

## School of Excellence and PTA Membership

Did you know that the National PTA School of Excellence program helps PTAs grow membership and engagement? Here is what some of our 2019-2021 National PTA School of Excellence Program Leaders had to say when asked if they saw an increase in PTA membership and participation among families and school staff.

### **Adams Elementary PTA, Oklahoma**

“Once families felt more empowered, we saw an increase in parents wanting to join and become informed on how they could help make our school a better place.”

### **Bear Path PTA, Connecticut**

“Bear Path School saw an impact on PTA membership and the level of involvement and responsiveness from our community this year...participation in our end of year PTA Excellence survey almost tripled from the start of the year! I would say we have increased awareness and PTA involvement in our school!”

### **C.C. Duff Elementary PTA, Texas**

“We not only saw an increase of 130% in membership, engagement of grandparents, men, students, and community members also increased. Additionally, our members felt a greater sense of contribution - through fundraising, participation, and shared decision making.”

### **Cobb Middle School PTA, Texas**

“Our membership grew from 754 in 2017-2018 to 1,156 in 2018-2019. That is a 153% increase! We feel this was due in a large part to our student membership initiative plan implemented to help students feel a value to their own voice. We planned two membership events for students to attend that were school dances and were ones that supported our focus to better ensure emergency preparedness, school, and personal safety. We also wanted students to join and know that their voice would be heard, which kept with our goal to speak up for every child and empower families to advocate and support student’s success in school.”

### **Dozier Elementary PTA, Texas**

“This year, we did see an impact on PTA membership. We have more PTA members now than we’ve had before. I believe that with the School of Excellence program, we have been able to enhance our communication, allowing more people to be aware of PTA presence within the school.”



**Zane North PTA, New Jersey**

“We increased membership in our PTA by 210% this year, which may have set an all-time school record. In a year with many achievements, we consider our membership growth our greatest, as it demonstrates our success in engaging families within our community.”

**Floyd Middle Magnet School PTSA, Alabama**

“We have had 100% membership for the past 7 years. We see an impact in that more individuals are actively participating each year. We strive to use the wide variety of gifts and talents found in our membership to make improvements.”

**Forest PTA, Connecticut**

“Our focus on collaborating and strengthening relationships with the community significantly increased our membership totals to a 108% increase over last year! We invited alumni students and families, leaders in our community, state PTA board members, residents in the school neighborhood, and more to join our PTA.”

**Harrington Elementary PTA, Texas**

“The Harrington PTA membership went from 275 in the 2017-2018 school year to 305 members in the 2018-2019 school year. This increase of 11%, an all-time high for our PTA, can be directly correlated to the School of Excellence process in that we have made a concerted effort to communicate PTA's function within our local school environment -- how the organization is set up to support the school leadership and staff. More communication leads to more awareness, which leads to more members wanting to join in.”

**Sternberger Elementary PTA, North Carolina**

“We had a 10% membership increase this year in our PTA. We can attribute this increase to the efforts of our membership chair and the new initiatives implemented by the School of Excellence team.”

**Thomas B. Chinn PTA, Missouri**

“We saw an impact on PTA memberships because as we flourish, people notice. People want to be involved in our PTA because they can see the direct impact of our work. They can see the partnership and family we have created with the school, and they want to be a part of it. Our membership grows each year, with each step of improvement that we make.”

**Urbana Middle School PTSA, Illinois**

“Participating in the School of Excellence made the PTSA a more visible presence for the parents and the teachers. Even though there wasn't a dramatic change in our membership numbers, many expressed appreciation for the efforts that were made to address and assist the administration with the school climate.”

