

**State PTA Extension Plan
2014-2015**

State PTA/Congress Name	West Virginia Congress of Parents and Teachers
State President	Justin M. Raber
State Extension Chair	Jenny Raber
NPTA National Service Rep.	Mary Jo Neil

DEMOGRAPHIC INFORMATION (as of 11/30/2013)

Current number of members: 5,746 Current number of units: 65

Number of members last year: 6,591 Number of units last year: 71

2012-2013 membership by region

Region	Membership	Number of Local
Central	182	6
Eastern	1,940	14
North Central	545	5
Northern	1,788	18
Southwestern	381	9
Southern	103	3
Western	1,652	16
TOTAL	6,591	71

Narrative Summary

West Virginia adopted its first-ever strategic plan in 2012, and guides the 2014 Extension Plan.

The state of West Virginia has 55 counties, which are also the designated school districts. West Virginia PTA has the state divided into seven (7) regions for representation of the Board of Managers, and for delivery of services. Each region has at least one established PTA, but all regions have more than one county where PTA still has opportunities to become present. As to Membership, we are identifying the areas we need to gain a PTA presence. There is room for growth in the number of members. As a result, West Virginia PTA will be targeting at least one county per region to gain a presence. Through leadership development and direct and regular contact with the local units, we aim at retaining and increasing members, and identifying new leaders that will participate in committees of the association, and eventually assume responsibilities within the Board of Managers to fill vacancies in the positions of Regional Directors and other positions. Also, within the area of membership, we are looking at increasing our diversity by promoting male involvement initiatives, increasing the number of younger leaders participating in committees and filling vacant Board of Manager positions, and increasing the geographical representation.

West Virginia PTA is working to establish the first-ever Family Engagement in Education legislation during 2014. Currently, West Virginia lacks legislation regarding family engagement. A proposed bill has been drafted that sets out four goals: (1) to define parent and family engagement; (2) to develop a parent's guide to education with various requirements; (3) to require county boards of education to develop policies and practices to encourage family engagement; and (4) to establish the West Virginia Family Engagement Schools of Merit program, which is developed using the National PTA National Standards for Family School Partnerships.

Assessment/reporting tools will be set in place to measure progress. The Extension and Membership committees will conduct quarterly meetings via conference calls with our National Service Representative to monitor implementation of the plan and to make any necessary adjustments. In addition, the committee will report during the Board of Manager meetings to ensure that the Board as a whole is engaged in the extension plan.

Note: The 2014-2015 West Virginia PTA Extension Plan is designed to cover the period of January 2014 through June 2015 to align the plan with the current term of office. The current plan will be reviewed and updated in July 2014 for the 2014-2015 fiscal year.

2014-2015 Goals and Objectives

Our state has established the following membership goal for the upcoming year:

- Our state PTA will strive to have: **8,000 members** and **85 units** by **3/15/2015**.
- This represents a **21%** increase in members and a **12.8%** increase in units.

Prioritized List of 2014-2015 Goals and Objectives

Priority #: 1	Priority: West Virginia PTA and local units will increase membership by making membership a fundamental priority.	
Objective: Assess and build capacity to serve current membership and address new membership and local unit growth. Also identify local unit members to move into board positions.	Purpose: Retain and extend a diverse membership that is adequately trained.	
Action Steps: <ol style="list-style-type: none"> 1. Include membership in all publications, communications, and trainings with local units and members 2. Target one (1) county in each region to market the value of PTA 3. Hold a PTA Town Hall Meeting to educate the importance of PTA 4. Invite non-PTA groups to regional Trainings and annual state convention. 5. Contact non reporting local units and create a system to make sure they become stronger 6. Effective training in each region, at Convention, Board training, and develop an Advocacy Day 7. Continue process in place to nurture future Leadership 	Timeline: <p>6/30/2015</p> <p>6/30/2015</p> <p>6/30/2014</p> <p>8/15/2014</p> <p>7/1/2014</p> <p>6/30/2015</p> <p>6/30/2015</p>	Responsible Person: <p>Extension/Membership Committee, Field Service Committee, Convention Committee</p> <p>Board, Extension/Membership Committee</p> <p>Board</p> <p>Board, Regional Directors</p> <p>Full board</p> <p>President, President-Elect, Field Service Committee, Regional Directors</p> <p>Board</p>
<i>This objective, goal and action plan is approved by the following:</i>		
State Extension Chair: Jenny Raber	Date: 1/31/2014	
Agreement of plan by President: Justin M. Raber	Date: 1/31/2014	
Approval by Executive Committee and/or Board:	Date: 1/31/2014	

