

Putting the “T” in PTA

Presented by

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1897: National Congress
of Mothers.



1908: Name change to National Congress of
Mothers and Parent-Teacher Associations as part
of “crusade for children”

Source: The PTA Story; A Century of Commitment to Children

Mid-1930’s: PTA moves into schools

“Teachers can give our children the will to continue learning for the rest of their lives...Working together, teachers, parents and communities can make every child’s potential a reality.”

Jan Harp Domene, Past National PTA President

Today, teacher membership:

What teachers say

What successful PTAs say

Strategies for engaging and partnering



What prevents Teachers from engaging in PTA?

- Their own family time
- Not encouraged by administration or district
- Rigid union contract structure
- Negative parents
- Don't see the value
- They weren't asked...
 - To join
 - To be involved
 - To share their opinion



Units with 100% teacher membership



- They recognize value in what we do.
- Strong , two-way communication between teachers and PTA.
- We invite them using customized materials.
- Membership campaign specifically targeted at teachers.



- Recognition and team-building events to build partnerships.

- Principal,
principal,
principal,
principal,
principal,
principal,
principal,
principal,
principal,
principal,
PRINCIPAL!!!

Right wrong way to get them to join?

black·mail

–noun

1. **any payment extorted by intimidation,** as by threats of injurious revelations or accusations.
2. the extortion of such payment: He confessed rather than suffer the dishonor of blackmail.

–verb (used with object)

4. to extort money from (a person) by the use of threats.
5. **to force or coerce into a particular action, statement, etc.:**
 - The miners claimed they were blackmailed into signing the new contract.
 - **The teachers claimed they were blackmailed into signing the membership form or lose their classroom funds.**

bribe

–noun

1. Money or any other valuable consideration given or promised with a view of corrupting the behavior of a person, esp. in that persons' performance as an athlete, public official, etc.
2. **anything given or serving to persuade or induce:**
 - The children were given candy as a bribe to be good.
 - **The teachers were given stipends as a bribe to be members.**

–verb (used with object)

3. to give or promise a bribe to.
4. **to influence or corrupt by a bribe:**
 - The judge was too honest to be bribed.
 - **The teacher was too honest to be bribed into joining PTA.**



“Try to find a unity of purpose so that school and PTA complement each other.”

“Reach out to teachers and let them know you believe the “T” in PTA is important.”

“Don’t ask them to join...instead ask them to support your PTA with a purchase of a membership.”



“If your principal is on board, your teachers should follow.”

“We must realize that we need to go the extra mile to get teachers to that first step...rewards will more than compensate us for the initial effort.”





“Be persistent and respectful. Don’t give up. Keep lines of communication open.”

“Don’t be negative...find out why teachers won’t participate. Sometimes an ego has been bruised....one bad word does more harm than 1,000 kind words do good.”

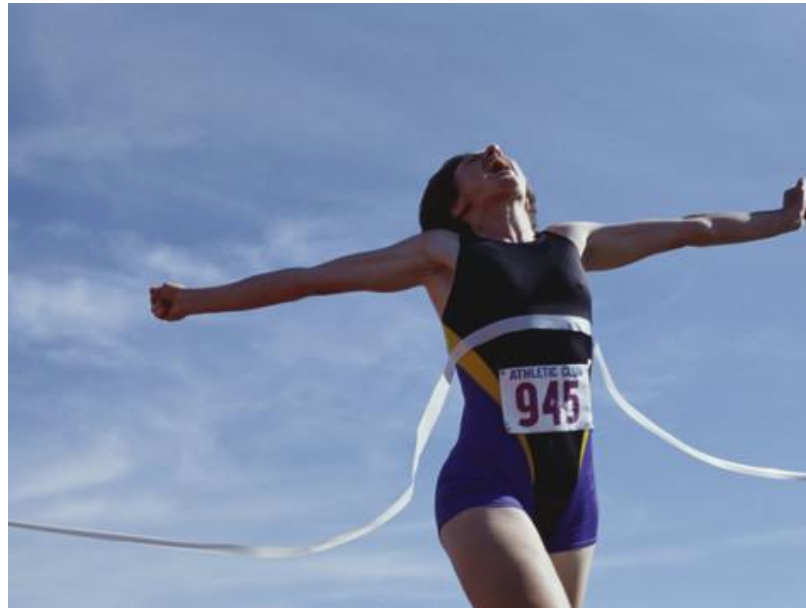


“Make teachers feel included.”

“Be visible, open and willing to listen.”

One final piece of advice...

“Forge a relationship with the staff”
and work together—staff, PTA, and
principal.



Relationships and Partnerships



✓ Respect

✓ Genuine Listening

✓ Two-Way

Communication

✓ Input

✓ Appreciation

Relationships = Partnerships

Reflections?

Programs?

PARP?

Advocacy?

Bullying/Atmosphere?

School or Community
Improvement Projects?

Recruiting Classroom Volunteers?



Why would a teacher join your PTA?

- Communications
- Relationship/Partnership building
- Recognition of each other's role
- Unity of purpose
- Project or Activity



*To make every child's potential
a reality*

*by engaging and empowering
families and communities
to advocate for all children.*

Thank you for all you do for PTA and for children!

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