

Frequently Asked Questions

2023 Proposed Dues Rate

The National PTA Board of Directors voted in December 2022 to propose a new dues rate of \$4.00 (a \$1.75 adjustment) for our delegates to approve at the virtual 2023 National PTA Convention in June. This document serves to answer some of the most commonly asked questions related to the logistics of the dues adjustment. More information is available at [PTA.org/ProposedDuesRate](https://pta.org/ProposedDuesRate).

Q: What does the \$2.25 in membership dues sent to National PTA pay for?

A: Every dollar of membership dues that is sent to National PTA covers the cost of many fundamental services supporting PTAs across the country, including:

- Advocacy expenses to advance our public policy priorities
- Supporting the internal work of developing and supporting our leaders
- Ensuring a PTA presence in every state, which is critical for federal advocacy efforts

Q: How will the proposed dues rate help all PTAs?

A: National PTA will be able to continue and increase the needed and expected level of service to our leaders and school communities and will also cover:

- Recouping revenue lost due to inflation from 2011-2022
- Training and support for PTA leaders as you run your PTA
- Hosting national meetings

Q: Who gets to vote on the proposed National PTA dues rate at the 2023 Virtual Convention?

A: The National PTA Bylaws, Article XII, define the voting body at convention. Some individuals become delegates by virtue of their position within the National PTA governance structure; others are named by state constituent associations. State PTAs may name “five (5) delegates plus one per thousand (1,000) or major fraction thereof” based on the state constituent association’s membership as of March 31, 2023. In addition to state PTA named delegates, members of the National PTA Board of Directors, members of standing and convention-related committees, state PTA presidents, and past presidents of National PTA are also given delegate status in accordance with National PTA Bylaws.

Q: If my state is paying for all or part of my registration or has credentialed me to be a delegate, can they require me to vote a certain way on any business in front of the delegates?

A: Every voting delegate at National PTA's convention is a member of National PTA and has all the rights and responsibilities as a voting member. That means you have the independence to vote as your conscience and your homework into the issues at hand would dictate. Whether you are voting for candidates in the election, on resolutions or bylaws, or on a dues increase, you have the right to vote for anyone and anything that you think will best advance the future of our national association. Clearly, if anyone is subsidizing your attendance at convention, they should not expect that they would be able to buy your vote for an individual or an issue. If your state credentialed you, they are certifying that you are eligible to vote, and that certification is not conditional on how you should vote. In the same manner, National PTA, per our bylaws, certifies members of governance as part of the voting body, but cannot and will not direct those individuals how to vote. In the years when National PTA has paid for the registration and travel costs for state leaders at our events, there have been no restrictions on how those state leaders should vote, nor should there be. So, no matter how you vote on any issue, for or against proposed business, or for or against any candidate for office, the vote should be yours alone. And for those who have asked, your vote is private and confidential, and no one anywhere can see how you chose to vote.

Q: What was date of last approved dues adjustment along with amount?

A: It was 12 years ago, in 2011. During the annual convention in Orlando, Fla., the members approved a \$0.50 adjustment, which brought us to the current \$2.25 of dues that go to National PTA. The \$2.25 that was approved in 2011 has slowly eroded in value over time and it is only worth \$1.71 today.

Q: What happened when the National Board of Directors proposed a dues adjustment in 2019?

A: The proposal for an up to \$1.50 dues adjustment was brought to the members for a vote at our 2019 convention in Columbus, Ohio and did not pass.

Q: If the proposed dues rate passes, when will it be implemented?

A: The Board of Directors voted on an implementation date of Oct. 1, 2023. The field will receive a detailed implementation toolkit.

Q: How do our membership dues compare to other associations?

A: PTA dues are some of the very lowest in comparison to other national associations and that will not change even with the proposed dues rate of \$4.00. Costs to continue to provide the level of service our members need and expect have gone up while national dues have not changed in 12 years. And the value of the current \$2.25 in dues that go to National PTA is now worth \$1.71 because of inflation.

Q: My state PTA lists the National PTA dues amount in our bylaws. What should I do?

A: National PTA suggests state PTAs remove specific National PTA dues amounts from state and local bylaws. State PTAs may also consider adding language to state and local bylaws that makes automatic any changes approved by the National PTA convention voting body that applies to state or local PTAs. Many state congresses have bylaws structured in this way.

Q: My state really needs my National Service Representative (NSR) back? Will this dues rate make it happen? We have been asking ever since that support was moved to a volunteer function.

A: Staff have been instructed to prepare two budgets for the Board to approve, one that presumes the current dues rate and one that is based on the new dues rate. If our delegates approve the new dues rate, staff have been instructed to create a new constituent services team that will provide the kinds of “NSR” supports that our states grew to rely on in the past offering training, coaching, support on the standards of affiliation and a personal, customized connection to National PTA.

Q: Does National PTA operate efficiently compared to other similar organizations?

A: National PTA outperforms similar organizations using the Operating Efficiency Ratio (Revenue divided by Total Assets) as a measure. For the 2022FY, National PTA’s Operating Ratio was 1.38 compared to similar organizations with a median score of .86. Simply stated, National PTA generates 50% more revenue from its total assets than other similar organizations. National PTA routinely benchmarks its performance against other non-profits using the data from an independent source, the American Society of Association Executives (ASAE). Similar organizations to National PTA are defined by total revenues (\$10-20 million), organizations that are 501(c)(3) organizations, organizations that have individuals as members, and organizations that are based in Washington, D.C.

