



PLAN OF WORK (Plan de Trabajo)

Officer/Chairman Name:
(Nombre de Oficial/Presidente de Junta) Diane Ravitch

Position: (Posición) Advocacy Chair **Year: (Año)** 2024-2025

Responsibilities/ Duties: (Responsabilidades)	Share advocacy information from the TX PTA and Austin Council of PTA's with my community, invite speakers to share advocacy information at PTA meetings, and find ways to encourage engagement in my community.	Committee Members: (Miembros del Comité)	Diane Ravitch, Clara Hemphill, Anthony Cody
Goal: (Meta)	Educate our community about issues that affect our schools, identify and nurture advocates in the community, train interested parties how to advocate for their issues.	Evaluation Process: (Proceso de Evaluación)	Increase number of people who come to meetings and engage on related social media over time.

Specific Action Steps (Proceso Especifico de Acción)	Start Date (Fecha de Empiezo)	Completion Date (Fecha de Terminación)	Budget (Presupuesto)
SHARE: Work with campus communication team to ensure advocacy messages from the ACPTA and TX PTA are getting distributed to my community through newsletters, social media, and other communication avenues.	September	May	\$0
EDUCATE: Invite speakers to come to PTA meetings to talk about advocacy issues.	Sept. 16, Nov. 11, Feb. 20, Mar 18		\$0
ENCOURAGE ENGAGEMENT: Host and encourage postcard-writing parties. Host movie nights sharing documentaries about educational issues. Host a monthly book club for advocates.	September	May	\$100 (SNACKS)
TOTAL			\$100
Resources: (Recursos)	• Texas PTA • Austin Council of PTAs • Who Represents Me?		

Advocacy Plan of Work Officer/Chairperson Name: Position: Advocacy Chair Year: 2024-2025		
Responsibilities/Duties: • Educate community on advocacy issues and legislative priorities • Share advocacy news, important dates (e.g. elections), and resources with Zilker community • Help community identify their representatives • Share and model opportunities for action • Identify and partner with potential advocates in the community • Listen to community members (administrators, teachers, parents, students) about challenges/issues important to them, help share their stories, and engage members to find solutions		
Goal: • Increase awareness of issues within our community and the greater Texas public education system • Represent our school at PTA Rally Day • Create committee of engaged, solutions-focused parents		
Specific Action Steps	Start Date	Completion Date
Include an advocacy share in every PTA newsletter and weekly on social media	Sept, 2024	May, 2025
Attend PTA Rally day with fellow members and students	Feb, 2025	Feb, 2025
Invite speakers to general meetings	Sept, 2024	May, 2025
Present at general meeting on public education funding	Sept, 2024	May, 2025
Model action by using a PTA meeting to call or write to representatives	Sept, 2024	May, 2025
Estimated Budget: ▪ \$500 - bus and lunch for PTA Rally Day ▪ \$50 - stamps and postcards		
Resources Needed		
Collaboration: (what other committees are involved) • Communications Chair - how best to disseminate advocacy information/alerts • Principal Smith - how to identify students to attend Rally Day		
Communication Plan: (how and when will you inform parents and teachers) ▪ Advocacy share in every PTA newsletter ▪ Social media posts		
Volunteers: (how many and who will identify) - may need volunteers for Rally Day		
Evaluation Process: (we will be successful if...) ▪ Hear from community members that they were empowered to take action ▪ Create a longstanding advocacy chair position that gives community members a way to be heard		
Committee Members: TBD		

Advocacy Plan of Work Officer/Chairperson Name: Position: Advocacy Chair Year: 2025-2026			
Responsibilities/Duties: • Educate community on advocacy issues and legislative priorities • Share advocacy news, important dates (e.g. elections), and resources with school community • Share and model opportunities for action • Identify and partner with potential advocates in the community • Listen to community members about challenges/issues important to them, help share their stories, and engage members to find solutions Goal: • Increase awareness of legislative issues affecting public education • Increase participation of PTA members in calls to action			
Specific Action Steps	Start Date	Completion Date	Budget
Include an advocacy share in every PTA newsletter and weekly on social media	Sept, 2025	May, 2026	\$0
Send out calls to action via email when PTA members need to take a stand on an issue	As needed	Ongoing	\$0
Encourage and coordinate a group to attend Straight Talk in February	Feb, 2026	Feb, 2026	\$0
Invite speakers to general meetings	As needed	Ongoing	\$0
Host a civics presentation for grades 4-5 through Worker Bee Civics	Sept, 2025	Dec, 2026	\$500
Include advocacy in school events (e.g. voter registration, secure gun storage information)	Sept, 2025	Ongoing	\$0
Resources Needed			
Collaboration: (what other committees are involved) • Communications Chair - how best to disseminate advocacy information/alerts • Principal Smith - coordinate on civics presentation and advocacy participation in school events			
Communication Plan: (how and when will you inform parents and teachers) ▪ Advocacy share in every PTA newsletter ▪ Social media posts ▪ Dedicated emails for calls to action			
Evaluation Process: (we will be successful if...) ▪ Hear from community members that they were empowered to take action			
Committee Members: Interested parents and community members			
Other Resources: ACPTA Google group; non-profit organizations engaging in public education advocacy; current district legislators; legislative blogs, websites, and social media accounts			



Example Plan of Work *Muestra Plan de Trabajo*

	Executive Board Member Name: (Nombre del Miembro de la Mesa Directiva)	
Position: (Posición)	Advocacy Chair	Year: (Año)

Reproduce as needed for the appropriate number of goals.

(Reproducir según sea necesario para el número apropiado de metas)

Responsibilities / Duties: (Responsabilidades/ Obligaciones)	Communicate information to the executive board and members on important legislative activities affecting education Foster participation in the political/legislative process.	Committee Members (Miembros del Comité): Interested parents, students, and community members.
Goal: (Meta)	Increase participation by executive board members and PTA members who contact their elected officials to advocate for PTA positions.	Evaluation Process (Proceso de Evaluación): Response to calls to action and members and PTA members who contact representatives

Specific Action Steps (Pasos de Acción Específico)	Start Date (Fecha de Inicio)	Completion Date (Fecha de Terminación)	Budget (Presupuesto)
Create an email distribution list for legislative news and send a call for action items.	September	September	\$0
Write email newsletters to inform members of legislative action related to PTA priorities and inform/encourage voting in elections.	September	Ongoing	\$0
Send out a call for action when PTA members need to take a stand on an issue.	As needed	Ongoing	\$0
Encourage and coordinate a group to attend Rally Day (in odd-numbered years) and Straight Talk (in even-numbered years). For Rally Day, consider arranging transportation.	October	March	\$0-\$500
Find volunteers for forums (can be held jointly with other organizations, such as the League of Women Voters).	September	April	\$0-\$100

Resources: (Recursos)	Council Representative, Texas PTA Field Service Representative, former members active in legislatures, current district legislators, legislative aides, newspapers, League of Women Voters, legislative blogs and websites
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