

Laureate Park Elementary PTA
Strategic Plan 2025–2026
Theme: One Neighborhood. Every Child.

I. Introduction

This Strategic Plan marks the beginning of a new chapter for the Laureate Park Elementary PTA. With a significant shift in our school's structure and community due to the opening of a relief school, a new principal's leadership, and enrollment now drawn exclusively from the Laureate Park neighborhood, we are uniquely positioned to define our next chapter with intention, equity, and bold community spirit.

Grounded in the National and Florida PTA's shared values, this plan provides a roadmap for the 2025–2026 school year and beyond. It begins with a reaffirmation of our Mission, Vision, and Core Values serving as the foundation for every goal, initiative, and action step we take.

Mission

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children (National PTA Mission & Values, National PTA, 2024).

Vision

A unified PTA that champions inclusive enrichment, parent empowerment, and accessible support for all LPE families- from the resource-rich to the resource-stretched. Aligned with Florida PTA's goal of every child being safe, healthy, and successful in school and life (About Florida PTA, Florida PTA, 2024).

Core Values

- Collaboration: We partner with school staff, families, and the community to promote student success.
- Commitment: We are dedicated to children's educational success, health, and well-being.
- Respect: We value diversity of backgrounds, ideas, and experiences.
- Accountability: We operate with transparency and fiscal responsibility.
- Inclusivity: We advocate for equitable access and opportunities for all children.

Sources:

National PTA Mission & Values, National PTA, 2024.

About Florida PTA, Florida PTA, 2024.

II. Strategic Plan

This three-year strategic plan outlines the direction and commitments of the Laureate Park Elementary PTA from 2025 to 2028. It reflects the PTA's responsibility to meet the needs of our changing school community, build sustainable leadership capacity, and align with National and Florida PTA priorities. The plan is organized around four strategic

priority areas, each with defined objectives, SMART outcome measures, and year-by-year action steps. This is a living document reviewed annually by the board.

Strategic Priority 1: Inclusive Enrichment

Objective & Justification: Ensure every child has access to joyful, creative, and enriching experiences regardless of background. To ensure our fundraising efforts remain focused, inclusive, and achievable, the PTA will prioritize initiatives that have a direct, equitable impact on all students. While we may support broader school enhancement efforts through advocacy or partnership, our fundraising efforts will be directed toward accessible enrichment experiences and classroom-based tools, inclusive supplies, and community-building events based on input from families and educators.

This priority is supported by the National PTA's Whole Child approach and Florida PTA's emphasis on equitable student opportunities

Sources:

National PTA Mission & Values, National PTA, 2024

About Florida PTA, Florida PTA, 2024

SMART Outcomes: by June 2026, provide 5+ cost-free PTA-led enrichment opportunities, reaching 60% parent participation.

Strategies: expand access to schoolwide events by removing cost barriers, securing sponsorships, and offering experiences that promote creativity and engagement outside of the academic day.

Current State: LPE offers high-quality PTA events and fundraisers, but some students are unable to participate due to financial barriers or scheduling conflicts. Past enrichment events were sporadic or limited to classrooms with highly involved parents. There is no formal Angel Fund process, and sponsorships are ad hoc rather than sustained.

Future State:

Year I (2025–2026):

- Pilot 1 enrichment pop-up (e.g., Reading Under the Stars)
- Launch Parent Cafés to provide families with resources and support on a variety of parenting and child development topics
- Secure 5 local business sponsors

Year II (2026–2027):

- Expand to 3 free enrichment events
- Formalize community sponsor recognition program
- Bundle free food option with at least one event

Year III (2027–2028):

- Embed enrichment pop-ups into annual calendar
- Conduct participation equity audit
- Add new event based on family feedback (e.g., STEM or Culture Night)

PTA Resources Needed:

- VP of Events & Volunteers (coordinate logistics and outreach)
- Fundraising Chair (secure and maintain sponsor relationships)
- Event logistics checklist (step-by-step planning guide for PTA-hosted events)
- Sponsor template kit (customizable outreach and thank-you templates for local business partners)
- Angel Fund nomination form (private submission form for teachers to identify students needing financial support)

Strategic Priority 2: Family Support & Navigation

Objective & Justification:

Help families navigate the educational and developmental journey. Responds to National PTA's Family Engagement Standards and local need for guidance on IEPs, behavior, transitions, etc.

Sources:

National PTA Mission & Values, National PTA, 2024

SMART Outcomes: by June 2026, reach 200+ parents with at least one family support resource or event.

