

MEMBERSHIP - DIVERSE AND ENGAGED



GOAL 1

Support and strengthen established PTAs throughout the state in retaining and increasing membership.

OBJECTIVES

FOCUS ON BUILDING A DIVERSIFIED AND INCLUSIVE PTA MEMBERSHIP

Plan of Work

- » Work with the Utah PTA Diversity & Inclusivity Specialist to find ways to increase diversity in our membership and implement the Utah PTA DIO plan.
- » Student Leadership Commissioner, Community Engagement Commissioner and Diversity & Inclusivity Specialist work together to create collaboration between PTSAs and Latino's In Action

SET AND PROMOTE A MEMBERSHIP GOAL EACH YEAR

Plan of Work

- » Work with regions to encourage local units to set goals to increase membership by 10%. Utah PTA's membership goal is to increase membership to 80,000 memberships. Focus on Utah PTA membership awards, especially the Beehive Award

IDENTIFY AND SUPPORT AT RISK PTAS

Plan of Work

Members of the membership committee will be assigned a specific region to support and liaise with regarding membership growth and challenges.

- » Liaisons and region directors will reach out to At Risk PTAs in early October and throughout the year.

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GOAL 2

Promote the value of PTA membership by increasing public perception and awareness of PTA.

OBJECTIVES

INCREASE BRAND RECOGNITION AT PTA SPONSORED EVENTS AND PROGRAMS

Plan of Work

- » Continue promoting signage at events and in newsletters, social media, etc.
- » Continue training on "Why PTA" and the value of PTA, and how to create value messaging.

INCREASE ADVOCACY AWARENESS

Plan of Work

- » Work with the Utah PTA Advocacy VP to increase awareness of advocacy efforts in Utah through a new advocacy membership challenge leading up to the legislative session in Utah.

PROVIDE RESOURCES TO LOCAL PTA LEADERSHIP, FAMILIES AND COMMUNITY MEMBERS

Plan of Work

- » Continued weekly social media posts and occasional newsletter articles with available resources, tips to increase membership and information about membership awards.
- » Continually update and improve membership resources on Utah PTA website.

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GOAL 3

Seek opportunities for all public schools in Utah to benefit from an active PTA

OBJECTIVES

RECRUIT ALL NEW SCHOOLS TO START A PTA

Plan of Work

- » Membership committee will work with region directors to send letters and personal invitations, and help ensure the New Unit procedures are understood.

INVITE INACTIVE SCHOOLS TO RE-ENGAGE A PTA

Plan of Work

- » Membership committee liaisons work with region directors in reaching out to schools to provide information about "why PTA."

PROVIDE START-UP SUPPORT FOR ALL NEW AND RETURNING PTA'S, INCLUDING UNDERSERVED AND DIVERSE POPULATIONS WITHIN THE STATE

Plan of Work

- » Work with the Leadership Committee to continue providing current training for various PTA positions.
- » Continue improving classes provided at Utah PTA convention