

## 2009-10 MISSION AND GOALS

The **mission** of the San Ramon Valley Council of PTAs is to coordinate advocacy activities to provide training, ideas and inspiration to parents, educators, students and unit PTAs, so that they can better support the needs of children and youth.

We establish the following **goals** for the 2009-10 fiscal year:

**Goal 1.** Communicate information about our programs and other programs of interest to the community to PTA units, parents and teachers using current technology.

**Objective 1.** Continue to refine the use of the Lyris email system as a communication tool for the council and units. Provide assistance to units in the use of Lyris and best practices in electronic communications.

**Objective 2.** Define communication guidelines for using our assorted communication methods to convey information to our members.

**Objective 3.** Explore the use of social networking sites as an additional means of communication.

**Goal 2.** Begin a community outreach program to address changing demographics within the San Ramon Valley, making PTA welcoming to all.

**Objective 1.** Under the direction of the Council Diversity Chairperson, assess our district's changing demographics to establish the need for council and/or unit response.

**Goal 3.** Support and empower PTA unit presidents and other board members at our 33 unit PTAs through communication, training, coaching and collaboration.

**Objective 1.** Continue unit leader mentoring program, organize training programs and coordinate other leadership development under the direction of the Vice President of Leadership Development.

**Objective 2.** Provide support, communication, training and coaching to unit leaders throughout the year. Council board members will act as a resource for their unit counterparts.

**Objective 3.** Provide opportunities for informal collaboration among unit leaders.

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**Goal 4.** Provide Parent and Community Education Programs, Special Needs Programs, Legislative Advocacy, Cross County School Partners Program, the National PTA Reflections (fine arts) Program, Scholarship & Awards Program and Health & Safety Program, as well as a membership campaign.

**Objective 1.** Provide these programs.

**Objective 2.** Under the leadership of the Vice President of Health and Safety, continue to coordinate with the district to implement its comprehensive emergency preparedness and action plan, as well as the district wellness policy.

**Goal 5.** Explore the possibility of partnering with the district to support STEM (Science, Technology, Engineering and Math) education in the district.