Strategies:

Build trusted communication pathways and practical tools for families, focusing on inclusion of new or overwhelmed parents through mentorship, education, and access to local support.

Current State: Many families, especially new, overwhelmed, or under-resourced, struggle to navigate school processes such as IEPs, behavioral supports, and healthcare coordination. There is no centralized resource guide or onboarding system for parents. Parent education opportunities are infrequent, and support is inconsistent across grades.

Future State:

Year I (2025–2026):

- Launch digital/print Family Resource Guide
- Host 1 Parent Café (IEP and 504 resources/tutoring)
- Match 10 new families with parent mentors
- Pair the Fall Festival with a literacy-focused program

Year II (2026–2027):

- Expand Parent Café to quarterly cadence
- Partner with Nemours/UCF for 2 guest workshops

- Add 1 page of translated resources

Year III (2027–2028):

- Formalize mentorship program with welcome packet
- Publish annual resource guide update
- Offer translation at 3 events

PTA Resources Needed:

- Access & Equity Chair (lead representation strategy and oversee community engagement)
- VP of Chairs (oversee initiative coordination and chair onboarding)
- School Counselor (advise on family needs and speaker content)
- Parent Mentor Lead (organize buddy program and feedback collection)
- Digital publishing tool (platform for formatting and sharing guides)
- Parent Cafe planning checklist (event prep guide for Parent Cafe logistics)
- Guest speaker outreach template (email/script for medical experts and community presenters)

Strategic Priority 3: Community Integration

Objective & Justification:

Deepen LPE's identity as the heart of Laureate Park. Aligned to National PTA's School of Excellence pathway and Florida PTA's focus on community partnerships

Resources

National PTA Mission & Values, National PTA, 2024

About Florida PTA, Florida PTA, 2024

SMART Outcomes: Launch 4 community-building initiatives, achieving 500+ total touches (event attendance, campaign views, sponsor actions).

Strategies:

Create hyper-local connections through neighborhood-based events, pride-building campaigns, and sustainable partnerships with local businesses and nonprofit partners.

Current State: Following the addition of our relief school, LPE now serves only the Laureate Park subdivision, creating both a clearer community identity and a need to re-establish school pride. While the school sits near community assets (Ronald McDonald House, Fisher House), partnerships are informal and underutilized. PTA sponsorships are transactional and lack visibility to path to program funding.

Future State:

Year I (2025–2026):

- "Level Up" pride campaign
- Grade-level park meetups

- Launch Neighborhood Sponsor Program (10+ partners)

Year II (2026–2027):

- Student-led service for Ronald McDonald House
- Co-host community night with HOA or local business
- Create local business incentive flyer for LPE families

Year III (2027–2028):

- Neighborhood mural or school landmark project
- Sponsor appreciation event
- Community survey to guide next cycle

PTA Resources Needed:

- VP of Fundraising (develop and manage business partnerships)
- Communications Chair (promote campaigns, coordinate visuals)
- Campaign templates (flyers, digital content for "This is Our School")
- Fundraiser Sponsor contact tracker (spreadsheet or CRM to manage outreach and follow-up)
- Meetup event kit (supplies and checklist for hosting park-based gatherings)

Strategic Priority 4: Leadership Sustainability & Inclusion

Objective & Justification:

Build a diverse and enduring PTA leadership team and board succession planning

Resources:

National PTA Mission & Values, National PTA, 2024

SMART Outcomes: Increase volunteer participation 25% year-over-year; onboard 3+ new chair-level leaders from underrepresented parent groups by Year III.

Strategies: Lower participation barriers, celebrate informal leadership, and invest in translation, stipends, and onboarding pathways that sustain leadership and expand representation.

Current State: Volunteer participation is heavily dependent on recurring parents. Leadership transitions are often informal, and few materials exist to onboard new chairs. Communication is minimal, and many potential volunteers, especially working parents or underrepresented groups, feel unclear on how to get involved.

