

Membership assessment questionnaire

Complete the following questionnaire once a year to help assess the success of your PTA's/PTSA's membership campaign. Honestly evaluate your efforts and then ... for any "no" answers or to ramp up your membership efforts, consider the tips below each survey question.

1. Did your PTA meet its membership goal for the year?

Set a goal of increasing your membership, and publicize your membership campaign goal in many ways: on your website, in a registration packet, issue a press release, display posters at school, present membership report at all association meetings.
Use the membership theme to visually represent your goal and its progress in a prominent place.
Consider using various membership incentives.

2. Was your invitation to join PTA received by members beyond the usual suspects?

Send a PTA membership invitation to students' homes. (Use the registration mailing.) Invite families, students, teachers and all school employees, local business and community leaders, retired school principals and teachers, past PTA board members, school bus drivers, and others.
Provide a PTA welcome packet in the school office for families new to the school.

3. Did a large proportion of teachers and staff at school join the PTA?

Create a teacher/staff invitation to encourage staff membership. Make sure your principal joins PTA and promotes PTA membership to the staff.
Think about offering a particular incentive to encourage staff participation.
Advise staff about the teacher, counselor and nurse continuing education scholarships available through California State PTA.

4. Did participation in PTA-sponsored events and association meetings increase?

Promote the value of PTA membership throughout the year in various forms of media.
Use surveys to determine the interests of the community.
Translate all PTA information into the languages of your community.
Be ready to provide interpretation at all PTA association meetings and sponsored events.

5. Did most of the members from the last membership year rejoin PTA for the current term?

Keep a membership list with contact information for all members.
Thank last year's members for joining and personally contact those who did not yet rejoin.
Every PTA board member must be welcoming to all members and potential members and be ready to speak on the value of PTA to the education and welfare of all students.

6. Did the nominating committee have a generous pool of possible candidates for next term's board positions?

Create a welcoming PTA.
Include PTA contact information in every PTA or school newsletter for those interested in joining or getting in touch.
Make sure the school office provides PTA contact information to those who request it.
Promptly respond to all inquiries.
Set up a membership table at every PTA and/or school event with brochures and other giveaways to inform people about PTA.
Use PTA brochures and other resources to promote/market PTA and explain the benefits of PTA.
Supply name tags for all PTA board members.

7. Are members supportive of the PTA's efforts throughout the year and proud to belong to PTA?

Throughout the year, provide members and potential members with information about your PTA's goals and programs to increase family involvement and promote student success.
Provide information on membership benefits for students, the school, and the school community.
Promote the strength of PTA's advocacy voice, guided by the motto, "every child. one voice."
Use surveys to determine member satisfaction and to collect constructive comments for next year's activities and programs.
Ensure that every member receives a membership card.

8. Is your PTA a strong and effective association? Does every member have a voice?

Regularly remit all per capita/dues for new memberships to the unit treasurer and make sure they are forwarded through channels (at least monthly).
Encourage input from all members and be open and respectful of all viewpoints.
Share the information that is received from California State PTA and National PTA. (Do not decide for others what they might be interested in hearing about.)
Ensure representation from your unit at all council and/or district meetings.
Budget funds for the incoming president to attend the Annual California State PTA Convention.
Include students in the development of PTA programs.