

**Outreach includes efforts that focus on enlisting the participation of parents, students and community members in the educational process.**

Outreach is first a commitment to create an inviting climate. It is further about forming respectful, trusting relationships throughout the school community and recognizing that everyone has value. Outreach is sharing and distributing important information about PTA and topics of concern that inform and invite action.

Outreach efforts are most effective when they are responsive to cultural and language differences, and regularly use multiple types of media.

The greater the ability of PTA leaders to form trusting, caring and respectful one-on-one relationships, the greater their ability to generate positive impacts for all children and the school community.

Outreach efforts are successful when PTA leaders can develop community support with meaningful two-way discussions focusing on student success.

Source: Martin, J. D. (2009). *How school practices to promote parental involvement influence student success*. Doctoral Dissertation, Claremont Graduate University.

## **Successful Outreach Supports Students!**

### **Mission Statement of the California State PTA**

The mission of the California State PTA is to positively impact the lives of all children and families by representing our members and empowering and supporting them with skills in advocacy, leadership, and communications.

*California State PTA  
Board of Managers, July 2007*

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**Building  
Community  
Unity  
through**

**PTA<sup>®</sup>**

## Value all members of your community!

Invite and encourage everyone to be a partner, and assure everyone may play a role, because your community is your greatest asset.

Empower others with information, support, and resources focused on students' needs.

As advocates for all children and youth, PTA is most effective when we:

- See the uniqueness of each individual.
- Work to build representative leadership and voice – support the democratic process. Is your PTA reflective of the greater community?
- Assess practices to assure inclusiveness and speak out for change.



## Steps to Take:

- **Be Bold** — Envision community-wide involvement in seeking educational excellence.
- **Understand That Everyone Has Value** — See the assets each person brings because everyone counts!
- **Speak to Everyone** — Build a volunteer base that is representative of the diversity of the community – encompassing all languages and customs.
- **Build Personal Relationships** — Invite involvement through one-on-one relationships focused on what can be achieved for children.
- **Show School Spirit and Pride** — Display logos and accomplishments, student work, and share expressions of affirmation because, “This school is the best!”
- **Readily Share Information** — Share PTA’s goals and values, programs, PTA contact information, resources, and published literature on important topics.
- **Check Your Success** — Regularly measure your efforts, share your results, and modify your goals.

## Suggestions for Outreach Activities

Research shows that effective outreach leads to increased involvement in education and improved student success.

- Publicize PTA meetings and activities using person-to-person contacts, websites, newsletters, marquee displays, auto-dialing call systems, e-lists, phone trees and community newsletters.
- Host a town hall meeting in your community. Give all attendees a chance to build relationships and express their voice. Take notes and welcome participants to attend a follow-up planning meeting.
- Based upon input, host “topic socials” as opportunities to welcome members of the school community and provide helpful tips. Have fun!
- Try a different meeting format such as dividing into small groups for part of the meeting to discuss issues or plan events. People will get to know each other as well as feel more comfortable.