Future State:

Year I (2025–2026):

- Promote micro-volunteer roles at each event
- Translate 3+ key materials
- Pilot child care/dinner stipends for 2 events

Year II (2026–2027):

- Conduct volunteer experience survey
- Launch mentorship for rising leaders
- Host "Parent Cafe" info session

Year III (2027–2028):

- Achieve 3+ early transitions for new chairs
- Develop onboarding playbooks for top 5 roles
- Launch Community Building events

PTA Resources Needed:

- VP of Volunteers (recruit and retain micro volunteers)
- Secretary (track leadership transitions and document onboarding tools)
- Volunteer sign-up platform (Additions)
- Translation partners (usually a parent volunteer or vendor for non-English materials)
- Onboarding template kit (playbooks to guide new committee chairs)

Strategic Priority	Owner(s)	Timeline	SMART Outcome (KPI)
Inclusive Enrichment	VP of Events, VP of Volunteers	2025–2026 to 2027–2028	By June 2026, provide 5+ cost-free enrichment opportunities, reaching 60% participation
Family Support & Navigation	VP of Chairs, School Counselor	2025–2026 to 2027–2028	Reach 200+ parents with at least one support resource or event by June 2026
Community Integration	VP of Fundraising, Communications Chair	2025–2026 to 2027–2028	Launch 4 community-building initiatives with 500+ total touches by June 2026

Leadership Sustainability & Inclusion	VP of Volunteers, Community Liaison, Secretary	2025–2026 to 2027–2028	Increase volunteer participation 25% YoY; onboard 3+ new chair-level leaders by Year 3
---	--	------------------------------	--

Strategic Priority Alignment

The following table highlights existing PTA-led initiatives mapped to our four strategic priorities. These programs serve as the foundation for our three-year strategy, demonstrating that our current efforts are not only impactful but aligned with the PTA's long-term vision for our school community.

Date	Initiative	Description	Strategic Pillar
Summer	School Supplies	Service for pre-ordering and delivering student school supply kits	Family Support & Navigation
Summer	Meet & Greet	Welcome event for families to meet the principal and PTA before school starts	Family Support & Navigation
Summer	Meet the Teacher	Annual event where families meet teachers and purchase Spirit Store items	Community Integration
Summer	B2S Teacher Luncheon	Luncheon to welcome teachers back and show appreciation before school begins	Family Support & Navigation
Summer	Kindergarten Play Date	Playdate for incoming Kindergarten students and families to build early connection	Community Integration
Fall	Community Sponsor Fence Banners	Visibility initiative allowing businesses to sponsor fence banners around school	Community Integration
Fall	Boosterthon	Major fundraiser involving student fitness and community pledges	Inclusive Enrichment
Fall	Fall Festival	Large fall-themed family event with games, food, and activities	Inclusive Enrichment
Winter	Holiday Art Project	Student art project held during school hours with seasonal theme	Inclusive Enrichment
Winter	Holiday Shoppe	Holiday-themed shop where students can purchase gifts for family and friends	Inclusive Enrichment
Winter	Literacy Week	Weeklong celebration promoting reading through themed events and	Family Support & Navigation

		activities	
Winter	Cultural Night	Evening event showcasing family cultural traditions and performances	Inclusive Enrichment
Winter	Family Dance	A schoolwide family event featuring music and dancing	Inclusive Enrichment
Spring	Art Show & EOY Celebration	End-of-year student art showcase and family celebration of student creativity	Inclusive Enrichment
Bi-Yearly	Teacher Luncheon	Mid-year or end-of-year luncheon to celebrate and thank teachers	Leadership Sustainability & Inclusion
Year Round	Spirit Wear	Sales of branded school apparel and accessories	Community Integration
Year Round	Spirit Nights	Fundraising nights at local venues where proceeds go to PTA	Community Integration
Year Round	PTA General Meeting	Quarterly PTA meetings to update families and vote on PTA matters	Leadership Sustainability & Inclusion
Year Round	Spirit Cart / Spirit Day	Monthly cart of small rewards sold to students during recess	Inclusive Enrichment
Year Round	Teacher Lounge Stock	Refresh and stock supplies/snacks in the teacher lounge	Leadership Sustainability & Inclusion
Year Round	Inclusive Classroom & Campus Projects	Small scale student-centered improvements to the learning environment such as flexible seating, calming spaces, or inclusive enrichment tools. PTA may advocate for larger facility improvements through district partnerships but will focus fundraising on accessible, high-impact goals	Inclusive Enrichment

III. **Measurement & Adaptation**

Quarterly board review of all priority KPIs

Pulse check surveys for parents and teachers after each major initiative

Mid-year board retreat for strategy adjustments (January)

End-of-year assessment with board recommendations for next cycle

3-Year Strategic Plan (2025–2028)

Theme: *Building Stronger Community Connections*

Strategic Priority 1: Inclusive Enrichment

- **Owner(s):** VP of Events, VP of Volunteers
 - **Timeline:** 2025–2028
 - **SMART Outcome:** By June 2028, provide 8+ cost-free enrichment opportunities, reaching at least 70% parent participation.
 - **Planned Actions:** Expand free events, secure sponsorships to remove cost barriers, and embed enrichment into the annual calendar.
-

