

## Peter Kirk PTSA 2017-2018 Mission and Goals

**Mission:** The Peter Kirk Elementary PTSA supports and celebrates partnerships, programs and events that enrich the educational experience, community and overall well-being of students, teachers and parents.

**Goals & Objectives:** Goals should be SMART – Specific, Measurable, Attainable, Reasonable (or Relevant to parents) and provide Timing

### 1. Communicate effectively with parents, teachers, and students.

- a. Maintain a centralized PTSA website for program and membership information.
  - i. Review all pages and update content with help of committee chairs.
- b. Maintain a membership directory, volunteer signups, calendar of events and store through MySchoolAnywhere.
- c. Update website and MySchoolAnywhere within 2 days of requests.
- d. Send out program-specific announcements (such as membership, events, volunteer requests and recognition), as appropriate.
- e. Publish a bi-weekly e-newsletter (“Eagle Flyer”) every other Wednesday.
- f. Send out meeting reminders, announcements and documents as specified in Standing Rules or at least two days in advance.
- g. Aim to have parents, teachers (1+) and students (1+) at general membership meetings to represent all parts of PTSA. Invite teachers, student council, and Room Parents to attend all general membership meetings.
- h. Evaluate having a telecom or video call in for General Membership meetings.
- i. Invite principal to provide a brief school update at General Membership meetings.
- j. GM and Board meeting minutes will be posted on our website within seven days of the meeting.
- k. Update job descriptions for every Board and Committee Chair position by the end of the 2017-18 school year.
- l. Have a one-page overview and online centralized database of relevant files for all positions and committees available by the end of the 2017-18 school year.
- m. Train and coach Committee Chairs at Committee Chair Training in September.
- n. All Committee Chairs to provide a Committee Plan of Action report to the Board prior to their program/event, and file their report on our shared PTSA OneDrive.
- o. Formalize communication standards [where/how to advertise] for programs, events and volunteer recruitment. {PeachJar, website, Eagle Flyer, signs around school, kid mail, room parent reach-outs, District volunteer coordinator, Facebook posts, etc.}
- p. Work closely with Room Parent Liaison throughout the year and present to room parents at their formal kick-off in September.

### 2. Advocate – Speak up for every child

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- a. Legislative advocacy: Facilitate relationship development with state legislators, school board members, and other community leaders involved in education policy by attending community forums, coffees, town halls, or other networking opportunities. Attend at least two opportunities of this nature per year.
- b. Scholarship fund: actively promote to parents, teachers and school counselor that scholarship money is available to provide access to programs for any student in need.
- c. Represent Peter Kirk at Special Needs Group (SNG) District meetings; inform PK families of Special Needs-related activities and updates; and help to support PK families of students with special needs by organizing at least one opportunity for SNG families to connect.
- d. Send representatives to Legislative Assembly.
- e. Keep Board and GM informed about important District-wide issues.
- f. Support upcoming school bond efforts (2018, 2022 and 2026) by contributing financially as a school, providing the PK community with updates, and raising awareness.

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**3. Support children through programs – Supporting Student Success**

- a. Fundraising: Raise at least \$77,700 to support all the PTSA programs/events through one main “Fun Run” fundraiser in September, and several ‘passive’ fundraising initiatives (company matching, Amazon, PCC) throughout the year.
- b. Arts & Language Arts: Support and run Art Docent, Artist in Residence, Gallery Walk, Family Reading Night and Reflections.
  - i. Implement “Fairy Garden” Art project to beautify the school grounds
  - ii. Label all art projects as “Lovingly provided by your PTSA donations”
- c. Before and After School Programs
  - i. Develop and implement a clear, streamlined system for administering After School Programs, including how they are advertised and how payments are collected
  - ii. Administer a parent survey in 2017-18 to gauge interest in and success of current programs; use this to decide which programs to offer in future sessions
- d. Garden/Outdoor Classroom: survey parent volunteers and teachers at the end of the year regarding success of the program. Recruit next year’s parent volunteers before the end of the 2017-18 school year.
- e. Provide grants to support education in the classroom (IXL Math, Nature Vision, RazKids, Library, \$150/\$300 yearly supplies) and continuing education of teachers. Work with Principal on having all teachers use their classroom grants.
- f. Provide grants to support experiences outside of the classroom (5<sup>th</sup> Grade Camp, Chorus, Student Council, Assemblies, etc.).
- g. Engage and collaborate with Student Council.
- h. Wellness: maintain pesticide-free status and further educate about pesticides/herbicides; review PK’s Wellness Policy and propose updates acceptable to teachers and admin that further incorporate wellness into

