

2016-17 MCCPTA MEMBERSHIP COMMITTEE
YEAR-END EVALUATION
(as of June 1, 2017)

Members Tracie Potts, chair
Diane Pelton, Cloverly ES PTA President
Lynne Harris, MCCPTA President (former DCC Area VP)
Kadijah Barkley, Wheaton HS Secretary/GBTLA Exec Dir
Michelle Ali, South Lake ES PTA President/Membership Chair

Activities Conducted Spring/Fall Training Membership Workshops
Created online toolkit with chair instructions and ready-to-use resources
Developed monthly “Membership Challenge” with sponsored incentives
Established membership chair mailing list
Tracked membership monthly, reported to BOD & posted on MCCPTA.org
Completed membership audit with Audit Committee (all dues deposited)
Calculated year-end membership awards

Expenses \$225.82 (for year-end awards)

Income \$43,042 dues (as of June 1, 2017)

Objectives/Outline steps, including time frame

Activity	Details	COMPLETED?
Training	Conduct Spring/Fall training workshops	Completed
Goal	Set goal	Completed (50k=last year’s membership. Goal not public)
	Review last year’s data to identify trends	Completed
	Track progress via monthly SOCA reports from MDPTA	Completed
	Identify and reach out to support and assist PTAs with low/no membership	Completed (emails Dec & Mar)
Campaign	Preparing “ready to use” theme, logo, sample materials that PTAs can customize and use. Designer ready pending approval. (See WA State PTA sample).	Completed (Created 10-page online toolkit with instructions, forms and ready-to-use resources. Volunteer was unable to complete custom logo; used generic with theme “Every Voice Counts.”)

2016-17 MCCPTA MEMBERSHIP COMMITTEE
YEAR-END EVALUATION
(as of June 1, 2017)

Incentives	Solicit 7 gift cards for Sept-Mar monthly incentive drawing (at DA) for PTAs that meet specific, pre-announced benchmarks (similar to last year's MDPTA 100 campaign)	Completed (Giant donated \$1,750 gift cards used for monthly & year-end awards; Advanced Imaging donated 7 custom banners for monthly grand prize)
Communication	Request BOD approval to create a new listserv for membership chairs, presidents and others responsible for and interested in membership issues. Open exchange for sharing ideas/best practices, plus monthly update from chair on goals, tips and shout-outs to top performers.	Completed (BOD approved 6-1-16. Mailing list – not listserv exchange – established by Sept for chairs and presidents at schools with no chair. Weekly emails through winter, fewer in 2017.)
Engagement	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!	NOT completed
Awards	Identify PTAs with best growth and <i>maintenance</i> records for recognition at the Presidents & Principals dinner.	Completed (17 awards given to 14 PTAs/PTSAs)

Membership Totals (as of June 1, 2017)

- **43,042** (3,631 – 8% - below last year)
- 171 units have paid dues (89%)
- 22 units paid NO dues (11%)
- Last year's membership for units not paid = 2,348
- 7 units have paid no dues for two years

PTA Mission/Values Addressed

- Engaged and empowered 43,042 parents, students and staff to lend their voices to advocacy and participate in PTA/school events.
- Collaborated with two local businesses to provide membership challenge incentives.
- Reflected the diversity of our county by recruiting members from all backgrounds.
- Remained accountable through monthly membership reports to the Board of Directors and Delegates Assembly and (new) posting total membership updates on MCCPTA.org.

2016-17 MCCPTA MEMBERSHIP COMMITTEE
YEAR-END EVALUATION
(as of June 1, 2017)

Suggestions For Next Year – WHAT WORKED

- Membership Challenge/Incentives: Lots of engagement with local units. Many won multiple \$25 gift cards during monthly challenges. Recommend continuing next year.
- Membership mailing list: Good feedback from membership chairs about weekly fall/winter emails featuring successful PTAs, deadlines and recruiting tips.
- Online Membership Toolkit: Good feedback from those who used it. Better promotion and updates are needed.
- Advocacy & Volunteering: Recommend continuing the message connecting membership to advocacy (there's strength in numbers!) and disconnecting membership from volunteering (you don't have to volunteer to join).

Suggestions For Next Year – NEEDS IMPROVEMENT

- Card distribution: MDPTA's mid-August decision not to mail membership cards as in the past caused late confusion and distribution delays. MCCPTA eventually picked up remaining cards (most) and distributed at fall training, and PONYied the rest to schools. Many locals didn't have cards in time for back-to-school events. Suggestion: coordinate distribution plan much earlier with MDPTA.
- Goal: Our non-public goal this year was 50,000 (slightly more than last year). We fell short of that, and last year's membership by 8%. Revisit goal this year.
- Dues: Many PTAs are still confused about payments. Despite an abundance of communication via email and trainings, many still don't realize that MCCPTA dues are separate from MDPTA, paid monthly to a separate address. After much explanation to individual PTAs, 15 still have paid MDPTA this year but not MCCPTA (7 have paid neither, equaling 22 delinquent PTAs. See attachment). Because MCCPTA doesn't invoice, many treasurers – especially new treasurers and those who come aboard mid-year – are unaware the payments is due. Suggestion: consider quarterly invoices only for PTAs that haven't paid minimum dues, along with earlier outreach (direct and via Cluster Coordinators) to these units.
- Payment Timing: Many PTAs pay once a year, or at the end of the year, despite wide communication that dues are due monthly. Encourage earlier payments to improve MCCPTA cash flow. When many units pay at – or after – the March deadline, funds for earlier events and planning are restricted.
- 2-year delinquent PTAs: Seven (7) PTAs haven't paid MCCPTA dues for two years (see attachment). Three *did* pay MDPTA (5 paid MDPTA last year) - they're just not paying US. Dues payment is a SOCA requirement. After 1-2 years non-payment, are these units

2016-17 MCCPTA MEMBERSHIP COMMITTEE
YEAR-END EVALUATION
(as of June 1, 2017)

still affiliated, or do they just lose their vote at Delegates Assemblies? Do we still advocate for them? This needs to be addressed.

- Countywide theme/logo: Good idea, not widely promoted. Revisit next year.
- Mentoring: Matching low-membership/engagement PTAs with high-membership/engagement PTAs in the same or nearby clusters. Good idea – didn't happen due to lack of time and personnel. Revisit next year.
- Committee duties: Consider assigning specific duties to each member, such as tracking membership, emails, calculating incentives, following up with delinquent PTAs, etc.
- Mid-year membership: Work on a strategy to increase post-January reporting.