

DIVERSITY OUTREACH

Attracting New Membership to your PTA



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WORKSHOP OBJECTIVES

- ① To provide an understanding of what diversity means to the PTA
- ① To explain the importance of diversity to PTA membership
- ① To present strategies for identifying and engaging families and individuals from diverse backgrounds and gaining their membership and involvement in PTA



**WHAT DOES DIVERSITY
MEAN?**

WHAT IS DIVERSITY?

Georgia PTA Definition of Diversity

- Valuing differences and similarities in people through actions and accountability.

WHAT IS DIVERSITY?

Differences and similarities include:

- ⦿ age
- ⦿ ethnicity
- ⦿ language and culture
- ⦿ economic status
- ⦿ educational background,
- ⦿ gender
- ⦿ geographic location
- ⦿ marital status
- ⦿ mental ability
- ⦿ national origin
- ⦿ organizational position and tenure
- ⦿ parental status
- ⦿ physical ability
- ⦿ political philosophy
- ⦿ race
- ⦿ religion
- ⦿ sexual orientation
- ⦿ work experience



**WHY IS DIVERSITY SO
IMPORTANT TO PTA
MEMBERSHIP?**

WHY IS DIVERSITY SO IMPORTANT TO MEMBERSHIP?

- © “Nearly all great civilizations that perished did so because they had crystallized, because they were incapable of adapting themselves to new conditions, new methods, new points of view. It is as though people would rather die than change.”

- Eleanor

Roosevelt



WHY IS DIVERSITY SO IMPORTANT TO MEMBERSHIP?

- ⊙ Advocacy
- ⊙ Relevance
- ⊙ Responsibility
- ⊙ Leadership



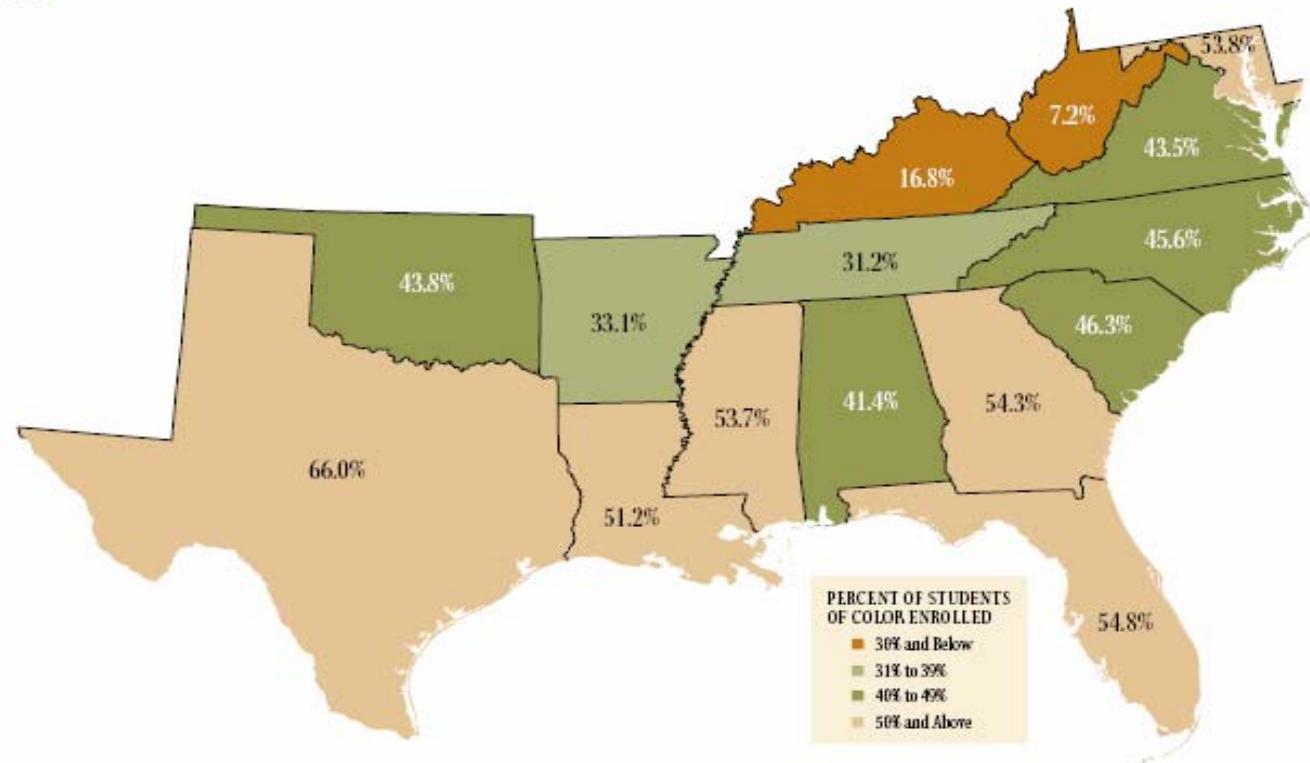
WHY IS DIVERSITY SO IMPORTANT TO MEMBERSHIP?

