

Meadow View PTO Strategic Action Plan

2014-2015 School Year

In support of our mission – to enrich the educational and social experience of all Meadow View students through the cooperative efforts of the staff, parents and Meadow View community by seeking resources (funds, materials and services) with educationally focused goals that further the interests of our school community – **our objectives for the 2014-2015 school year are to:**

- **Streamline and improve communications**
- **Improve awareness and image of the PTO**
- **Increase our volunteer base**
- **Fundraise to support our operating budget**

OBJECTIVE 1:

Streamline and improve communications

SUPPORTING STRATEGIES AND TACTICS:

- Build and maintain a communications calendar
 - Define key messages and timing for all PTO-related news/activities
 - Identify relevant vehicles to communicate the messages – website, Facebook, marquee, emails, etc. – and execute accordingly
- Build a new website
 - Independent of the existing Google-based DCSD site
 - Links to the mdve.org site and vice versa
 - Secure a vanity URL – mdvepto.com – and redirect previously purchased mdvepto.org
- Expand Facebook community
 - Increase “likes” by 20 percent
 - Leverage page to promote PTO messaging and events
- Increase use of marquee to promote PTO messaging and events
 - Ensure entire board is trained on the system
- Implement regular communication with Meadow View Staff
 - Weekly email with highlights of upcoming events/news provided to Tonja Peacock in time for the weekly building email to teachers, include prepared copy to cut/paste into weekly newsletters to parents
 - Launch “PTO Classroom Liaison” program to ensure timely communications with the teacher/classroom via liaison position and offload PTO-related work from the teachers
- Consider implementing regular communication vehicle with Meadow View parents
 - HTML email newsletter (in compliance with CAN-SPAM laws)
- Install an info board where the bulletin board previously hung in the front hall
 - Leverage location to post relevant messages and information
- Provide easy method for staff and parents to communicate with PTO board members
 - Add position-specific email addresses to each board position and communicate profusely what they are
 - Provide a general feedback/comment form link on the PTO website

OBJECTIVE 2:

Improve awareness and image of the PTO

SUPPORTING STRATEGIES AND TACTICS:

- Conscious kindness by all board members
 - Be approachable and kind and welcoming to everyone
 - Provide name tags at all PTO meetings and events
 - PTO Board members wear PTO buttons when inside the building, making the board easily identifiable for parents or staff with questions
 - Live the “Mountain Lion Way”
- Limit meetings to less than 90 minutes
 - Keep meeting information at a high level, utilizing committee break out time for detailed planning
 - Enable Committees to ‘own’ their function by providing necessary information & providing potential volunteer names
- Rebrand the organization in conjunction with a school rebranding effort
 - Fund a Meadow View Elementary rebrand that includes:
 - New logo and color palette for the school
 - Version of the logo to include PTO
 - Guidelines to ensure the brand is implemented properly
- Create back-to-school event to make families feel welcome at the school
 - Thursday before school starts
 - Nametags to allow kids to identify others in their grade level and class
 - Introduce the new PTO board members
 - Offer allergy-friendly treats (i.e. shaved ice/snow cones)
- Increased communications efforts to support our awareness and image build
 - New website
 - Expand Facebook community
 - Install info board
 - Marquee
 - Internal (staff) and external (parents) communications efforts – flyers, emails, etc.
- Build a “new family welcome” process
 - Create a PTO welcome packet for new families and ensure it is accessible online and in hard copy at PTO events
 - Reach out to new families throughout the school year and assign a “buddy” to ensure they are nurtured through the first year at the school
- Recognize and reward PTO volunteers
 - Highlight a volunteer of the month
 - Build a nomination process
 - Track volunteer hours through sign-in sheets at the front desk
 - Award a designated parking spot to one attendee at each monthly PTO meeting by drawing a name at the end of the meeting
 - Provide signage to promote the drawing and parking spot
- Communicate the relationship between the PTO and the Douglas County Educational Foundation to the membership

OBJECTIVE 3:

Increase our volunteer base

SUPPORTING STRATEGIES AND TACTICS:

- Define and communicate all volunteer positions and prioritize
 - Provide volunteer and committee descriptions, time commitments and sign-up mechanism
 - Create a volunteer pool for those who can't commit to a specific position but would be willing to be called upon for ad hoc volunteer opportunities
 - As needed, help solicit volunteers for school activities (i.e. Field Day)
- Recognize and reward PTO volunteers
 - Highlight a volunteer of the month
 - Build a nomination process
 - Track volunteer hours through sign-in sheets at the front desk
 - Award a designated parking spot to one attendee at each monthly PTO meeting by drawing a name at the end of the meeting
 - Provide signage to promote the drawing and parking spot
- Consider organizing a volunteer appreciation event for all PTO volunteers at the end of the year

OBJECTIVE 4:

Fundraise to support our operating budget

SUPPORTING STRATEGIES AND TACTICS:

- Execute and support events and activities that contribute to the \$62,350 PTO operating budget for in the 2014-2015 school year
- Implement a sponsorship program and explore ways to partner with local businesses in the community
- Promote every day fundraising opportunities to the membership (i.e. King Soopers and Safeway cards, Target giveback program, Box Tops, etc.)
- Make it easy to donate
 - Update the Tax ID letter that is to be provided for tax-deductible donations and ensure it is provided to all donors upon receipt of donations
 - Streamline the direct donation process on the website and better explain the PTO-DCEF relationship