

## School of Excellence and PTA Membership

Over 50% of 2017-2019 National PTA Schools of Excellence reported a growth in PTA membership or increased participation among families and school staff. Here's what some of them had to say:

**La Presa Elementary PTA, California** "Yes, through our engagement initiative, we were able to increase unit membership by 15% from the previous year. I truly believe that the more visible the PTA leadership was and focusing on creating a more welcoming environment, the more responsive and open parents were in being involved with the school, not just PTA related events."

**Floranada Elementary PTA, Florida** "We sent out a flyer 'Calling all Males' in January. We ran a contest with each class in each grade level K-5, and the class that was able to get at least 1 male to join the PTA whether it be a Friend, Dad, Grandfather, Uncle, the class would receive a popcorn party. Then the class that was able to get the most males to join in that grade level would receive a Pizza and a popcorn party. We were able to increase the male membership by 35 males."

**Palmetto Elementary School PTA, Florida** "...Our PTA saw an increase in mid to end of year memberships as a result of the effective and engaging programs we implemented over the course of the school year."

**Johns Creek High School PTSA, Georgia** "Our PTSA has a solid membership, with over 965 members, including 100% of our teachers. We did see a steady rise in membership as our school year progressed. In particular, we showed an increase in our student membership by mid-year, from 323 to 380 students joining to benefit from our PTSA scholarship opportunities and the PTSA student ambassador leadership program. Also, with the translation of our membership documents into several different languages, in tandem with the programs to welcome non-English speaking families, we are encouraged by the interest of these families in PTA. We believe our continued welcoming efforts for our diverse community will lead to even more members in the approaching school year."

**Bob Beard Elementary PTA, Texas** "OH MY YES! Not just on membership but also just in the willingness and eagerness of parents who had been too intimidated or shy to volunteer or introduce themselves. The environment is so much more welcoming now! At the start of the year we announced our goals with PTA School of Excellence. The response was immediate and just improved even more over the course of the year. Parents really welcomed the idea and concept of incorporating the National Standards for Family-School Partnerships, and we had almost 100 more people join our PTA than the previous year, even though our student population had actually declined."

**Lowell Smith Middle School, Texas** "Yes, we have seen a positive impact in our PTA membership at SMS. As PTA involvement has increased with our families and community, our membership has had an overall increase as well." "The National PTA School of Excellence program has made a tremendous impact for our students, staff, and community. The application process has allowed for us to examine how we can better serve our entire community with unique strategies." Mr. William Allen, SMS Principal, Cleburne, Texas

**Spring Branch Middle School PTA, Texas** "Yes, with more communication and volunteer opportunities, our membership increased by 133 members."