**2020-202 MCCPTA Membership & Engagement Committee**

**October 2020 Report**

**Committee: Membership**

Chair: Carrie Palsson

**Other Members:**

Tracie Potts, Vice Chair of Engagement.

**Membership Number as of October 31, 2020: 12,203**

Payments from previous year: $865

Last year by the end of October we had 14,924 members.

**Member Cards:**

* + Maryland PTA sent physical cards to PTAs that were not signed up in Memberhub. I was able to secure the list of schools that received membership cards and distributed it to the following MCCPTA groups.io: delegates, board, membership, presidents, treasurers.
		- Any unit that does not want to deal with physical cards can use Memberhub to distribute electronic cards.
	+ Any unit that received cards was advised to keep them in a safe place until they could be distributed.
		- Each card is worth $4.25. Unused or damaged cards should be returned to MD PTA.
		- Local units that plan to use Memberhub to distribute physical cards should mail cards back to MD PTA.
	+ Tonya Sweat at MD PTA told me that local units now have the ability to import member lists into Memberhub. One of our local units told me this is not true and that she confirmed it with Memberhub. I asked Tonya Sweat for clarification and never received a reply.
	+ I communicated to MD PTA that many of our local units have no way to access their member cards if they were mailed to schools. I told MD PTA that card packets may end up lost since many (most?) of our buildings are currently closed to volunteers.
		- I repeatedly asked MD PTA to confirm that the cards were sent to the school addresses and not the addresses on the ballot they mailed out, but I never received a reply for MD PTA.
	+ Local units should be encouraged to keep the cards and hand them out when possible! Members have a right to their cards and will need to show their cards if they want to vote at MD PTA state convention or run for a state office. I definitely understand the frustration with the cards, but that doesn’t change the fact they are necessary.

**Payments to MD PTA:**

* I have been advising local units to refrain from paying MD PTA dues until we receive explicit instructions from National PTA.
* Many units are confused about the difference between MCCPTA and MD PTA.

**Membership Challenge:**

* Units that paid 2020-2021 dues by Oct. 26 for at least 30% of their total membership from 2019-2020 are entered to win a drawing for a custom table cloth.
* We can do drawing at Nov or Dec Delegates Assembly as I did not have enough time to do calculations in October.
* I will announce next membership challenge at next DA (pay for at least 60% of the dues they paid last year PLUS provide a screen shot of their social media using the new National membership drive graphics)

**Plans:**

* Host a Zoom meeting with membership chairs/other interested parties from local units to share ideas for growing membership in this environment
	+ Send out pre-survey to find out some ideas on what is working and what questions people have
	+ Is there someone at National we can engage to share National strategy?
* Continue sending out monthly statements

**Concerns:**

* Local units are concerned about numbers since we are unable to utilize traditional recruitment strategies
* Many, many families are in crisis and are not thinking of PTA membership—some consider it crass talk about PTA membership during this time.
	+ We need to flip this attitude—How can PTA help them during this time? How can we engage them? Show value!
* Local units need to make sure they are not using membership dues as a fundraiser. They should make sure anyone who wants to be engaged does not have financial obstacles in their way—this message needs to get out to the higher income schools in particular
	+ Local leaders have reached out to let me know schools are still expecting big ticket items/dictating the PTA’s budget. I have explained that the school does not get to dictate the PTA’s budget. I think we need more education on this for local leaders. Membership does not seem the correct launch point for this training.
		- PTA’s acting as a school’s piggy bank continue to enable gross inequities among our schools. I don’t have answers, but it is a huge problem