Changing regional
demographics are impacting
Georgia's PTA membership
community

WHY IS DIVERSITY SO IMPORTANT TO MEMBERSHIP?

APPENDIX 1 – STUDENTS OF COLOR IN THE SOUTH’S PUBLIC SCHOOLS

2009



South	50.8%
Historical Confederate South	53.1%
Deep South	50.2%



ASSESSING DIVERSITY - EVALUATING MEMBERSHIP



ASSESSING DIVERSITY - EVALUATING MEMBERSHIP

GEORGIA PTA DIVERSITY VISION STATEMENT

- © Georgia PTA will be recognized as the leading liaison for connecting its members to local, state and national inclusion and diversity resources to ensure equal access and equal outcomes for all students. Diversity affects our mission-driven programs and services, our public image, interpersonal, personal, and organizational activities.



ASSESSING DIVERSITY - EVALUATING MEMBERSHIP

GEORGIA PTA DIVERSITY MISSION STATEMENT

- © To create a high-performing, productive organization through an inclusive community environment in which each individual is valued for his/her unique skills, talents and contributions in order to capitalize on the innovation inherent in diverse populations.



ASSESSING DIVERSITY - EVALUATING MEMBERSHIP

PTA is not currently a diverse organization:

- ⊙ not ethnically: PTA is 85% Caucasian*
- ⊙ not by gender: PTA is 91% female*
- ⊙ not by geography: PTA is 75% suburban*
- ⊙ not economically: 80% of PTA households have incomes over \$50,000*

* data from the 2006-2007 Member/Leader Survey

ASSESSING DIVERSITY - EVALUATING MEMBERSHIP

Take a critical look at your PTA

- ⊙ Is it open and inclusive?
- ⊙ Is it culturally sensitive?

ASSESSING DIVERSITY - EVALUATING MEMBERSHIP

Assess your community

- ③ Meet with your school administration
- ③ Evaluate your PTA membership



INCREASING DIVERSITY - ADDING MEMBERSHIP

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Develop a “game plan”
to broaden your membership

- ⊙ Coordinate
- ⊙ Communicate
- ⊙ Plan
- ⊙ Implement

INCREASING DIVERSITY - ADDING MEMBERSHIP

Coordinate

- ③ Create an Outreach Coordinator position
- ③ Educate Outreach Coordinator on community demographics and needs
- ③ Identify cultural resources at school and in the community to help the Outreach Coordinator

INCREASING DIVERSITY - ADDING MEMBERSHIP

Communicate

- ③ Work with community contacts to understand cultural issues
- ③ Develop communications in common non-English languages
- ③ Educate target audience on PTA's advocacy

INCREASING DIVERSITY - ADDING MEMBERSHIP

Plan & Implement

- ③ Invite members of diverse groups to share ideas for programs
- ③ Develop programs meeting the needs and interests of diverse groups
- ③ Engage members of target groups by recruiting them to help produce your programs

INCREASING DIVERSITY - ADDING MEMBERSHIP


Sample Programs

- ◎ International Festival
- ◎ Young Explorer's Club
- ◎ Consulate speakers
- ◎ International Resource Team
- ◎ School newspaper or blog column
- ◎ School wide holiday/cultural observations

INCREASING DIVERSITY - ADDING MEMBERSHIP

Information Resources:

- ⊙ Consulates in Georgia
- ⊙ Southern Poverty Law Center
“Teaching Tolerance “-
- ⊙ “Great Idea Bank” at National PTA
website
- ⊙ Georgia PTA website
- ⊙ ECCC PTA Diversity & Inclusion
blog



THE VALUE OF A DIVERSE MEMBERSHIP

THE VALUE OF A DIVERSE MEMBERSHIP

“We thought that sending kids just to diverse schools might be the answer. It's not the only answer, because, within diverse schools, kids are self-segregating.

And, in fact, work by James Moody out of Duke University looking at 90,000 kids, 120 representative schools, showed that, as school diversity goes up, went up, self-segregation was also going up. So, the odds of having cross-racial friends was going down in diverse schools, not going up.”

- Bronson, Po. Author, “Nurtureshock”. Interview with Andersen Cooper. [AC 360](#). CNN. 14 May 2010.

THE VALUE OF A DIVERSE MEMBERSHIP

Inclusive/Culturally Sensitive PTA



Diverse membership



Culturally diverse programming



Meaningful cultural exposure and experience



SUMMARY

SUMMARY

- ③ Diversity means valuing differences and similarities
- ③ Diversity is important to PTA membership because it keeps us a relevant organization and makes us better advocates for our children
- ③ We need to develop a “game plan” to broaden our membership



SUMMARY

Every child, one voice.

It's more than a slogan, it's a mission!

It means **all** children,
from **all** backgrounds and families.

We can't do it if we're not doing all we can to honor, celebrate, and educate about the diversity that makes our schools so wonderful.