

South Carolina PTA Strategic Plan

2025–2028

Mission & Objectives:

PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

The objectives of PTA are to:

- Promote the welfare of children and youth in home, school, places of worship, and throughout the community;
- Raise the standards of home life;
- Advocate for laws that further the education, physical and mental health, welfare, and safety of children and youth;
- Promote the collaboration and engagement of families and educators in the education of children and youth;
- Engage the public in united efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth; and,
- Advocate for fiscal responsibility regarding public tax dollars in public education funding.



Engagement

Promote the value of PTA membership by increasing public perception and awareness of PTA

Develop strong relationships with stakeholders that drive connection, involvement, and impact

Be a trusted resource for student enrichment



Legacy

Preserve, document, and share the history of SCPTA

Transform the SCPTA House into a well-used, well-maintained resource that serves the organization and generates community connection

Inspire future generations through legacy-based programs and recognition



Advocacy

Be recognized as a leader in the field of education advocacy

Be a trusted resource to advocate for all children.



Leadership Development

Have a leadership pipeline to ensure strong and effective leaders at all levels

Provide comprehensive leadership development and training to all levels of PTA

ENGAGEMENT

Making PTA's value visible, valued, and impactful.

Goal #1

Promote the value of PTA membership by increasing public perception and awareness of PTA.

- Design a PTA Value Toolkit that empowers SCPTA leaders to consistently and confidently articulate the value of PTA.
- Increase presence at community events.
- Expand advocacy efforts.
- Develop relationships with existing education or child-focused organizations.

Goal #2

Develop strong relationships with stakeholders that drive connection, involvement, and impact.

PTA Members

- Attend local unit board meetings, general membership meetings, recognition events, and student events.
- Hold at least one in-person district meeting per year in each district.
- Continue engaging in supportive relationships with local units, especially related to compliance issues involving outside entities.

Policy Makers & Elected Officials

- Include meetings with elected officials during SCPTA Legislative Conference.
- Empower local PTA unit leaders through training, announcements, and events.
- Send SCPTA leaders to National PTA Legislative Conference.
- Build relationships and collaborate with other child-focused and education organizations to support shared advocacy goals.

School District Leadership

- Compile a list of contacts responsible for community engagement at each school district in SC with a PTA presence.
- Utilize PTA Value Toolkit to customize a message to engage with school districts.
- Contact identified leaders and share crafted message.

Goal #3

Be a trusted resource for student enrichment.

- Establish a relationship with the SC Department of Education as a starting point for program opportunities.
- Curate and standardize student enrichment resources.
- Establish quality standards for enrichment programs.

LEGACY

Preserving our past, inspiring our future.



Goal #1

Preserve, document, and share the history of SCPTA.

- Digitize and archive historical records including meeting minutes, newsletters, photos, event programs, and awards — with a searchable index to make records retrievable.
- Engage research librarians across SC to identify additional PTA records held in external collections.
- Publish a recurring "History Highlight" feature on SCPTA's website and social media channels.
- Develop a "PTA Legacy Month" campaign to celebrate key milestones and historical achievements on an annual basis.
- Highlight PTA impact stories at convention and through ongoing social media content.

Goal #2

Transform the SCPTA House into a well-used, well-maintained resource that serves the organization and generates community connection.

- Develop a renovation plan that enables multiple uses while preserving the historical character of the house
- Create a style guide to direct decorating and design decisions and ensure consistency over time
- Research and assess other options for the SCPTA House.

Goal #3

Inspire future generations through legacy-based programs and recognition.

- Honor multi-generational PTA families at the annual state convention and on social media.
- Host intergenerational leadership forums to encourage mentorship between seasoned and emerging PTA leaders.

ADVOCACY

Leading the conversation on education advocacy in South Carolina.



Goal #1

Be recognized as a leader in the field of education advocacy.

- Establish a clear SCPTA legislative or advocacy agenda each year.
- Expand opportunities for advocacy participation through partnerships and task forces.
- Increase engagement with policymakers and education leaders.
- Provide regular legislative updates to PTA members.
- Issue an annual State of Education in South Carolina.

Goal #2

Be a trusted resource to advocate for all children.

- Develop an SCPTA Advocacy Toolkit.
- Provide advocacy training for local PTA leaders.
- Develop a mechanism to allow us to make proposals about policies to local school boards.

LEADERSHIP DEVELOPMENT

Investing in people, building lasting leadership.



Goal #1

Have a leadership pipeline to ensure strong and effective leaders at all levels.

- Encourage local unit leaders to establish succession plans.
- Promote leadership opportunities through intentional and direct outreach and communication.
- Create an Emerging Leaders repository to identify and track potential leaders across all levels of SCPTA.
- Support District leaders in developing relationships with local unit leaders.
- Develop a multi-channel communications and marketing strategy for the SCPTA website and other platforms to attract interested leaders and outline clear pathways for advancement.
- Create leadership recruitment toolkits for local units.
- Leverage the SCPTA Awards program to recognize and incentivize leadership development at all levels.

Goal #2

Provide comprehensive leadership development and training to all levels of PTA.

- Create a comprehensive resource library on the SCPTA website to include recorded trainings, templates, how-to guides, and FAQs, organized by role.
- Provide in-person regional trainings to cover specialized topics.
- Encourage attendance at state and national training events, such as those offered by National PTA and the National PTA Convention.
- Develop a Leadership Certification program to promote well-rounded leaders.
- Host SCPTA Board of Directors training annually.
- Provide comprehensive training to all District leaders, including at least one statewide District Leadership meeting annually.