



All In: A Practical Playbook for PTA Enrichment Programs

From idea to implementation — everything you need to get started.

PRESENTATION SPEAKER



Chris & Kelly Plunkett

Founders, Focus Sports

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Chris and Kelly Plunkett are the leadership team behind Focus Sports. Combining Chris's firsthand experience as a former Local PTA Unit Enrichment Coordinator and CCCPTA VP of Programs with Kelly's executive background in strategy and leadership development, they intimately understand the unique operational challenges that Local PTA Units face. Driven by their core philosophy that "everyone learns, everyone plays," they are dedicated to making high-quality programs accessible and manageable for school communities.

They have operationalized these strategies by creating Focus Enrichment, a division of Focus Sports that provides a complete, end-to-end logistical framework for Local PTA Units. This comprehensive management system recently earned them the Chesterfield County Council PTA (CCCPTA) Community Partner of the Year award. At this year's conference, they are eager to share these battle-tested strategies to help fellow PTA leaders build sustainable, highly efficient, and effective programs.



CCCPTA Community Partner of the Year 25/26

Workshop Objectives

1 Why Enrichment?

2 Program Design Essentials

3 Partnerships, Space & Budget

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children whose parents want an afterschool program can't get into one



Programs build belonging and give kids a safe, structured environment

Exposure to new activities foster discovery, growth and creativity

YOU can make this solution available at your school

Source: Lost Opportunity: Afterschool in Demand, But Out of Reach for Many (Fifth Edition, October 2025)
— afterschoolalliance.org/documents/AA3PM-2025/

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“

What is one enrichment activity you wish existed when you were in school?

”

Enrichment $\neq$ Babysitting

It is an extension of learning



20 Point Gains

Up to a 20-percentile gain in math scores for students who attend regularly

83% Increase in Connection

Students feel more connected with their school

49% Reduced Absenteeism

Nearly half of previously chronically absent students improved their attendance

77% Improved Classroom Engagement

Teachers report improved student motivation and participation

Source: <https://afterschoolalliance.org/documents/The-Latest-Research-on-the-Impact-of-Afterschool-and-Summer-Programs-2024.pdf>

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Core Program Principles



Diverse Offerings

Offering a variety of program types (sports, art, STEM etc.) ensures that every child gets the chance to try something new



Clear Communication

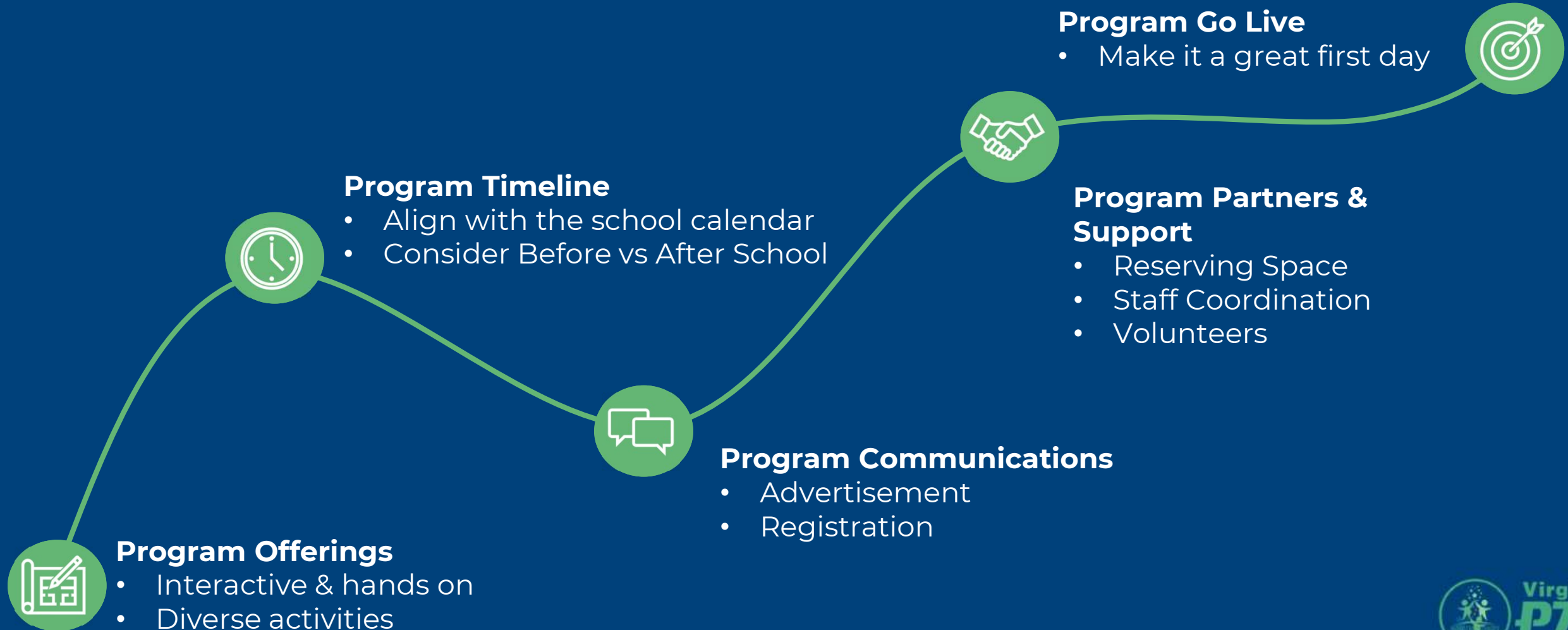
Make it easy for partners and families to engage with the program



