2020-2022 Strategic Plan

Be recognized as an influential advocate for all children.

We will seek input from members to identify priorities and cultivate momentum for action.

We will increase number of advocates.

We will collaborate with other advocacy organizations that provide expertise on Texas PTA priorities to achieve passage of priorities.

Thrive as a leader alongside our Local PTAs.

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

We will broaden the leadership pipeline for Texas PTA.

We will enhance the organizational capacity of Texas PTA.

We will support the long-term viability of Local and Council PTAs.

Assist Local PTAs in elevating their value within their communities.

We will increase support to PTAs in interacting with their schools and district leadership.

We will increase support to PTAs in reaching their local communities.

We will increase PTA membership of traditional and non-traditional members.

Provide invaluable opportunities for Local PTA leaders to be successful today and in the future.

We will enhance the effectiveness of leadership development opportunities.

We will increase the usage of leadership development opportunities.

We will improve accessibility of leadership development opportunities for all leaders.

We will ensure that leadership development opportunities are responsive to current and future needs.