



Totem Falls Elementary Parent Teacher Organization (PTO) Long Term Strategic Plan

The objective of the Totem Falls Elementary PTO Long Term Strategic Plan is to establish what goals our organization intends to accomplish over the next 2-3 years and more specifically, how we will direct our resources toward accomplishing those goals.

Our Long Term Strategic Plan confirms:

- The mission, vision and values of the PTO
- Who we serve
- The realistic goals that support the mission of the PTO
- The resources needed to succeed
- How we will combine the needs of the school and its staff, resources, and parent volunteers to accomplish our mission.

This process will provide the clarity and strategic actions necessary for the PTO to deliver improved results, increase momentum and focus, enhance teamwork, identify effective tools for communication, problem solve the most critical issues, and most importantly, empower parents to want to be a part of the solution.

Mission (the reason we exist):

The mission of the Totem Falls Elementary PTO is to ensure that all students possess the foundation they deserve to reach their highest potential and encourage them to become lifelong learners who are productive, respectful, and responsible members of our community.

Vision:

The vision for the Totem Falls Elementary PTO is to make every child's potential a reality. Our vision represents a shared picture of the future that we hope to create by empowering the school, its teachers, and our community to partner with us in our efforts. As we create clarity and excitement, we, as a whole, become committed to helping build our children's future. We will make choices everyday about which opportunities we will pursue and which we will not.

Values (What the Totem Falls Elementary PTO stands for):

Collaboration: We work in partnership with a wide array of individuals and organizations to accomplish our agreed-upon goals.

Commitment: We are dedicated to promoting children's health, well-being, and educational success through strong parent, family, and community involvement.

Accountability: We acknowledge our obligations and do our best to deliver on our promises.

Respect: We value our colleagues and ourselves. We expect the same high quality of effort and thought from ourselves as we do from others.

Inclusivity: We invite the stranger and welcome the newcomer. We value and seek input from as wide a spectrum of viewpoints and experiences as possible.

Integrity: We act consistently with our beliefs. When we make a mistake, we acknowledge it and seek to make amends.

Who we serve:

- First and foremost, the approximately 450 children of Totem Falls Elementary.
- The families of children of Totem Falls Elementary.
- The communities surrounding Totem Falls Elementary within which children live and thrive to include other elementary schools.

Our structure is built on a reverse pyramid, with the children at the top followed by a cascading support network of administrators, teachers, and parents underneath them whose passion and purpose is to provide the most dynamic and safe academic environment for them to learn and grow. We also want to promote community and it is our intent to provide help, if necessary, to other elementary schools within the district that may be in need of assistance.

Goal 1: Enrich Curriculum - Educational & Environmental

1. Organizational Goal: **Educational** - Continue to support assemblies and educational enrichment to enhance the overall in-school education experience by providing funding for books, lesson plans, art, technology and other materials for the teachers that they would not be able to provide otherwise.
 - a. Objective: Continue to pursue and provide funds to support "historical" programming
 - b. Objective: Pursue and provide funds to support additional technologies, in an effort to fill a gap left by the departure of "ed-tech"
 - c. Objective: Focus on opportunities equitable to all students.

2. Organizational Goal: **Environmental** - place additional effort on improving visual and sensory surrounds with modest building and grounds enhancements where the building fund and/or district fall short. The goal being; a more welcoming, stimulating environment will add additional supports to both learning and teaching.

a. Objective:

Goal 2: Enhance PTO Awareness through Increased Communication

1. Organizational Goal: Increase overall parent awareness of the impact that the PTO has on the school, its teachers and most importantly, the children's academic achievement. Foster an environment that promotes understanding that all parents play a critical part in the PTO's continued success.

- a. Objective: Increase the relevance and overall attendance at the General PTO meeting held bi-monthly.
- b. Objective: Increase the overall usage of the Totem Falls Elementary PTO website and Facebook page by 50% annually. Continual improvements and updates to both sites shall be geared toward engaging parents.
- c. Objective: Engage parents at every PTO sponsored event to enlighten them on upcoming events, PTO news, and fundraising support opportunities. The PTO President or Vice-President shall be present at each PTO sponsored event and address the attendees.

Goal 3: Promote and Increase Parent Volunteerism and Involvement

1. Organizational Goal: Increase the percentage of parent volunteerism through enhanced communication on what skill set is required, time commitment expected, and general impact of the success of the fundraiser on the completion of the PTO's mission.

- a. Objective: Review ways in which information is distributed to ensure the word is getting out regarding what volunteers are needed. As an example, altering times in which flyers go out to ensure they are not lost among numerous other non-PTO flyers.
- b. Objective: Leverage the PTO website and Facebook page to engage parents and solicit volunteers.
- c. Objective: Develop a "Volunteer Position Description" form to clearly articulate what the position entails along with a point of contact for the event for interested parents to engage for additional information.
- d. Objective: Utilize the "Volunteer Feedback" form to improve upon the volunteer experience and to refine the volunteer position description for the event for follow-on years.

- e. Objective: Reach 100% of family capacity to volunteer at least once throughout the school year within the next three years.

This Totem Falls Elementary PTO Long Term Strategic Plan shall be revisited annually and revised as necessary to accommodate for objectives met ahead of timeline and the ever changing needs of the school and its staff. The PTO President will have the responsibility to ensure that review is completed. A committee comprised of the following board members is advised to ensure key areas are addressed: President, Vice-President, Treasurer and Fundraising.