



Fairfield Special Education PTA

## Fairfield SEPTA Strategic Plan 2008-2011

### 1. Membership Development

Activities/Outcomes	Resources	Time Frame	Who?
A. Generating New Membership	<ul style="list-style-type: none"> <li>• Website</li> <li>• Administration</li> <li>• Print materials</li> <li>• Local newspapers</li> <li>• Dr's offices</li> <li>• Library</li> </ul>	Annual Campaign (Aug-Oct)  Ongoing	Membership Chair Membership Comm.
B. System to enable both parents to attend SEPTA meetings	<ul style="list-style-type: none"> <li>• Funds for babysitters</li> <li>• Adequately trained people</li> <li>• Website "classified" section for babysitters</li> <li>• Partner during meetings</li> </ul>	Ongoing  Create and Maintain	Programming Comm. Executive Board
C. Father's Meeting	<ul style="list-style-type: none"> <li>• Committee Chair</li> <li>• Committee</li> <li>• Fundraising source</li> <li>• Programming (1-2 father/child)</li> </ul>	Monthly Starting Jan. '09	Committee Chair Committee

Our Mission:

"To support and speak on behalf of children and youth in the schools, in the community, and before governmental bodies and other organizations that make decisions affecting children; To assist parents in developing the skills they need to raise and protect their children; and To encourage parent and public involvement in the public schools in Fairfield."

## 2. Collaboration

Activities/Outcomes	Resources	Time Frame	Who?
A. Community Representation <ul style="list-style-type: none"> <li>• FPS, BOE</li> <li>• PTAs, PTA Council</li> <li>• BOS, BOF, RTM</li> <li>• CT SEPTA Council</li> </ul>	<ul style="list-style-type: none"> <li>• People</li> <li>• Members</li> <li>• Brochures</li> <li>• Website</li> </ul>	2 year plan	Membership Community
B. Parent/Staff Partnership <ul style="list-style-type: none"> <li>• Parents educate educators</li> <li>• Educators educate parents</li> <li>• Speakers educate all</li> </ul>	<ul style="list-style-type: none"> <li>• Parents</li> <li>• Teachers</li> <li>• Grant money</li> <li>• Speakers budget</li> </ul>	2 year plan	Membership Staff Outside experts Exec. Board Grant Committee
C. Parent to parent partnerships <ul style="list-style-type: none"> <li>• SEPTA Sisters</li> <li>• Dad's Group</li> <li>• Family Events</li> <li>• Adult Socials</li> </ul>	<ul style="list-style-type: none"> <li>• Members</li> <li>• Location/venue</li> <li>• Flyers/Star/Website</li> <li>• Programming budget</li> </ul>	1 year	Spec. Program Chair Membership

## 3. Community Outreach

Activities/Outcomes	Resources	Time Frame	Who?
A. Public Relations Plan <ul style="list-style-type: none"> <li>• Communicate SEPTA as a resource for information, support, training, grants and events</li> </ul>	<ul style="list-style-type: none"> <li>• Newspapers and media</li> <li>• School PTA newsletters</li> </ul>	Ongoing	PR Chair
B. Prioritize PR Opportunities	<ul style="list-style-type: none"> <li>• Committee</li> </ul>	June-October	PR Chair Committee
C. Public Events	<ul style="list-style-type: none"> <li>• Funds</li> </ul>		Event Chair/Comm.

