

Membership Committee Work-Plan 2007-08

Committee Members include liaisons from each cluster

Vision: Improved communication to parents, students and staff of the benefits of PTA membership for more active participation in MCCPTA

Goal for the year: Increase MCCPTA membership by 18%

Action Plan:

- Work on Public Service Announcements;
- Write joint letter from Jane and Dr. Weast to staff;
- Monitor membership reports from MCCPTA and State;
- Send out reminders of dues and deadlines;
- Provide support for Online Membership Data Reporting;
- Compile “best practices” and tips to increase membership;
- Contact locals with high membership numbers to gather information on best practices;
- Contact locals with low membership numbers to assess membership problems;
- Continue to add to the “best practices” list;
- Provide support for locals at Back to School Night;
- Contact each area vice president and cluster about efforts to increase membership;
- Develop tier system based on membership numbers to better work with those school needing assistance in building membership;
- Send out communication explaining benefits of PTA membership;

Expenses: Request initial funding of \$2,000 for printing, postage and PSA production.

Respectfully submitted by Susan Asbury Stavenhagen