

# Outreach

*“How do I get more parent volunteers?”*

*“I need fresh ideas for involving new parents.”*

*“What is the definition of Outreach?”*



**A**t the recent Region 2 Fall Conference, PTA volunteers attended the Outreach Session in hopes of learning how to get more parents involved in PTA. By the end of the session, they had learned that this year Region 2 will establish its official Outreach Plan/Process.

The National PTA Diversity and Inclusion Policy along with initiatives implemented by the Washington State PTA serve as our license to charge boldly forward in creating an effective Region 2 Outreach Process. Our Outreach goal is to ensure PTAs/PTSAs are more reflective of the diversity of their unique populations. Our efforts will seek to identify which members of the local community are not represented on PTA/PTSA boards or among membership, then make it a priority to reach out to them.

Research was conducted this summer. Council Presidents were interviewed and PTA members from across the region completed questionnaires about their Outreach work and challenges. As a result, several Outreach challenges/barriers were identified. Specifically mentioned were:

- *New Families*
- *Working Families*
- *Cultural/Language*
- *Special Needs*
- *ESL*
- *Men*

This month, we will reach out to members of our region whose interests reflect the above-mentioned outreach areas, to help us create the Region 2 Outreach Plan/Process.

These members' knowledge and leadership will be tapped to help us understand the priorities of each target group and to focus on the four strategic initiatives below.

It is going to be an exciting and productive year! I am a firm believer that when you bring a diverse group of people together to focus on a common goal—the best interests of all children—amazing things can happen.

If you are interested in participating in this leadership opportunity, please contact me via email at ([jjohnsonkola@gmail.com](mailto:jjohnsonkola@gmail.com)), or by phone at 425-903-0614.

**STRATEGY 1:**  
Appoint an Outreach Chair to Each Council

For Outreach to take root, we'll need grassroots support and leadership, but for it to grow, we must have vocal and visible support and ensure that Outreach is a priority at all levels of PTA.

**STRATEGY 2:**  
Establish a Regional Advisory Board for Outreach

The Regional Advisory Board will be comprised of each PTA Council's Outreach Chair. They will assist the Regional Outreach Chair to meet the goals of the Regional SDT and the State Outreach Director.

**STRATEGY 3:**  
Provide 1-to-1 Outreach Assistance to Local Units

Each District Council Outreach Chair will lead their Local Unit Outreach Chairs, and in partnership with the Region 2 Outreach Chair, share outreach ideas/best practices, as well as provide One-to-one Outreach assistance to Local Units.

**STRATEGY 4:**  
Create a Community Resource Bank for Outreach

The Region 2 Outreach Chair, District Council Outreach Chairs and Local Unit Outreach volunteers research and partner with special-interest community groups to learn effective ways to engage members' interests and serve their needs.