

Outreach

1. PTA VISION MISSION, VALUES

After introductions, reviewing and approving the agenda, and establishing group norms, members of the Regional Outreach Advisory Board reviewed the PTA Vision, Mission, Values and determined that if we are not reaching EVERY family, we are not being successful.

Vision: Making every child's potential a reality

Mission: PTA is:

- A powerful voice for all children
- A relevant resource for families and communities
- A strong advocate for the education and well-being of every child

Values: Collaboration Respect
Commitment Inclusivity
Accountability Integrity

2. DEFINITIONS

PTA's National Emerging Leadership Conference Planning Team shared their definitions of Outreach, and Diversity & Inclusion.

Outreach is sharing information and resources for parents utilizing PTA resources and Information.

Diversity & Inclusion is ensuring that no one is left out of the conversation and strategy for making sure that every child has the opportunity to be academically successful.

3. WSPTA OUTREACH

Outreach is about connecting PTA efforts with existing, effective efforts of groups in our community. To assist the State PTA Outreach Director, each member will gather the names of organizations that are prominent and relevant in their district. They are:

Community Organizations
Educational Institutions
Multicultural Organizations

Parent Information Resource Center (PIRC)
Philanthropic Organizations

4. REGION 2 OUTREACH

Outreach is one of the main goals of the Region 2 Service Delivery Team. The Outreach Advisory Board, led by the Region Outreach Chair, and consisting of at least one member from each school district is charged with creating an Outreach Program. Board Members are listed below.

Alma Gonzales	Bellevue	almapiotr@comcast.net
Becky Gordon	Issaquah	becky@gordon-zone.com
Kassandra Mitchell	Issaquah	kass@fate.net
Roy Captain	Lake Washington	roycaptain@comcast.net
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Lori Hollasch	Snoqualmie Valley	lori@hollasch.net
JMarie Johnson-Kola	Region 2 SDT	jjohnsonkola@gmail.com

5. PANEL DISCUSSION

The Bellevue School District Parent Advisory Committee presented a parent panel. The panel was moderated by Ann Oxreider, former Communication and Community Engagement Director for Bellevue School District. Afterwards, the Board engaged in a Q&A with the panel, followed by discussion.

Though specific ideas will be discussed at the October 25th meeting, below are a few observations:

- We must create a simple definition of Outreach
- Outreach is an integral part of everything PTA does. Outreach is everybody's job
- PTA Outreach requires serving and equipping two distinct audiences—Leadership and Membership
- We need to build an Outreach Structure that includes common positions and job descriptions
- Outreach is about connecting PTA efforts with existing efforts

6. NEXT STEPS

Tasks:	<ul style="list-style-type: none">* Finalize Outreach definition (via email before next meeting)* Gather information on Community Groups (See section 3 of these notes)* Organize your personal notes from the Panel Discussion* Create a list of outreach questions to ask local units
Agenda Items:	<ul style="list-style-type: none">* Deliver Community Groups Information (See section 3 of these notes)* Look over Outreach Questionnaires (Honor Region 2 needs/requests)* Review list of Other Regional Outreach Volunteers. Should anyone else be involved?* Discuss Ideas generated by Panel Discussion (Organize and bring your personal notes)* Determine Region 2 Outreach Program
Next Meeting:	Monday, October 25, 2010 Resources Center, Lake Washington School District Curriculum Library 16250 NE 74th St., Redmond 11 a.m.—1 p.m.

