**2021-2022 MCCPTA Membership & Engagement Committee**

**October 2021 Report**

**Committee: Membership**

Chair: Carrie Palsson

**Other Members:**

None—I desperately need help! Please e-mail me at membership@mccpta.org to see how you can take part

**Membership Number as of October 6, 2021: 4,542**

**Payments have been made by 36 units**

Payments from previous year: $182

Last year we had 661 members as of September 21, 2020 so we are doing much better.

***Meetings Attended***

September Delegates Assembly

***Activities***

* Announced the September Membership Challenge (pay for 25 membership by September 30th to qualify to win a table cloth or a $25 Giant gift card)
* Sent membership suggestions to membership groups.io and answered questions as they came in.
	+ Have heard from a few schools that they will re-engage PTA this year!
* Spoke with Wayne at National PTA about membership cards and Memberhub
	+ We will not be using membership cards
	+ Free State PTA is in negotiations with Memberhub
	+ Per Laura Stewart and David Griffith (Free State board members who reported at the September MCCPTA Delegates Assembly) Memberhub is hesitant to enter a contract with Free State since they still have a contract with the de-chartered MD PTA people.
		- No local units should sign up to use Memberhub until they hear from Free State PTA
		- Current units that are using Memberhub can continue to do so but should not make any dues payments through Memberhub. All dues payments should be mailed via check to Free State PTA c/o National PTA
		- Memberhub gives de-chartered MD PTA people access to officer information so carefully consider who you list as an officer.
* Worked with Pam (office manager) to iron out details of using google forms as a dues coupon. It works well to collect information but there seems to be a disconnect between people filling out the form and getting check in the mail.
	+ We will continue to use an excel spreadsheet in One Drive as our official reporting mechanism. The google sheet generated by the google forms is too messy and does not work as we envisioned.

***Planned Activities***

* Request blue book data from Pam so I can update my mailing list and send out membership statements to presidents to encourage more payments.
* Send out parameters for November Membership Challenge (as soon as I create it!)
* Lead training sessions being organized by Frances Frost (Training Chair)
* Send in updates for membership section of website
* Create Membership Awards for the year and get them over to Pam. I’d like to work with the Awards chair on this if possible.

***Questions***

* I saw an e-mail that the Communications team may purchase AtoZ (AtoZ has been purchased by Membership Toolkit, fyi). Is that for internal use for MCCPTA BOD? Will there be some offer or discount for locals to use it? I have had locals complain that they cannot afford Membership Toolkit and they are looking for a free or low cost solution to membership management.