



Men- PTA Your Way!

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By the end of this presentation you will know:

- The need for male engagement in children's lives
- Barriers for father involvement
- Ways to engage males and increase PTA male membership
- Key strategies for starting a male engagement program



Ways To Engage & Increase PTA Male Membership



Male Engagement By the Numbers

The Importance of Male Involvement

By the Numbers In the Home

- 1 in 4 children live in a home without a father
- **92%** of parents in prison are fathers
- In a study of **3.7 million** unwed mothers, reports show roughly **40%** of fathers had ***no contact*** with children during the previous year
- A father absent from the household sees his child an average of **12 days per month**

The Importance of Male Involvement

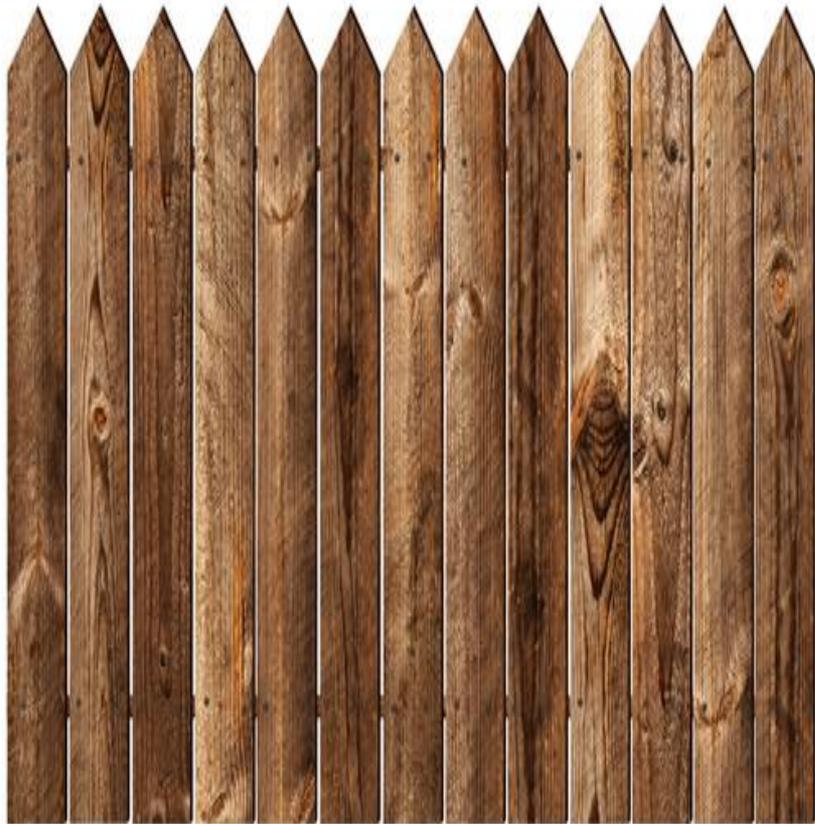
By the Numbers Education

- Fatherless children are **twice as likely** to drop out of school
- Students living in father-absent homes are **twice as likely** to repeat a grade in school
- **50%** of all children with highly involved fathers in two-parent families report getting mostly A's through 12th grade, compared to **35.2%** of children of nonresident father families

The Positive impact of Male Involvement

- **Role modeling**
- **Making choices**
- **Improved problem-solving abilities**
- **Providing financial support**
- **Providing emotional support**
- **Improved student performance**

www.2.ed.gov/pubs/parents/calltocommit/chap1.html



Identifying Barriers

Male Involvement Barriers

Possible Reasons Fathers Are **NOT** Involved

- Getting fathers *into* the school building
- Institutional practices
- Language and cultural barriers
- Disconnected community-based organizations
- Education
- No time
- Not knowing what to do
- Unsafe Neighborhoods
- Spousal or adult support
- Separation or Divorce

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Engaging Males in your PTA



Attendance Increases

Kids are more involved in activities

Better Student Outcomes

Cognitive Development Improves

**MEN CAN
PTA YOUR WAY**

JOIN TODAY
New York State
PTA®

Engaging Males in Your School & PTA

How to make your PTA “male-friendly”

- Educate dads on the importance of their involvement
- Emphasize getting involved doesn't necessarily mean a large time commitment
- Design invitation messages specifically for dads
- Sign-up male and female PTA recruiters
- Actively seek male membership in the community
- Publicize male involvement in your PTA
- Communicate effectively with men
- Ask men to join

ABC's of Male Engagement

A = ASK. Nearly half the men polled say they were not asked to join PTA!

- Make the “ask” relevant – connect it to the #1 reason why men say they join/lead PTA: “to improve the school to benefit my child.” Also relevant in our surveys, “being a role model” and “volunteering with my family.”
- Tell men that joining/helping demonstrates an interest in the school and a child’s education and shows support for teachers and the school system.
- Men surveyed say recruit other men by asking men to “be active in your child’s life.” Men find this messaging works: “be involved with your child,” “PTA benefits your child,” “help your child,” “PTA membership is good for your child,” and “PTA supports the success of your child.”
- Men respond to other men.
- Be specific. Our surveys show that one parent is responsible for reading and processing items sent as “Attention Parents” and that person is usually the female. So, be clear that you are talking to men--dads, brothers, uncles, etc.

ABC's of Male Engagement

B = BEND, be flexible, do things differently.

- Men tell us the #1 reason why they don't join PTA is because they don't have the time. Separate time from joining/supporting
- If you want volunteers, be specific about your requirements. Almost half the men surveyed said they would volunteer if their roles and expectations were clearly defined.
- Surveys show men are result-oriented. They do not join or volunteer for social contact. They want to know their volunteer hours will lead to measurable results.
- Men told us they are most likely to get involved if other men are involved or if their entire family can participate and be involved.