<ul style="list-style-type: none"> <li>• Self-sponsored</li> <li>• Community Sponsored</li> </ul>	<ul style="list-style-type: none"> <li>• Committees</li> <li>• Partners</li> <li>• SEPTA Rep.s</li> </ul>	<p>Ongoing Opportunity based</p>	<p>PR Chair President/Elect SEPTA rep.s</p>
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#### 4. Parent Involvement, Education and Resources

Activities/Outcomes	Resources	Time Frame	Who?
A. All county and state resources available to members and staff	<ul style="list-style-type: none"> <li>• Website</li> <li>• Libraries</li> <li>• Schools</li> <li>• SEPTA meetings</li> </ul>	<p>Monthly</p> <p>Ongoing - updated in timely manner</p>	<p>Resource Chair Webmaster</p>

#### 5. Organizational Process

Activities/Outcomes	Resources	Time Frame	Who?
A. Incorporate SEPTA	<ul style="list-style-type: none"> <li>• Attorney</li> <li>• Budget</li> <li>• Proper documents</li> <li>• Secretary of State</li> <li>• Financials</li> </ul>	1 year	Past-president
B. Website Development	<ul style="list-style-type: none"> <li>• Website Technology</li> <li>• Information <ul style="list-style-type: none"> <li>▪History</li> <li>▪Activities</li> <li>▪Vision</li> <li>▪Mission</li> </ul> </li> </ul>	1 year	Webmaster President/elect
C. <b>Dynamic monthly meetings</b> <ul style="list-style-type: none"> <li>• Unify group</li> </ul>	<ul style="list-style-type: none"> <li>• By-laws</li> <li>• Adhere to Roberts Rules</li> </ul>	1 year	President/elect Facilitator - if

<ul style="list-style-type: none"> <li>• Place to be heard</li> <li>• Safe/respectful</li> </ul>	<ul style="list-style-type: none"> <li>• Agenda                             <ul style="list-style-type: none"> <li>▪ Mission</li> <li>▪ Vision</li> <li>▪ Expect/not</li> </ul> </li> <li>• Location</li> <li>• Greeter</li> <li>• Membership forums</li> <li>• Hospitality</li> <li>• Special interest stories /information.</li> <li>• Engaging activities/ materials</li> </ul>		needed Membership Staff Outside experts Speakers Community Leaders
D. Committee Development <ul style="list-style-type: none"> <li>• Variety of committees</li> <li>• Match membership needs and expertise</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of membership                             <ul style="list-style-type: none"> <li>▪ Survey</li> </ul> </li> <li>• Membership</li> <li>• Budget</li> </ul>		
E. Annual Review <ul style="list-style-type: none"> <li>• Check progress</li> <li>• Celebrate success</li> <li>• Acknowledge areas needing improvement</li> <li>• Formulate action plan for follow-up</li> </ul>	<ul style="list-style-type: none"> <li>• Mission Statement</li> <li>• Strategic Plan</li> <li>• Goals and Objectives</li> <li>• Committee Reports</li> <li>• Feedback</li> <li>• Suggestion box</li> </ul>	Yearly (May)	President/elect Membership Staff Committee Chairs

**6. Financial and Business Planning**

Activities/Outcomes	Resources	Time Frame	Who?
A. 2 year budget	<ul style="list-style-type: none"> <li>• Fundraising</li> </ul>	Yearlong/2year	VPs Fundraising ALL Members

	<ul style="list-style-type: none"> <li>• Budget Committee</li> <li>• Year End Assessment - presented at GM</li> </ul>	<p>April-June May Meeting</p>	<p>Treasurers/Presidents Treasurer</p>
B. Scholarship Fund	<ul style="list-style-type: none"> <li>• Fundraising</li> <li>• Scholarship Chair</li> <li>• Committee</li> </ul>	<p>Ongoing April-June</p>	<p>Scholarship Chair Committee</p>
<b>C. Major Fundraiser (for budget)</b>	<ul style="list-style-type: none"> <li>• VPs Fundraising</li> <li>• Chair</li> <li>• Committee</li> <li>• Start up funds</li> </ul>	<p>Every 2 years Or as needed</p>	<p>Committee Chair VPs Fundraising ALL members</p>
<b>D. On going fundraisers</b>	<ul style="list-style-type: none"> <li>• VPs of Fundraising</li> <li>• Start up costs</li> </ul>	<p>Ongoing</p>	<p>VP's Fundraising ALL Members</p>