

**West Virginia PTA
Strategic Plan
2012-2017**

The West Virginia PTA will improve and enhance service to county councils, local units, and members

Goal: Provide leadership development to county councils and local units

- **Objective:** Develop and provide ongoing leadership training for local units, county councils and leaders
- **Objective:** Develop and provide leadership training on the West Virginia PTA Standards of Affiliation for local units and county councils
- **Objective:** Provide training for implementation of the National Standards for Parent and School Partnerships program

Goal: Utilize new and advanced technology

- **Objective:** Develop a training structure using multiple means of dissemination

Goal: Make the West Virginia PTA more visible to county councils, local units, and members

- **Objective:** Develop and engage the use of a marketing plan
- **Objective:** Train and utilize West Virginia PTA governance members to effectively represent West Virginia PTA

The West Virginia PTA and local units will increase membership

Goal: Make membership a fundamental priority

- **Objective:** Include membership in all publications, communications, and trainings with local units and members
- **Objective:** Market the value of PTA membership

Goal: To increase individual memberships throughout the state of West Virginia

- **Objective:** Maintain the goal of increasing membership 3% each year
- **Objective:** Build a membership reporting system for timely reporting

Goal: Expand the number of local units throughout the state of West Virginia

- **Objective:** Maintain the goal of increasing the total chartered local units by 5% each year
- **Objective:** Develop a new unit and inactive unit mentorship program

The West Virginia PTA will strive to improve participation in PTA-sponsored programs

Goal: Increase participation at the local level in the Reflections Program

- **Objective:** Develop communication with PTA schools to increase participation to 50% of active local units

Goal: Find additional business partners to benefit West Virginia PTA programs

- **Objective:** Build relationships with the business community for sponsorship of programs
- Goal:** Utilize technology to promote state and national programs
- **Objective:** Disseminate program information through multiple mediums

The West Virginia PTA will improve its organizational effectiveness

Goal: Improve the effectiveness of the West Virginia PTA Board of Managers to meet the needs of the association at all levels

- **Objective:** Implement an ongoing training program to develop effective leaders
- **Objective:** Review and train the West Virginia PTA governance members the Standards of Affiliation of National PTA and West Virginia PTA

Goal: Strengthen our overall communication and develop effective two-way communication methods

- **Objective:** Develop an organizational calendar for use at all PTA levels in West Virginia

Goal: Create awareness and promote the value of PTA

- **Objective:** Implement effective branding measures with the West Virginia PTA logo
- **Objective:** Further educate members of the PTA structure

The West Virginia PTA will ensure its long-term financial viability

Goal: Incorporate financial procedures to ensure fiscal accountability

- **Objective:** In order to maintain financial understanding, the budget format will need to be simplified
- **Objective:** Educate the Board of Managers on fiscal responsibility and accountability

Goal: Evaluate and improve the dues payment structure

- **Objective:** Develop more efficient dues payment process for local units

Goal: Explore non-dues revenue opportunities

- **Objective:** Build exclusive West Virginia member benefits
- **Objective:** Develop funding priorities for grants and sponsorships