Name

Committee/Position

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| --- | --- | --- | --- |
| PTA Goals | Objectives | Critical Success Factors  and Barriers | Strategies |
| Membership |  |  |  |
| Financial Sustainability |  |  |  |
| Public Relations and Marketing |  |  |  |
| Leadership Development and Training |  |  |  |
| Resource and Personal Contact with Units/Councils |  |  |  |
| Advocacy |  |  |  |

Goals: Broad, long term aims that define accomplishment of the WI PTA mission

Objectives: Specific, quantifiable, realistic targets that measure the accomplishments of a goal over time

Critical Success Factors: Key conditions that must be created to achieve one or more objectives

Barriers: Existing or potential challenges that hinder the achievement of one or more objectives

Strategies: Activities required to achieve an objective, create a critical condition or overcome a barrier.

Sample Plan of Work

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| PTA Goals | Objectives |  | Critical Success Factors  and Barriers |  | Strategies for 2013-2014 |
| Membership | Increase WI PTA membership annually with a gain of 10% by the end of 2020 |  | CSFs  Long PTA History of Success  Value for Membership  New Data Tracking System |  | Monthly conference calls with PTA presidents about membership |
| PSA about benefits of PTA membership |
| Quarterly membership incentives |
| Increase the number of units in WI PTA by 5 each year |  |  | Mail 30 invitations to principals and parent leaders to create a PTA |
| Barriers  Lack of Understanding of PTA  Ineffective Leaders  Weak Member Communication | Meet with 3 Superintendents |
| Retain 95% of units from previous year |  |  | Visit 5 units monthly |
| Offer a training workshop in each region |
| Offer a parent information workshop/conference in each region |