Benchmark- Data Collection

Name

Grand Canyon University PSC-495

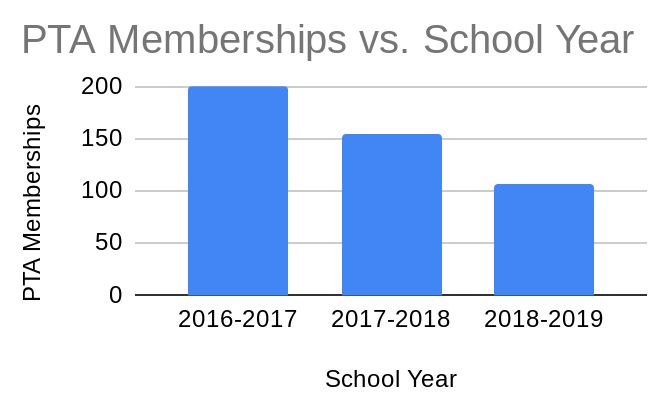
August 13, 2020

The National PTA comprises 54 state congresses and 20,000 local units in all 50 states (Leadership, n.d.). Parent Teacher Association’s (PTA) across the nation set budgets and their standards that they expect to meet for the following school year. The budget covers all aspects of the intended expenses for the school year. The PTA is broken into different levels starting with the highest at the national level, then the state, district, and school (Leadership, n.d.). There is great reward in working with a school PTA by providing educational information for the students, involvement with the other parents, resources for the school, students, and teachers, and events and activities (Leadership, n.d.). Although there is great reward in working with the school PTA, there are also obstacles faced in running a successful PTA. The PTA at Mary Marek Elementary faces a problem with obtaining parent memberships.

**The Problem (Part One)**

One way that parents can support the school’s PTA is through the yearly membership that is offered. In the school’s PTA there are various board members that have specific roles, one of those roles is the Membership Coordinator. The Membership Coordinator oversees recruiting new parents at the beginning of each school year. The Membership Coordinator is not bringing in the needed amount of memberships for the organization. For the 2017-2018 school year at Mary Marek Elementary there were a total of 155 members. For the 2018-2019 school year there were 107 parent members. This was a decrease of 31% from the previous year. When parents purchase yearly memberships, it helps support the PTA at the school, district, state, and national levels (Memberships, n.d.).

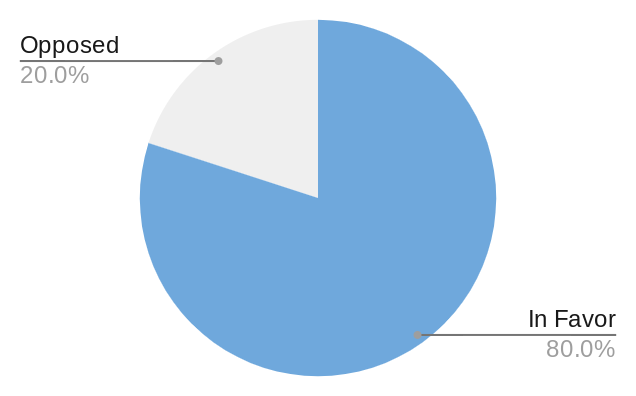
The following chart represents the decrease in parent memberships over the last three school years:



**Board Members and Parents (Part Two)**

Board members and parents are both important in the functioning of the PTA. Board members organize events, create budgets, hold meetings, and interact with teachers when help is needed. Parents that become members of the PTA help in volunteering at PTA events and give backs for the students. After speaking with three parents and two board members the majority were in favor for a minimum of two board members at every function that the school or the PTA organizes. The parents that were interviewed were all asked the same question: “Would having a minimum of two board members at every PTA or school organized event increase the number of parent memberships for the PTA?”. Three of the parents J. Williams, Q. Collins, and A. Carter all voiced that having PTA members present at all functions would help the PTA memberships by giving parents more opportunities to join (personal communication, August 11, 2020). Board member F. Shaw stated that two board members must be present for the exchange of money and that being present at all functions would allow for more opportunity to join (personal communication, August 11, 2020). Board member E. Hall was opposed stating that every parent is sent home with an invitation to join at the beginning of the year. Therefore, she felt that there was no need for two board members to attend every function (personal communication, August 11, 2020).

