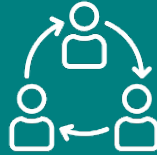


COMMUNICATION - CLEAR AND COLLABORATIVE



GOAL **1**

Make Utah PTA more visible to all levels of PTA and the community as a whole

OBJECTIVES

PROMOTE PTA STATEWIDE - EDUCATE ON THE POWER, POTENTIAL AND BENEFITS OF PTA

Plan of Work

- » Op-Ed on Relevant Education Issues
- » Readymade Why PTA flyers
- » Celebrate PTAs/PTSAs Statewide
- » Utah PTA Podcast

AMPLIFY THE VOICE OF PARENTS, FAMILIES AND STUDENTS IN ADVOCACY CAMPAIGNS

Plan of Work

- » Increase participation of local members on commission and committees
- » Improved communication to legislators

ACTIVELY SEEK REPRESENTATION ON EDUCATION AND CHILD WELL-BEING RELATED COMMITTEES ACROSS UTAH

Plan of Work

- » Commissioner/Committee Members will join education/child well-being related committees.

BE A CONNECTION TO TRUSTED RESOURCES ON CHILD-RELATED TOPICS

Plan of Work

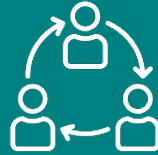
- » Connect families to trusted partners

COORDINATE MEDIA EFFORTS THROUGH COMMUNICATIONS DIRECTOR

Plan of Work

- » Use Social Media Calendar to collaborate posting efforts.
- » Increase visibility with media

COMMUNICATION - CLEAR AND COLLABORATIVE



GOAL
2

Foster open two-way communication channels through all levels

OBJECTIVES

ESTABLISH CLEARLY DEFINED CHANNELS FOR INTERNAL COMMUNICATIONS

Plan of Work

- » Streamlining through Google (Spaces, meet, calendar etc.)
- » Training on Google to improve board efficiency

COORDINATE NEWSLETTERS, USE OF GIVEBACKS/VOTERVOICE OR SIMILAR PROGRAMS

Plan of Work

- » Establishing a routine for collecting articles for the newsletter.

ENCOURAGE MORE INPUT FROM LOCALS

Plan of Work

- » Social Media Campaign to share things they are doing (use award winners, topic prompts)
- » Increase local participation on State Committees
- » Conduct a Needs Assessment
- » Increase engagement and reach by leveraging Region Directors to share Utah PTA postings on their social media pages