Q: Can you provide more information on the compensation philosophy for National PTA Staff?

A. Personnel and related expense budgets are approved annually by the Board of Directors and reflect the following strategies:

- National PTA routinely benchmarks its salary and benefits against the Washington, DC area marketplace.
- The comparison is done by a leading professional compensation firm, [Quatt Associates](#). In their research, Quatt looks at comparable organizations working in the similar mission space.
- Ninety-nine percent of our employees earn below the suggested mid-point for their respective salary range. For individuals with a significant amount of experience and a history of outstanding performance, it is common to target pay above the market median and toward the 75th percentile. Paying below the market makes our staff targets for recruiting by other organizations and makes recruiting new staff challenging.
- National PTA has been successful in retaining high quality staff leaders at the director and deputy executive director level who all carry significant responsibility requiring programmatic, operational, and financial expertise. Many of our staff have local experience as local PTA leaders and members, which greatly informs their work.
- The average pay increase for the last two years has been below the level of increase in the Employment Cost Index (ECI).
- In an organization where volunteer turnover can lead to loss of institutional memory, staff retention and longevity matters. Our DED/Director team members' average tenure is currently 7.5 years.

Q: Do all the membership dues revenue paid to National PTA go to covering personnel expenses?

A: National PTA's personnel expenses are paid by membership dues revenue and non-dues revenue. Currently National PTA has 47 staff and 19 or 40% of personnel costs are covered by non-dues revenue and 28 or 60% of personnel costs are covered by membership dues revenue.

Q: How does the Board determine the compensation of the National PTA Executive Director?

A. The Board of Directors holds responsibility for setting the compensation for the executive director. This process is led by the volunteer-led Executive Director Review Committee to ensure that the association is receiving high quality services from its executive and that we retain that valuable asset for the association. Executive Director turnover is highly costly for associations in terms of continuity of operations, reputation of stability for the organization, the

loss of relationship investment with administration officials, partners and funders, and expensive recruitment expense in the case of a turnover.

The Board of Directors partners routinely with the leading professional compensation firm, [Quatt Associates](#). Quatt’s extensive review this year reported:

- The current ED’s compensation is 17% below market median, or the 50% percentile. That means that seven out of 10 executives with comparable experience in comparable organizations earn more than our executive.
- Traditional market theory is to target executive pay around the market median. For individuals with a significant amount of experience at that level coupled with a history of outstanding performance, it is common to target pay above the market median and toward the 75th percentile. Our executive director has 30 years of executive nonprofit experience and eight years with National PTA.
- Of the ten education association partners belonging to Learning First Alliance, seven associations pay their executive more (some significantly more) than National PTA does. The remaining three who pay less have budgets one-third the size of PTA’s.

Q: How does National PTA’s payroll expenses compare to other associations of similar size?

A. National PTA’s payroll expense is within three percentage points of the median for associations of our size and less than the median for benefit expenses.

	National PTA		ASAE Median	Variance
Salaries	5,241,261	37.91%	35.40%	-2.5%
Total Expenses	13,824,489			
Other Employment Benefits	189,677	1.37%	1.76%	0.4%
Total Expenses	13,824,489			
Payroll Taxes	342,553	2.48%	2.15%	-0.3%
Total Expenses	13,824,489			

Q: What is National PTA going to do with the headquarters building in Alexandria, Va.? Is there a plan to rent out more space or sell the building?

A: National PTA has engaged a consulting firm to assist us in determining whether maintaining our Alexandria headquarters is the best financial and mission-driven solution for us in the expansion. While 40% of our mortgage is paid off, we too, are impacted by the changing market of remote employee workforces, the changing needs for space, and other environmental

factors. The \$2.25 that is sent to National PTA for every member covers the cost of fundamental services supporting PTAs across the country.

Q: Where can I find more information and resources to share with my PTAs and other members?

A: You can find specific information and resources about the proposed dues rate at **PTA.org/ProposedDuesRate**. It includes details, such as:

- What the proposed dues rate will do for all PTAs.
- How the portion of membership dues sent to National PTA is used to support our mission and leaders.
- The recording of our Jan. 31 announcement to members if you were not able to be on the call yesterday.
- A living FAQs document. We received thoughtful questions during our conversations and we will continue to follow-up on the questions asked during this process.

Q: What is the timeline on conversations around the proposed dues rate?

A: We want to be transparent along this process, so we plan on spending time to give updates and answer questions on monthly state president and state president-elect leadership calls. We also plan on holding a webinar in May to answer questions and give further updates. And there will be a webinar on the voting process in early June.

Q: Can the membership propose a different dues rate prior to the vote at the 2023 Annual Convention?

A: All comments, suggestions and questions may be submitted to ProposedDuesRate@PTA.org. The National PTA Board of Directors will review all of the input that is received by April 10. Only the National PTA Board of Directors may pose the final proposed dues rate to be voted on by the membership at the 2023 Annual Convention. Since the 2023 Convention is virtual, the proposed dues rate vote will be executed in a yes/no format. No amendments will be allowed. A two-thirds vote is needed in order for the proposed dues rate to succeed.

Q: How can members provide feedback on the proposed dues rate?

A: Members can provide feedback by emailing us at ProposedDuesRate@PTA.org.