

2017-2018 MCCPTA Membership Committee

Committee: Membership

Chair: Carrie Palsson, Dr. Sally K. Ride PTA Treasurer

Email: pta@palsson.us

Address: 19530 White Saddle Dr., Germantown, MD 20874

Phone: 301-528-2728 (h) 240-383-5507 (c)

Other Members:

TBD

Vision

The membership committee strives to give local units the tools they need to recruit members to join the PTA. We encourage them to teach their school community that the PTA is first and foremost an advocacy organization that works to support the education of all children.

Goals

Increase membership countywide

Target and support units with decreasing membership

Provide ready-to-use resources

Regularly communicate with local units to provide encouragement & support

Action Steps

Organize Fall/Spring training membership workshops

Determine goal & track progress monthly

Update membership campaign theme & online toolkit

Promote monthly contest & solicit incentives

Regularly utilize membership e-list

Engage local PTAs to boost membership

Identify membership award winners

Activity	Details	Deadline
Spring Training	Create a session to train incoming Membership chairs	April 15
Goal-setting	Review the data from 2016-2017 to create goal for this school year	Sept 5
Goal-tracking	Analyze monthly SOCA reports.	All year
Fall Training	Carrie to co-lead with support from Tracie or	September 10
Campaign	Update online toolkit as needed	September 1
Incentives	Solicit prizes for monthly incentive for PTAs that meet benchmarks .	September 15
Communication	Send out bi-monthly e-mails to local units via Mailchimp e-list that share ideas/best practices, plus monthly updates from chair on goals, tips and shout-outs to top performers.	Begin August 25
Engagement	Contact locals to share campaign/materials, explain goals, stress membership + advocacy, engage low/no membership PTAs, identify and troubleshoot issues and encourage all PTAs to maintain/improve. Encourage committee members to visit local PTAs in their clusters/areas to share campaign/materials, explain goals, stress importance of membership for advocacy, specifically target low/no membership PTAs, identify and troubleshoot issues and encourage all PTAs striving to maintain and improve membership!	All year
Awards	Identify PTAs with best growth and <i>maintenance</i> records for recognition at the Presidents & Principals dinner.	May 1

Meeting Schedule

TBD after members of committee are identified

Expenses

\$250 for general office supplies, incentive certificates, training materials