

## School of Excellence and PTA Membership

Does the National PTA School of Excellence program help grow PTA membership and engagement? Absolutely! But don't take our word for it—here's what some 2020-2022 School of Excellence designees had to say when asked if they saw an increase in PTA membership and participation among families and school staff.

### APO

#### **Kaiserslautern Middle School PTSA**

"Kaiserslautern Middle School is proud to announce that this year we have, once again, exceeded our previous year's membership. Our general membership was up more than 15% this year and we once again had 100% faculty and staff membership." —Susan Sondermann, PTSA President

### CALIFORNIA

#### **Alderwood Elementary PTA**

"Given our newfound focus on making sure we were more inclusive than before we did see an increase in membership. The key was reaching out to parents in the numerous languages spoken at our school." —Dawn Mortazavi, PTA President

#### **El Carmelo Elementary PTA**

"School of Excellence inspired us to be innovative in how to increase volunteerism. We decided to join TOTEM which helped us more than double our membership in 2019-20 to include our family members and friends from around the world in our PTA community, which deepened our support within families. Our Sponsor-a-Staff Membership ensured almost all of our staff joined the PTA. We also knew members of our community wanted to be a part of PTA leadership, resulting in a majority BIPOC PTA executive board." —Edrienne Brandon, PTA President

#### **Goleta Valley Junior High PTA**

"Membership increased by 16% this school year. I believe that having all the communication, workshops and PTA Association meetings digitally and virtually this year increased our access to families. As a result, many families who have never attended any of these workshops or PTA meetings now were able to participate more in their children's education and interact with other parents, PTA officers, teachers & administration, and other community agencies, and gather valuable information & resources. Thus, they saw more value in their PTA membership, seeing how important it is to us to support our students and their families. Many families stated that before, they couldn't attend meetings due to needing to be home to make dinner, help with homework, no childcare, or too tired after working all day."

—Tina Brenza, PTA President



### **Milwee Middle School PTSA**

“Our initial membership numbers were only 100 after the start of the year and we thought we would be stuck, but we managed to make it to 200 members! In addition, our board grew from three members to 10 people plus our admin. We also made connections with over about 75 business who donated or volunteered with our PTSA throughout the year. We started an Instagram and YouTube channel and increased our social media presence by over five times the amount we had last year. People come to us now with ideas and interact with us in a way they hadn't in the past. This year has been truly amazing, and our community, parents, and school came together in a way we never thought possible.” —Rachel Hollar, PTA President

## **FLORIDA**

### **Seminole High School PTSA**

“Our focus on Mental Health/Social Emotional Support was so important to our general membership. There were many volunteers excited to help, especially with the Mental Health Kits. Participation in this project led to an interest in our other efforts, monthly meetings and even resulted in new board members.” —Kathleen Keim, PTSA Secretary

### **Winter Park High School PTSA**

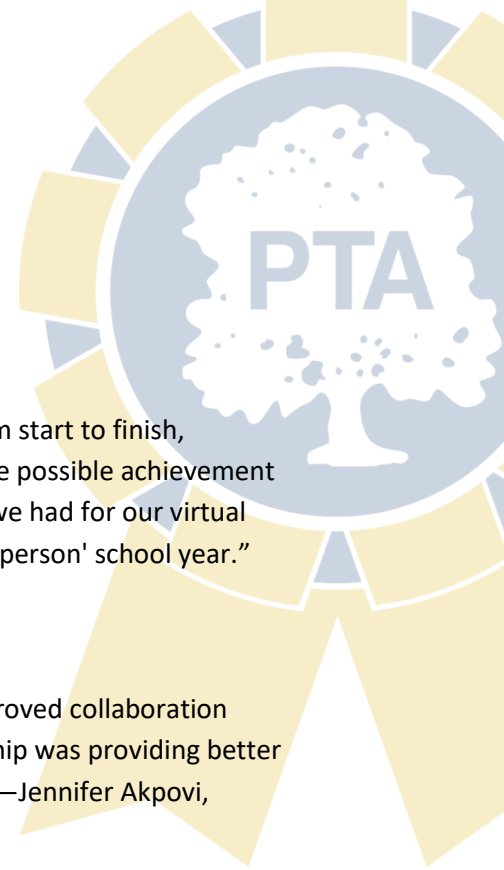
“After receiving our initial School of Excellence Award (2019-2021), so many amazing things have happened to our organization! The prominence of this award helped to draw new members to the PTSA. Our total membership increased approximately 20% during the following school year. Additionally, we were able to expand our vision and provide resources to our school community that focused on inclusiveness and impactful change. With the help of the National PTA, we were able to think outside the box to find ways to welcome all families into our school community at Winter Park High School and communicate with them more effectively. We are grateful for the resources and surveys provided by the National PTA that helped us to get to know our school community better and more effectively serve their needs. We look forward to an ongoing partnership with the National PTA so we can continue to improve our school programs, provide support, and impact the lives of all of our students.”