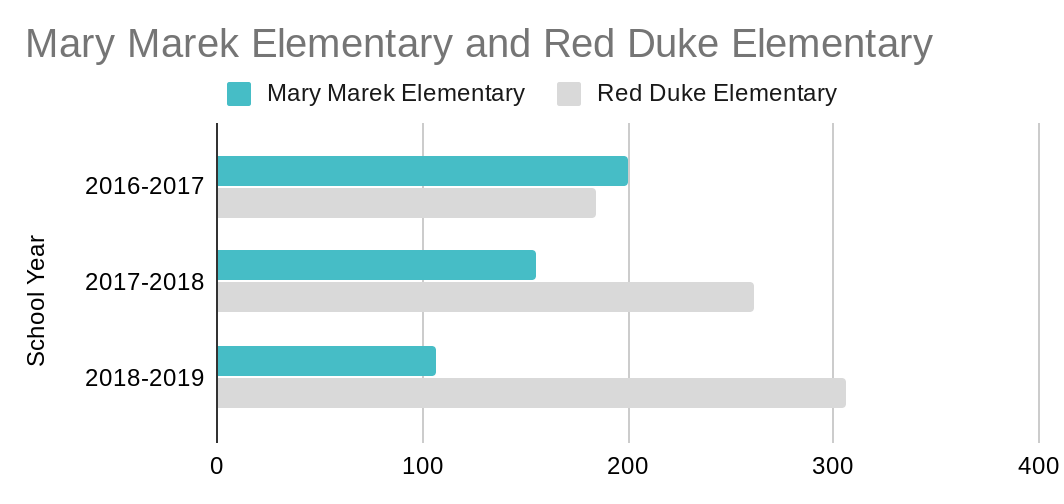
The following chart represents the opinions of the three parents and two board members that were interviewed:



**Red Duke Elementary (Part Three)**

Red Duke Elementary is a neighboring school in the same district as Mary Marek. The treasurer, K. Gray, and President M. Martinez for Red Duke PTA were interviewed about the success with their PTA parent memberships. When interviewing K. Gray, she informed us that they encourage the parents to obtain a membership for everyone in their family, including pets. Mary Marek Elementary only recruited for parents of students to obtain membership and did not encourage parents to obtain memberships for their children or their pets (personal communication, August 11, 2020). President of Red Duke Elementary PTA M. Martinez was asked if they had two PTA board members present at every school or PTA function. M. Martinez stated that it was a necessity that two board members be present with the exchange of money and that they used those events to get new parents that did not have children enrolled at the beginning of the year (personal communication, August 11, 2020). Red Duke Elementary has had a steady increase in the number of PTA memberships for their school.

The following chart represents the yearly memberships for Red Duke’s Elementary PTA:



**Conclusion**

In conclusion, the problem for Mary Marek Elementary PTA to obtain memberships could be improved with two techniques: attendance of two board members at every school and PTA function and the encouragement of parents to get memberships for everyone in the family. Red Duke Elementary has seen a steady increase in the amount of PTA memberships through the use of these two techniques. If Mary Marek were to implement the use of these techniques, there is great potential for the increase in PTA memberships.

Reference

Leadership - About PTA | National PTA. (n.d.). Retrieved August 11, 2020 from <https://www.pta.org/home/About-National-Parent-Teacher-Association/PTA-Leadership>

Member Benefits - About PTA |National PTA. (n.d.). Retrieved August 11, 2020 from https://www.pta.org/home/About-National-Parent-Teacher-Association/Benefits-of-PTA- Membership