ABC's of Male Engagement

C = Communication is the cornerstone

- We asked men how to communicate effectively to get more engaged and joining PTA. Their #1 response: Male-oriented advertising. Ask for men. Message to men. Tell men they are welcome. Highlight male involvement. Recognize male volunteers. Their #2 response? Have men ask men. If you want volunteers, be specific about your requirements. Almost half the men surveyed said they would volunteer if their roles and expectations were clearly defined.
- Communicate your goals, regularly communicate your progress, tie volunteering/membership to those goals. Promote the value of what you do and how it helps children and school succeed. Men told us they are most likely to get involved if other men are involved or if their entire family can participate and be involved.
- All people—male and female—want to be part of a winning team, a successful organization, a fruitful effort. Connect the work of your volunteers and members to the success of your work.

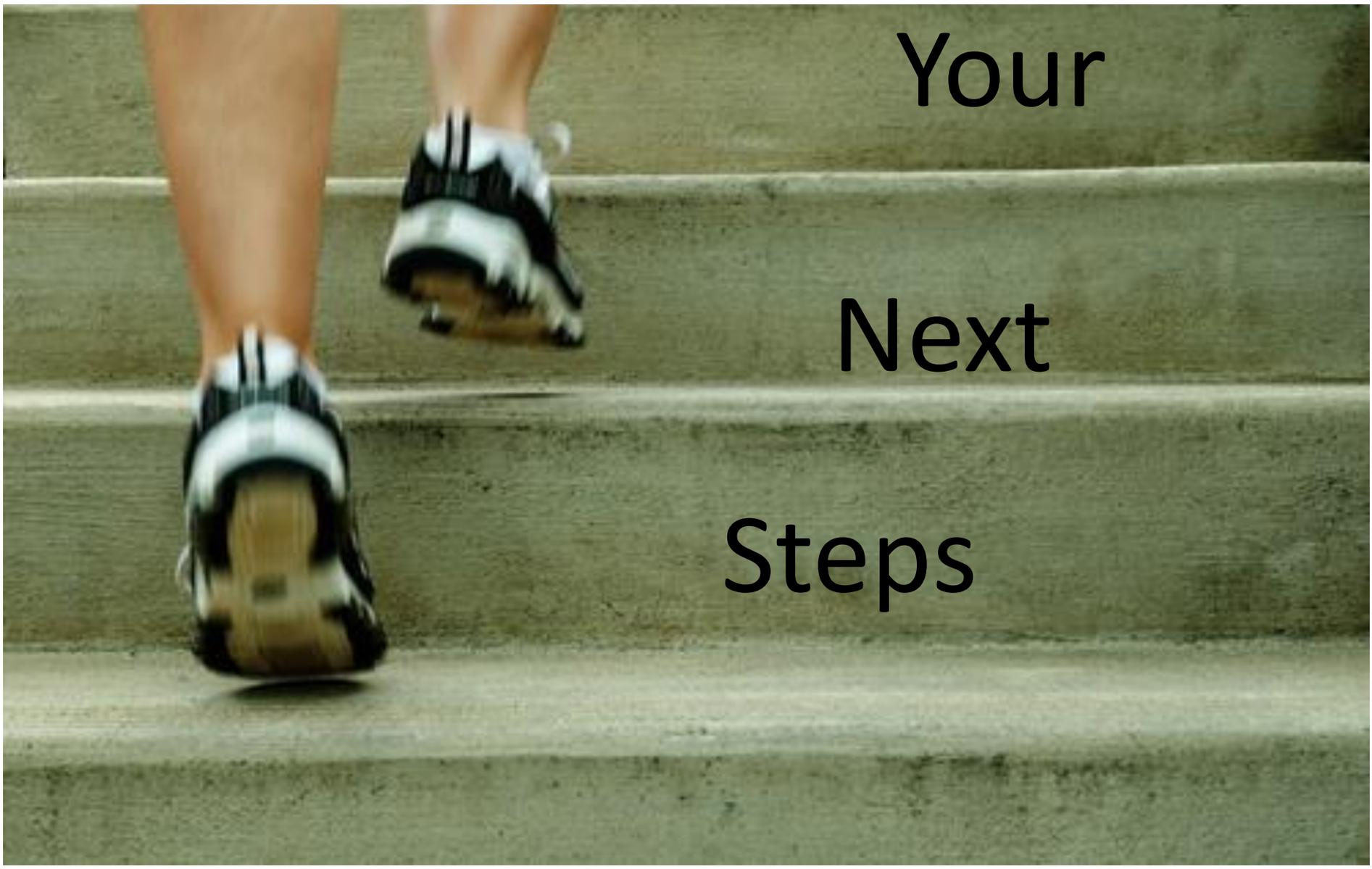


Male Engagement Tips

Male Engagement Tips

Ways to Get Increased Results

- Promote events with “neutral” themes
- Host scheduled Father-Child events at school
- Use “male-friendly” language in messaging
- Stay in contact with participating men
- Encourage males to become PTA leaders
- Show men you seriously value their suggestions

A close-up, low-angle shot of a person's legs and feet as they run on a set of concrete steps. The person is wearing black and white athletic sneakers. The steps are made of light-colored concrete and are slightly out of focus, emphasizing the motion of the runner. The background is a solid blue color.

Your

Next

Steps

Key Strategies for Starting a Male Engagement Program

- Identify strong leadership
- Educate men about the importance of their involvement
- Meet with leadership and key players
- Establish a plan of action
- Meet with local administrators for approval
- Develop male engagement teams of men and women
- Adapt communication and activities for male involvement
- Keep the momentum up



Questions?