



PTA Strategic Plan 2015-2016



Current Goals for 2015-2016:

1. New **fans** for all classrooms
2. New **directional signage** for corner of Funston St. and Ponciano Dr.
3. New **marquee** for school entry
4. New **landscaping** for school grounds
5. New **Gold Folders & School Planners** for 2016-2017 school year
6. Support **6th Grade Promotion ceremony**
7. Support Staff - **Thank You Luncheons (x2)** and **Custodial Appreciation gifts**
8. Support Administration - **Discretionary Fund** to welcome outsiders to our school
9. Continue offering **Keiki Kits** (pre-packaged school supplies)

Aligning Shafter PTA Mission with Actions:

Service – An event/semester to include school community (all students & parents)

1. **Fall:**  **School Spruce-Up - (Date TBA)**
 - a. Clean-up trash
 - b. Plant trees/flowers
 - c. Add mulch to flower beds
2. **Spring:**  **Spring Fling - ALL school dance – (Date TBA)**
 - a. Align with 6th Grade Fundraiser for Promotion Ceremony
3. Support Teachers/Staff with:
 - a.  **Fall Festival – Nov 20, 2015**
 - i. PTA sponsored booth
 - ii. Ticket pre-sales and counting tickets
 - b.  **Jump Rope for Heart – Feb 12, 2016**
 - i. Purchase snacks/drinks
 - c.  **Fall & Spring Book Fairs**
 - i. Purchase snacks/drinks for parent Open House

People – Parents, Teachers/Staff, PTA Members

1. New Positions – enhance community involvement & communication:

- a.  **Classroom Room Parent (RP)**

- i. Contact teacher- assist teacher & lead PTA communication at room-level via email
- b. **Room Parent Liaison (RPL)**
 - i. Support/direct RP's and open communication between teachers/staff, parents and PTA Executive Board
 - ii. Contact: **Lindsay Steinbrunner (RPL)** – ptalsteinbrunner@gmail.com
- c. **New PTA Members join (all parents welcome – even if can't attend meetings)**
 - i. Meet-n-Greet/ Keiki Kits – July 28, 2015 (9:00-10:00am)
 - ii. Open House – Aug 20, 2015 (4:30-6:00p)
 - iii. Contact: **Charmene Luellen (PTA VP)** – ptacluellen@yahoo.com
 - iv. Attend meetings: **1st Thursday of month at 1:00p – 2:00p in Cafeteria**
 - v. Read Monthly Meeting Minutes – send feedback to RPL

Quality – Ensure engagement of school community via timely communication and worthy programming

- 1. **Room Parent(s)**
- 2. **Room Parent Liaison (RPL)** – NEW Shafter PTA Position designed to ensure support, direction, communication & confidentiality
 - a. Communication with Room Parents, Teachers
 - b. Communication with Executive Board and PTA Board

Finance – PTA Fundraising that directly supports the educational growth and communal experience of Shafter Elementary School



- 1. **Major Fall:** **Original Works (Goal = \$1500)**
 - a. Child's artwork printed gifts on an assortment of items (mugs, shirts)
 - b. Percentage of proceeds directly benefits school growth



- 2. **Major Spring:** **Fun Run (Goal = \$3100)**
 - a. All school athletic activity to promote health, community, and fun
 - b. All proceeds directly benefit school growth
- 3. **PTA Direct Donation (Fall & Spring): NEW this year! (Goal = \$500)**
 - a. Opportunity to Directly Donate to PTA > school growth
 - i. Recommended donation:
 - 1. \$25 – One child
 - 2. \$40 – Two or more children
- 4. **Smaller On-going Fundraisers**



- a. Shop with **Red Card** & points to go to school via www.target.com



- b. Shop & designate school via www.schoolmall.com

- c.  Send to teacher for a chance to win a monthly party via www.boxtops4education.com
- d.  Send to teacher to earn money for our school www.labelforeducation.com
- e.  **Popsicle Wednesdays - \$ 0.25/popsicle – 1:15p**
- f.  Purchase on 3rd Thursday of the month, place receipt on form & send into teacher

Growth – Goals for 2015-2016

1. Fill Secretary Position ASAP
2. Increase PTA Membership by **15%** (100 members)
 - a. Increase Actively Volunteering PTA members by **20%** (20 more people)
 - b. Lessen cost of PTA Membership by \$5. **Now ONLY \$10/member!** (\$9.75 to National/State PTSA and \$0.75 to Shafter PTA)
 - c. Increase Facebook Group Membership by **15%** (20 more people)



Group: Shafter Elementary School PTA

3. PTA Direct Donation **(\$25 or \$40 per family)**
4. Room Parent/Class (20 RP) **NLT Aug 20, 2015**
5. Room Parent Liaison
6. New school signage
 - a. Funston St./ Ponciano Dr.
 - b. Marquee near parent drop-off driveway
7. Community Service Activities - Beautification of grounds
8. **PTA/SCC liaison** – representative at all SCC meetings
9. Improve communication and promote sustainability of School Community
10. Improve relationship between Parents, Teachers/Staff and PTA
11. Have fully active PTA organization by the end of school year 2016 to prepare for school year 2016-2017