

California State Board of Director's Goals for 2019-2020:

1) Simplify process and procedures to reduce work for local PTA leaders

Key Priorities:

- a) Work with financial institutions to simplify banking for PTAs
- b) Expand Electronic Membership to making joining and renewing membership easy
- c) Streamline PTA requirements to identify unnecessary or overly burdensome procedural requirements
- d) Stream line process to organize new PTAs

2) Develop and deliver training and resources in effective efficient ways.

Key Priorities:

- a) Develop and deliver succinct, vibrant, interactive, relevant, interesting trainings
- b) Offer board development to enhance the trainings skills of PTA leaders
- c) Offer multiple training platforms, optimizing our use of technology
- d) Provide information and materials in home languages on webinars, on website and in electronic/written communications
- e) Develop website tools/content for leaders/members only

3) Embed family engagement in schools to enhance student outcomes and promote equity

Key Priorities:

- a) Advocate for policies, laws and regulations that support meaningful family engagement
- b) Leverage strategic partnerships to achieve common goals

4) Strengthen and expand association by promoting the value of PTA with strong marketing and community engagement

Key Priorities:

- a) Participate in key stakeholder events
- b) Expand marketing/PR/News resource
- c) Develop member perks that benefit members directly
- d) Expand communication to the larger community including our publications and electronic resources