meeting the needs of their **CommYOUity**.

Supporting Volunteers

Cultivate quality leaders to sustain healthy PTAs with innovative and meaningful PTA training and leadership development opportunities throughout the organization.

We will invest in the potential of PTA Leaders to build capacity for the future and provide a fulfilling PTA experience.

We will implement a strategic communications plan to engage and inform PTA Leaders.

Providing for the Future

Demonstrate decision-making that positions Texas PTA as a thriving non-profit leader with a commitment to change.

We will ensure the long term financial health of Texas PTA.

We will evaluate and enhance internal policies and governing documents to increase efficiencies.

We will provide ongoing learning opportunities to strengthen and support Texas PTA Leaders' performance.

back
the
future