Priority #: 2	Priority: Continue to increase West Virginia PTA influence at state and federal government levels.	
Objective: To be brought to the table for important child issues discussion	Purpose: To be brought to the table for important child issues discussion	
Action Steps: <ol style="list-style-type: none"> 1. Advocate for the passage of the Family Engagement in Education Act in the West Virginia Legislature 2. Receive and distribute legislative updates during the 2013 legislative session. 3. Increase number of members participating in “PTA Takes Action” network at the state and federal levels. 4. Continue identifying and establishing partnerships with other child advocacy groups within the state. 5. Continue to serve on various state-level committees. 6. Promote the value of PTA to State Board of Education, County boards Of education, Principals and County Superintendents. 	Timeline: <p>6/30/2014</p> <p>5/30/2014</p> <p>6/30/2014</p> <p>6/30/2015</p> <p>6/30/2015</p> <p>6/30/2015</p>	Responsible Person: <p>President, Board</p> <p>Legislative Coordinator, Board</p> <p>Legislative Coordinator, Board</p> <p>Legislative Coordinator, Board</p> <p>President</p> <p>Board, Extension/Membership Committee</p>

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Priority #: 3	Priority: To continue to build and strengthen partnerships with other child advocacy groups	
Objective: To participate in committees of other groups and/or task forces to further child issues	Purpose: To lead and show by example the state membership and other important stakeholders that West Virginia PTA is a strong ally for child related issues	
Action Steps:	Timeline:	Responsible Person:
1. Participate in other groups meetings	6/30/2015	Board, President, Legislative Committee
2. Promote National PTA programs	6/30/2015	Board, Legislative Committee
3. Market West Virginia PTA and National PTA Advocacy efforts and successes	6/30/2015	Board, Legislative Committee
4. Continuously update website with current information to advance communication with other groups and to provide support services to local units	6/30/2015	Legislative Committee, Webmaster, Communications Committee, Executive Committee

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Priority #: 4	Priority: To improve and enhance service to county councils, local units, and members	
Objective: To provide training through in person and through technology based learning	Purpose: To share the value of association through visibility of West Virginia PTA	
Action Steps:	Timeline:	Responsible Person:
1. Develop and provide ongoing leadership training.	6/30/2015	Board, Field Service Committee, Regional Directors
2. Make West Virginia PTA more visible by encouraging Board members in providing training.	6/30/2015	Board
3. Provide training on West Virginia PTA Standards of Affiliation	6/30/2015	Board, Field Service Committee
4. To encourage attendance at PTA events, including Convention and Regional Trainings	4/30/2015	Board, Field Service Committee, Regional Directors

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Priority #: 5	Priority: To improve participation in PTA-sponsored programs	
Objective: To increase participation in PTA programs.	Purpose: To continue to show the value of PTA and the value of membership	
Action Steps: <ol style="list-style-type: none"> 1. Increase participation in the Reflections Program 2. Promote National PTA Programs 3. Build relationships with business community for sponsorship of programs 4. Disseminate program information through multiple mediums to promote state and national programs 	Timeline: 2/15/2015 6/30/2015 6/30/2015 6/30/2015	Responsible Person: Reflections Committee Programs Committee Resource Development Committee Communications Committee, Programs Committee

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Priority #6	Priority: To clarify Membership Deadlines so all local units are in compliance.	
Objective: To clarify membership deadlines to ensure proper reporting	Purpose: All local units to be in compliance with Standards of Affiliation	
Action Steps <ol style="list-style-type: none"> 1. Change date of card return to June 15th of each membership year 2. Clarify dues deadlines, card return and participation in programs 3. Emphasize importance of being compliant with the West Virginia PTA Standards of Affiliation 4. Strengthen overall communication and develop effective two-way communication methods 	Timeline: 2/15/2014 6/30/2014 6/30/2015 6/30/2015	Responsible Person: Board, Membership Committee Membership Committee Membership Committee, Board Board, Communications Committee
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