—Anne Knapp, PTA President

## **ILLINOIS**

### **Helen Keller Jr. High School PTA**

“As a result of our increased Integration with our school leadership and staff this year, we saw an increase in Staff Memberships from the average of 22-25 joining in past years to 33 staff members this school year. The PTA Digital Scavenger Hunt helped us to receive two new Parent Memberships and one new Staff Membership.” —Trisha Anderson, PTA Volunteer



## **NEW JERSEY**

### **James A McDivitt Elementary School PTA**

“We involved our parents and teaching staff in the PTA Excellence process from start to finish, giving them updates and asking for suggestions during the year. We believe the possible achievement of this award became a school wide goal and the number of participants that we had for our virtual events was 2-3 times more than what we would have expected in a normal 'in person' school year.”

—Christine Rue, PTA Treasurer

### **Millstone River School PTA**

“Following our enrollment in the School of Excellence Program, there was improved collaboration between the school and the PTA. Families and teachers and how this partnership was providing better outcomes for our school community and our PTA membership grew by 18%.” —Jennifer Akpovi, Executive VP

## **NEW YORK**

### **Lynbrook South Middle PTA**

“As a result of our work, we saw a very positive impact on PTA membership. There was significantly more involvement in PTA this year than in many years past. Attendance at our meetings has increased dramatically and at least a dozen teachers started attending the meeting now, and not all the same ones each month. Before this application, we would rarely get more than 10-15 PTA members to attend a meeting, except for the first one of the year, which is always well attended with about 40 people. Now, we average 45-60 PTA members each meeting and find new families attending who have never attended before.” —Ivy Reilly, PTA Recording Secretary

## **OHIO**

### **Noble Elementary PTA**

“As a result of our participation in the School of Excellence program, we now have membership forms that are easy to access and understand, an easy way to join electronically, and membership rosters that are stored safely but still easily accessible so that we could communicate with members effectively. We were able to gain enough members to make our PTA eligible for valuable grants and resources.”

—Nadiyah Freeman, PTA President

## **TENNESEE**

### **Crosswind Elementary School PTA**

“We planned and provided more activities and observed increasing participation in our monthly family engagement activities as we focused on virtual, interactive events. In addition, the average attendance at our General Body meetings (three per semester, all held virtually) was substantially higher than in previous years.” —Jennifer Maree, PTA Programs Chair

## **UTAH**

### **Liberty Hills Elementary PTA**

“People wanted to support the PTA more when they felt like we were a part of the community. It really sold people. We also transitioned to using the word support instead of join, and that seemed to work. Can you support our PTA? Can you support our school? Can you support our community by providing XYZ?” —Angelee Aedo, PTA President

## **VIRGINIA**

### **Pole Green Elementary School PTA**

“Our goal is to get a minimum of 80% enrollment. This year we had 85-90% this year. We only expected to have face-to-face parent membership, but we also had virtual and homeschooling families join, which gave us an even higher percentage. This shows that our communication to our entire school community, not just the face-to-face students, was inviting and inclusive to the ongoing family atmosphere that PGES Great Gators pride themselves on.” —Kristin Arnoldi, PGES PTA Grant Writer