Program Stability

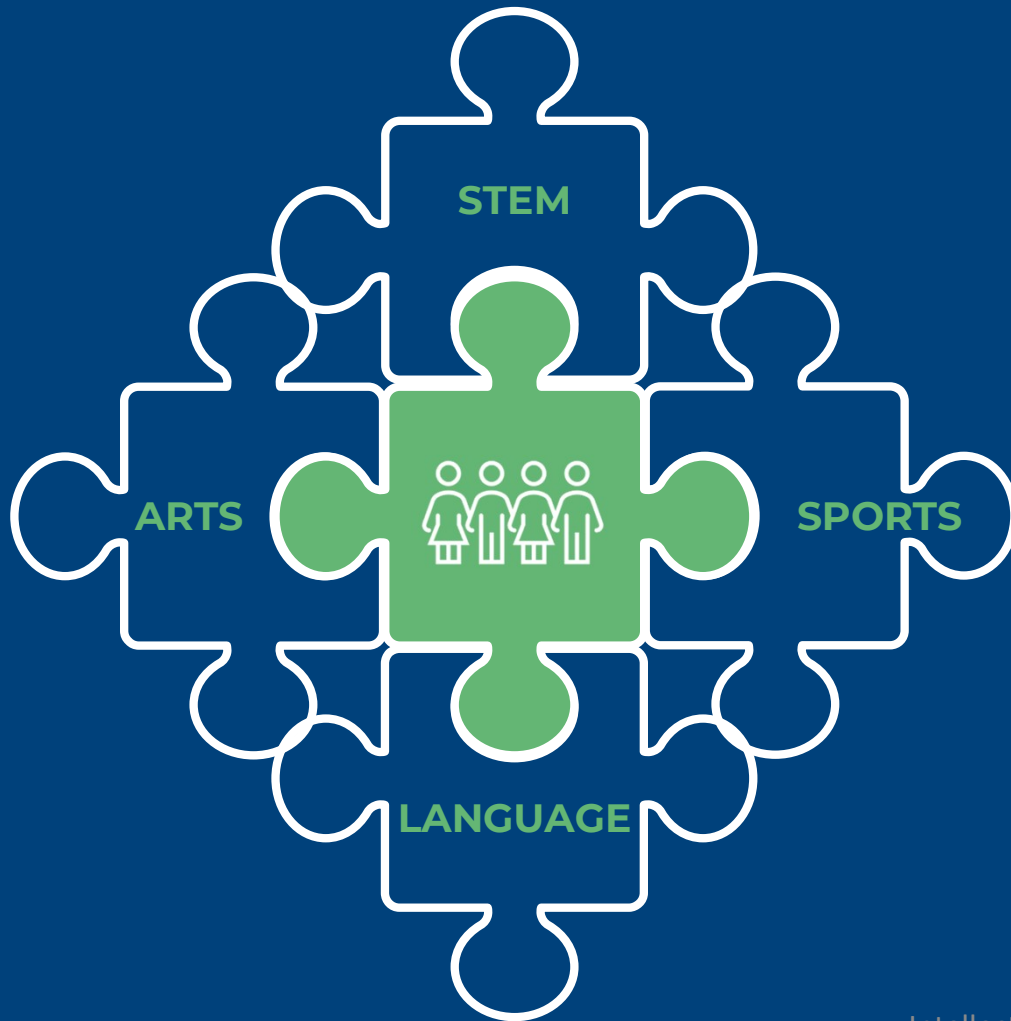
Scalable, repeatable, and documented procedures ensure program stability even when volunteers change

Program Essentials Roadmap



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Diverse Program Offerings



Basketball **Theater**
Pottery **Orchestra**
Pickleball **Cooking** **Dance**
chess **Art** **Volleyball**
Archery **Language** **Legos**
Coding **Backyard Games**
& more...

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Program Timeline



1

JUNE – JULY

Lay the groundwork

- Confirm program dates with the principal
- Set a narrow registration window
- Request class proposals from vendors & teachers

2

AUGUST

Build the schedule

- Review proposals & draft the class schedule
- Confirm vendors and reserve spaces
- Create the flyer and registration site

3

SEPTEMBER

Open registration

- Distribute flyers in back-to-school packets
- Monitor sign-ups; cancel under-enrolled classes
- Send invoices and confirm payments

4

BY OCTOBER

Classes begin

- Share final rosters with vendors & coordinator
- Hand off on-site logistics
- Begin planning the spring session

Program Communications



1

Advertise widely

Flyers in back-to-school packets, the PTA website, and social media posts get the program in front of every family.

