

Final Meeting of the Region 2 Outreach Advisory Board (4 of 4)

AGENDA: Review
Future Vision
Mid-Year Conference (Keynote, Resource Fair, Workshop)
Presentation Preparation
Next Steps

REVIEW:

- National PTA Vision and Mission
- State PTA Strategic plan
- Regional Outreach Plan (Definition and Purpose, Fall conference, Advisory Board formulation, 4-meeting commitment, mainly relied on research taken from fall conference attendees, superintendents and school communications professionals, Issaquah Council research, figured out **Why** do we do what we do? **Who** do we do it for? **How** do we do what we do? **What** do we do? The Region 2 Outreach Plan developed from research.

FUTURE VISION:

- The Region 2 Outreach Action Plan is the framework that allows us to move forward in our vision to help every PTA/PTSA accomplish PTA's vision by encouraging and helping units reflect their unique community. This is Outreach's overall strategic plan It is PHASE I.
- PHASE II includes the region putting the structure in place to accomplish the action plan.
- Proposed Timeline:
 - **February**
 - Mid-Year Presentation
 - **March – August**
 - CREATE OUTREACH STRUCTURE
 - Develop Job Description
 - Customize Website
 - ASSEMBLE REGIONAL OUTREACH TEAM
 - Work with Councils to select Outreach Chairs
 - Review, provide feedback, and assist Local Units to identify who's missing
 - Help local units select Outreach Chairs

- FALL OUTREACH CONFERENCE
 - Regional Outreach utilizes action plan to determine and provide regional guidance and leadership
 - Local units create tactics for each action plan objective

- **Spring 2012**
 - MID-YEAR CONFERENCE
 - Regional Outreach provides support for local unit outreach chairs

Concerns expressed by Advisory Board Members:

1. *Nominating committee process occurring. Make Outreach positions “Chairs” so they can be selected by Presidents. SDT Answer: Agreed positions should be chairs.*

2. *Can we add Outreach information to state leadership packets? Has State Outreach advanced enough to prepare for everyone or does Region 2 do their own? SDT Answer: Region 2 can prepare and insert their own Outreach information, if necessary. JMarie will speak with the State Outreach Director regarding this.*

MID-YEAR CONFERENCE

- Keynote Presentation (to inspire Region 2 to adopt outreach plan)
Advisory Board planned key points of presentation. JMarie will put it together and give board members the opportunity to review it.

- Resource Fair (to give members opportunities for assistance)
Group reviewed and made suggestions and improvements to “Passport to Power” brochure.

- Outreach Workshop (to demonstrate the power of partnerships/collaborations)
The Director of the City of Bellevue’s Wrap Around Program will lead a session highlighting how units can build parent-school-community connections.

PRESENTATION PREPARATION:

Advisory Board Members brainstormed key points of the presentation and provided valuable insight to ensure success.

NEXT STEPS

- The group agreed to meet on Monday, January 24, **HOWEVER WOULD YOU CONSIDER GETTING TOGETHER ON:**

**MONDAY, FEBRUARY 7
LWSD RESOURCE CENTER
11 A.M. – 1 P.M.
IN WAVERLY (3RD FLOOR)**

Please let me know if this date works with your schedule.