

DIVERSITY OUTREACH

Attracting New Membership to your PTA



Abdul Akbar, Georgia PTA Diversity & Inclusion Chair



WORKSHOP OBJECTIVES

- ③ To provide an understanding of what diversity means to the PTA
- ③ To explain the importance of diversity to PTA membership
- ③ 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?

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



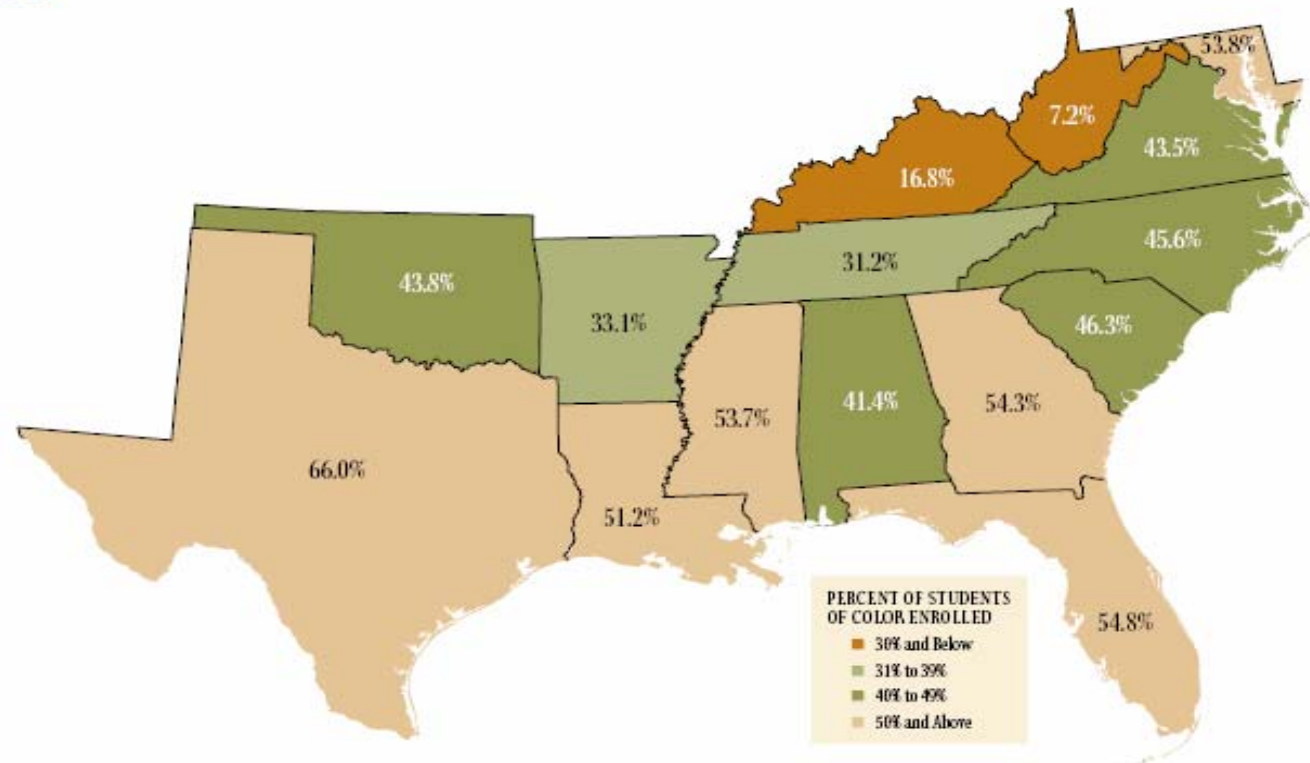
WHY IS DIVERSITY SO IMPORTANT TO MEMBERSHIP?

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%

WHY IS DIVERSITY SO IMPORTANT TO MEMBERSHIP?

2010 CENSUS RESULTS

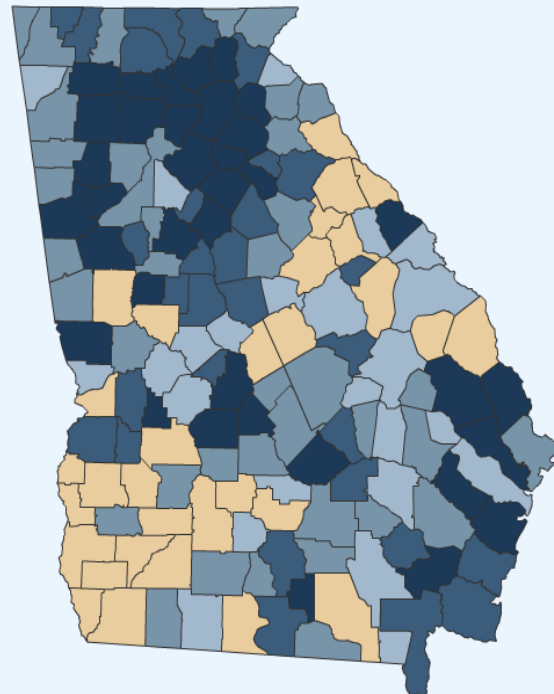
[BACK TO U.S. MAP](#)

[HIDE FULL SCREEN](#)

Georgia STATE POPULATION: 9,687,653

POPULATION CHANGE BY COUNTY: 2000-2010

LOSS 0-5% 5-15% 15-25% 25% +



STATE POPULATION BY RACE
GEORGIA: 2010

PERCENT OF POPULATION	CHANGE 2000-2010
White alone 59.7%	8.6% ↑
Black or African American alone 30.5%	25.6% ↑
American Indian and Alaska Native alone 0.3%	47.9% ↑
Asian alone 3.2%	81.6% ↑
Native Hawaiian and Other Pacific Islander alone 0.1%	60.1% ↑
Some Other Race alone 4.0%	98.1% ↑
Two or More Races 2.1%	81.7% ↑

STATE POPULATION BY HISPANIC OR LATINO ORIGIN
GEORGIA: 2010

PERCENT OF POPULATION	CHANGE 2000-2010
Hispanic or Latino 8.8%	96.1% ↑
Not Hispanic or Latino 91.2%	14.0% ↑

ASSESSING DIVERSITY - EVALUATING MEMBERSHIP

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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

Sample Programs

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



INCREASING DIVERSITY - ADDING MEMBERSHIP

Information Resources:

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

THE VALUE OF A DIVERSE MEMBERSHIP





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Diversity in school does not
guarantee greater interaction
between different groups

THE VALUE OF A DIVERSE MEMBERSHIP

Inclusive/Culturally Sensitive PTA



Diverse membership



Culturally diverse programming



Meaningful cultural exposure and
experience

SUMMARY



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- 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!