

## Mission Statement

The mission of the California State PTA is to positively impact the lives of all children and families by representing our members and empowering and supporting them with skills in advocacy, leadership and communications.

## Approaches

- Provide programs, services and resources.
- Train leaders and advocates.
- Advocate on behalf of children, youth and families.
- Promote parent involvement.
- Strengthen communications between families and schools.

## Key Principles

*In everything we do, we will strive to:*

- Be relevant by addressing the diverse needs of students and families.
- Increase responsiveness to members and communities.
- Optimize our use of technology.
- Facilitate effective communications
- Utilize strategic partnerships to achieve common goals.
- Be more data-driven.
- Grow and maintain membership.

## Organizational Goals

*This term we will:*

1. Build greater awareness about the importance and value of PTA.
2. Simplify compliance and processes.
3. Deliver training in a variety of media and locations to meet member needs.
4. Pursue a focused set of advocacy goals, and mobilize more members and the public to take supportive action.
5. Scale up parent engagement programs.

## Advocacy Goals

- Adequate funding for education to ensure every child has the opportunity to meet his or her full potential.
- Prevent bullying and cyberbullying.
- Access to a full curriculum for every student that includes physical education, arts and STEM (science, technology, engineering and math).
- Support children's health by promoting healthy lifestyles and putting health and support services within reach.
- Promote greater and more meaningful family engagement.
- Support the needs of vulnerable children.