Strategic Priority 2: Family Support & Navigation

- **Owner(s):** VP of Chairs, School Counselor
 - **Timeline:** 2025–2028
 - **SMART Outcome:** Reach 400+ parents with at least one family support resource or event by 2028.
 - **Planned Actions:** Grow the Parent Café program, expand mentorship for new families, and strengthen partnerships with local experts (e.g., UCF/Nemours).
-

Strategic Priority 3: Community Integration

- **Owner(s):** VP of Fundraising, Communications Chair
 - **Timeline:** 2025–2028
 - **SMART Outcome:** Launch 6 community-building initiatives, achieving 800+ total community “touches” (event attendance, sponsor engagement, campaign views).
 - **Planned Actions:** Deepen partnerships with local businesses and organizations, host neighborhood-based events, and expand sponsor recognition.
-

Strategic Priority 4: Leadership Sustainability & Inclusion

- **Owner(s):** VP of Volunteers, Secretary, Community Liaison
 - **Timeline:** 2025–2028
 - **SMART Outcome:** Increase volunteer participation by 30% year-over-year; onboard 5+ new chair-level leaders from underrepresented parent groups by 2028.
 - **Planned Actions:** Promote micro-volunteering, formalize onboarding playbooks, and strengthen succession planning for board roles.
-

Strategic Priority 5: Medical Community Engagement (*New*)

- **Owner(s):** President, VP of Events, Partnerships Chair
- **Timeline:** 2025–2028
- **SMART Outcome:** Establish 3+ formal partnerships with medical institutions; host 1 annual medical-focused event with at least 50% student participation; engage 200+ families in health-related programming.
- **Planned Actions:** Launch a *Medical Discovery Day*, invite guest speakers from hospitals and medical schools, and build recurring sponsorships with local healthcare organizations.

5-Year Strategic Plan (2025–2030)

Theme: Sustainability Through Engagement and Fundraising

Strategic Priority 1: Inclusive Enrichment

- **Owner(s):** VP of Events, VP of Volunteers
 - **Timeline:** 2025–2030
 - **SMART Outcome:** By June 2030, provide 10+ cost-free enrichment opportunities, reaching at least 75% family participation.
 - **Planned Actions:** Continue embedding enrichment events into the school calendar, expand access through sponsorships, and add new offerings based on family feedback.
-

Strategic Priority 2: Family Support & Navigation

- **Owner(s):** VP of Chairs, School Counselor
 - **Timeline:** 2025–2030
 - **SMART Outcome:** Reach 600+ parents with family support resources and events; ensure the annual Family Resource Guide is updated and distributed every year.
 - **Planned Actions:** Formalize the Parent Mentor program, provide translation services at multiple events, and grow Parent Café offerings to cover diverse parenting and developmental topics.
-

Strategic Priority 3: Community Integration

- **Owner(s):** VP of Fundraising, Communications Chair
- **Timeline:** 2025–2030
- **SMART Outcome:** Establish 10+ sustained community partnerships and host at least two signature community events annually.
- **Planned Actions:** Formalize a sponsor recognition program, create long-term partnerships with neighborhood businesses and nonprofits, and expand pride-building initiatives that connect families to LPE as their community hub.

Strategic Priority 4: Leadership Sustainability & Inclusion

- **Owner(s):** VP of Volunteers, Secretary, Community Liaison
 - **Timeline:** 2025–2030
 - **SMART Outcome:** Expand volunteer leadership by 50% from the 2025 baseline; ensure succession plans are documented for all major roles.
 - **Planned Actions:** Develop onboarding playbooks for all leadership positions, host annual leadership recruitment events, and embed diversity, equity, and inclusion practices into volunteer outreach.
-

Strategic Priority 5: Fundraising & Sustainability (New)

- **Owner(s):** President, Treasurer, Fundraising Chair
- **Timeline:** 2025–2030
- **SMART Outcome:** Meet at least 50% of the PTA's annual fundraising goal through sustainable sponsorships; establish a reserve fund equal to 12 months of operating expenses; formalize the "Medical Discovery" event as an annual signature program.
- **Planned Actions:** Develop multi-year sponsorship packages, anchor fundraising around one or two signature community events, and build financial reserves to ensure long-term stability. Partnerships with hospitals, medical schools, and local businesses will provide recurring financial support tied to community engagement.