

National Context

PTA is the oldest and largest child advocacy association in America, comprised of over 24,000 local PTAs and nearly 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.

- 16.5M Students served in the U.S., District of Columbia, U.S. Virgin Islands, Puerto Rico and Department of Defense Schools in Europe
- 55% of PTAs serve Title I schools
- 59% of students we serve are students of color
- 71% of PTAs serve elementary schools
- \$400K+ in grants awarded to PTAs/schools for program efforts
- 69% of dues spent on programs for PTAs and families

Michigan PTA 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.

Michigan PTA 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.

Values

Collaboration: We will 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, 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 in home, school, and throughout the community;
- To advocate for laws that further the education, physical, mental, and emotional health, welfare, and safety of children and youth;
- To promote 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 100% volunteer run, with no paid staff or paid consultants. There has been significant volunteer leadership transitions over the past X years, and the number of volunteer leaders focused at the state level has also been declining. Membership in 2017 was over 40,000 and dipped to its lowest 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.

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!

Strategic Choices

In order to Build a Foundation for the Future, Michigan PTA has made the following strategic choices:

- Michigan PTA will prioritize leadership development because, when successful, it will result in membership growth which will increase revenue and grow the pool of volunteers available, simultaneously.
- Michigan PTA will make choices that enable an environment that leverages technology to streamline operations and also supports the hiring of paid staff/contractors in the future because, when successful, our volunteers' time and talent will be maximized and focused on their highest impact contributions which will likely increase volunteer retention.

Priorities, Goals, Activities, and Implications

Together, the following three priorities and their associated goals and activities, will enable Michigan PTA to Build a Foundation for the Future.

PRIORITY 1: GROW MEMBERSHIP AND IMPACT

PRIORITY 2: INVEST IN LEADERSHIP DEVELOPMENT

PRIORITY 3: IMPROVE ORGANIZATIONAL EFFECTIVENESS

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	Changes Needed
Proactively communicate the value of PTA via multiple channels	Needs budget
Host “Refreshments with PTA Leaders” events for Q&A and information sharing	Needs budget
Record events and speaking engagements; share photos and recordings of these events	
Increase communication to units that don’t use or are not connected to MemberHub	
GOAL 1B: Open X new units; Increase membership to 50,000 by 2025	
Activity	Changes Needed
Design membership campaigns that we can cascade to units	Requires budget
Cascade timely incentives for units	Requires budget
Increase student and teacher involvement	Requires partnerships
Push out national resources	
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	Requires partnerships
Develop campaign for Great Lakes PTA membership	Requires budget
Create easy-to-use marketing materials	Requires budget
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	Requires partnerships
Improve student engagement and youth programming	Requires partnerships
GOAL 1C: Diversity in our leadership reflects our membership; increase diversity of membership	
Activity	Changes Needed
Increase presence in underserved areas	Requires partnerships
Foster an inclusive culture that brings different voices into our meetings and events	Requires partnerships
Continue to increase DEI committee membership	
Connect with minority-serving organizations with similar values	
Invite speakers with diverse backgrounds	Requires partnerships
Better communicate events and speakers in a timely and broad manner	
Better 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 state level;	
Activity	Changes Needed
Host scheduled leader meetings (Council, role-specific, etc.) - some in person and make them fun!	Requires budget
Keep in frequent contact with Council leaders	Requires budget
Hire staff to provide answers to unit leaders via email and phone; provide local unit leaders with info in a timely manner	Requires budget
GOAL 2B: Develop robust unit leader training plan; improve and increase skill-building programming	
Activity	Changes Needed
Utilize Learning Management System to increase access and utilization of national and state training	Phase in by 2025
Host summer leadership academy, including inclusive leadership practices	Requires budget; host first one in 2023
Create leadership mentorship program	Host first one in 2024
Convert “the handbook” to bite-sized pieces in the LMS / website (by both role and topic)	Start in 2023
Effectively incentivize and recognize excellent leadership across all levels (individual, unit, council) by revamping our awards structure (DSA-type as well as competitive)	Implement in 2023
GOAL 2C: More units meet Standards of Affiliation	
Increase communication of the SOA checklist, what SOA means, and why it's required	
Move convention earlier (to spring)	Host in April 2023
Simplify Standards of Affiliation tracking; Form a SOA committee to share the SOA love (VP Outreach & Support, Secretary, Membership?)	Tackle in 2023
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	Changes Needed
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	Changes Needed
Update standing rules	
Develop plan to upload, sort, and store documents; File / store documents to be accessible; adopt a technical solution to condense knowledge and streamline ops	Requires budget
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	Changes Needed
Locate, organize, and archive historical documents	
Create a historian role	
Publicly celebrate our history	Needs budget