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classrooms; engage with LWSD Food Service to learn about the program and explore potential pilot/changes.

- i. Green School efforts: attain Level 2 of King County Green School Program; expand classroom composting to at least ¼ of all classrooms; expand classroom participation in “Green Cleaning in the Classroom” to at least 75% of classrooms.
  - j. Emergency Preparedness – E-prep chair will make sure supplies are adequate and working, and will submit at least one report to be presented at BOD meeting with updates.
  - k. Evaluate new enrichment opportunities for 2017-2018, including: Junior Achievement, Dance Dude, Math Challenge, Birthday Book Club.
  - l. Evaluate programs/grants yearly at budget review based upon usefulness, level of interest, and on dollars benefiting all, and not only a few.
- 4. Retain, promote and increase membership**
- a. Achieve 100% teacher and family membership
  - b. Promote early membership prior to Back to Business night with a fast-pass incentive into Back to Business and the ability to search class rosters in MySchoolAnywhere at the end of Back to Business night.
  - c. Provide teachers a list of reasons to join & specific benefits at PTSA sponsored Welcome Back Teacher Luncheon.
  - d. Promote membership: reasons to join, benefits, and coverage of successful programs and events through Eagle Flyer, membership meetings, Facebook posts (1+/month), and PTSA website.
  - e. Awards: Recognize and applaud people, programs, initiatives that have made a difference by nominating for school-wide awards (Golden Acorn, etc). Also do this at the Council level, when appropriate. Recognize contributions and successes in Eagle Flyer and on website.
  - f. Conduct efficient, meaningful and informative membership meetings; limit total meeting time to approximately one hour.
  - g. Aim for at least 25 members at General Membership meetings.
  - h. Create at least one networking/social event per year, to be held immediately after a GM meeting.
  - i. Implement an online school directory by end of 2017-2018 year.
- 5. Build Community** - Welcoming all families, and collaborating with community
- a. Welcome new families: Back to Business Night to welcome and orient new families; kindy playdates for incoming families; and new parent coffee first week of school.
  - b. Community programs based on building connections among PK students, parents, and larger community/environment.
    - i. Connections with Parents/Families – Watch DOGS, Parent Ed, Back to School Picnic, Mom’s Night Out, Parents’ Nights Out, Game Day
    - ii. Connections with students –Marathon, Walk to School Day, Egg Drop, Dance Party, Science Night, Gallery Walk, Assemblies, School Play

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- iii. Connections with larger community and environment: Wellness Committee, Green Team/Recycling, Grounds Beautification “Adopt-a-garden”, Chalk for Peace, Safety Patrol, Carnival
- c. Increase volunteerism by families: Seek out more families to get involved by advertising volunteer opportunities on MySchoolAnywhere, website, Eagle Flyer, District approved volunteer emails, and room parent Shutterfly sites, where appropriate. Encourage PTSA members to recruit new volunteers directly (one on one).
- d. Recognize and applaud volunteers: Volunteer of the Month, Eagles in Action
- e. Outreach/Staff Appreciation initiatives – Welcome Back Lunch, 1X monthly staff lunch and teacher/staff appreciation week
- f. Have at least one (preferably two) Board members present at each Lake Washington Council meeting to network and collaborate with other PTSAs in our community.
- g. Have at least one Board member attend at least one LWSD School Board meeting during the school year.