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PLANNING FOR A SUCCESSFUL YEAR

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TEXAS PTA LEAD FIELD SERVICES REPRESENTATIVE**

2025 National PTA Virtual Convention

Learning Objectives

To learn:

- *techniques to engage your PTA leaders in setting achievable goals for the year.*
- *strategies to develop a partnership with school administration that allows the PTA to enhance the learning experience for students and families.*
- *strategies to develop a calendar of events that meets the goals of the PTA and effectively uses volunteers within the PTA community.*

PTA Mission

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

Setting S.M.A.R.T. Goals

SPECIFIC

Clearly state what you are going to do.

MEASURABLE

Answer how much or how many.

ATTAINABLE

Chose a goal you can achieve.

RELEVANT

Meets the needs of your PTA.

TIMELY

Have specific deadlines.

Coordinate with School

Build a collaborative relationship based on shared goals to create an enriched environment for students, teachers, and parents alike.

Engage the Community

WHO is our community?

HOW do we connect?

WHAT is working? What's not?

WHEN is the best time for events?

WHY do they engage? Why not?

Planning your Year

- Complete Plans of Work (POW)
- Calendar of holidays & school events
- Planning meeting

Communication

- Social Media
- Newsletters
- Distribution Methods
- Other Factors

Evaluate and Adapt

Regularly assess your progress towards the goals set at the beginning of the year.

Adapt strategies if needed to overcome challenges or capitalize on new opportunities.

Questions? Contact

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