

2019-2020 MCCPTA Membership Committee

September 2019 Report

Committee: Membership

Chair: Carrie Palsson

Other Members:

TBD

Membership Number as of October 3, 2019: 6,915

Payments from previous year: \$1015

Payments in from 35 local units

Activities:

- Ran summer membership contest. Only two units qualified
- Worked with Laura Mitchell to distribute MD membership cards to local units that had cards released from MD PTA. Cards were distributed at the MCPS Back to School Fair, in two meet ups, at the fall training, and at individual meet ups. All left over cards were dropped in the pony (MCPS's internal mail system)
- Answered many questions about cards, membership prices, etc.
- Led two training sessions at fall training
- Joined MD PTA membership committee
- Learned that starting next year all units will be required to use Membership Hub, which will be provided free by MD PTA. Units have the option of using it this year.
 - Unit questions:
 - ◆ does this system provide online and/or print directory
 - ◆ Does this mean membership cards will be digital next year?
- Attended September DA and Committee Fair. Have two people interested in joining committee.

- Gave summer membership contest winners their prizes and certificates.
- September membership contest--Report 25 staff members and pay dues for them postmarked by Sept. 30th. We had 15 schools qualify. It has been suggested that we do the staff contest later in the year next year since staff members are not paid until late September.
- Decided to do away with the current end of year membership contests that include schools with highest engagement. This system leaves little room for lower income schools to win awards. Instead, we will create two or three awards that are merit based and that the local units must apply for. Two ideas--award for innovative way to increase diversity in membership; award for innovations in gaining membership in general

To Do:

- Continue giving units support and encouragement as they ask questions
- Compare MD PTA payments to MCCPTA payments and encourage units to get in their money.
- Create October challenge and advertise it to units
- Contact prospective members and get them started
- Figure out end of year awards and application
- Order prizes for membership monthly winners now that we have a larger budget for prizes. Idea was to order PTA table clothes or runners, and a registration for MD PTA convention
- Put in receipt for copies made for training