2

Keep registration simple

A narrow registration window with a clear sign-up site and a registration deadline keeps things manageable.

3

Confirm and collect

Send class confirmations and payment invoices promptly, with a due date before classes begin.

4

One point of contact

Give families a single email address to reach with questions to keep communication clear and consistent.

Program Partners & Space



Invite Teachers & Staff

School staff with a hobby or talent make great instructors and deepen connection.



Choose Your Vendors

Build a roster across sports, arts, STEM, and language so every child finds something that excites them.



Reserve the Spaces

Match each class to a classroom, gym, or field.



Line Up Volunteers

Recruit PTA volunteers for sign-in, sign-out, and snacks so it runs smoothly.

Regional Specific Considerations



Vendors and Volunteers need to be approved to enter the school. There may be a specific process for this – i.e. Rapid Identity.

Space Reservations need to be approved. Understand who the decision maker is– i.e. Parks & Recreation.

Snacks may be required based on school demographics.

Budget



Enrichment works best as a self-funded program rather than a fundraiser

Optional – You can request a nominal donation to the PTA at registration to fund the cost of 1 class for each volunteer

Can be used as a driver for PTA membership sign-ups

This CAN be offered at no cost to the PTA.

Make it a Great First Day



1

Vendors arrive early

Class instructors check in at the front office 15 minutes before program start and bring a photo ID; classes run either immediately before or after school.

2

Coordinator on site

The on-site faculty coordinator directs instructors to rooms and handles day-of logistics — you don't have to be there.

3

Volunteers for sign-in/out

PTA volunteers manage student sign-in, sign-out, and snack distribution (where applicable) so students stay safe and accounted for.

4

Communication is ready

Families have instructions, payment confirmations, and a contact for questions before day one. Vendors have rosters.

Q&A + Action Planning



My Next Step (due in 2 weeks):

I will: _____

Who I will share this with: _____

QUICK WINS TO GET STARTED

1

Brainstorm ideas for possible programs to support my school

2

Identify one community partner

3

Schedule a meeting with your principal

4

Talk to 5 families about interest



YOU'RE ALL IN.

Now go build something amazing for your school.



Assess needs



Design program



Find partners



Implement & Grow

Questions? Resources? Let's talk — founder@focusenrichment.org

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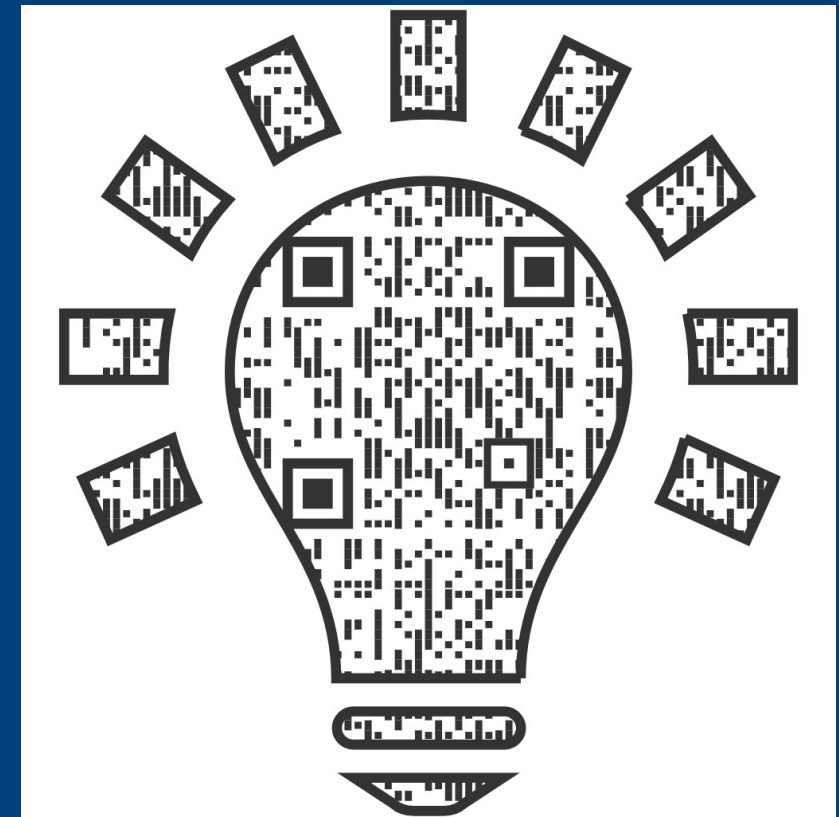
INTRODUCING

Focus Enrichment Support

A NO-COST SOLUTION FOR YOUR PTA

Focus Enrichment partners with your school to deliver high-quality enrichment programs at no cost to your PTA. We handle everything — you just show up.

www.focusenrichment.org
www.focussportsva.com



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