DIVERSITY OUTREACH

Attracting New Membership to your PTA

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WORKSHOP OBJECTIVES

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

PERCENT OF STUDENTS OF COLOR ENROLLED

- 30% and Below
- 31% to 39%
- 40% to 49%
- 50% and Above

<table>
<thead>
<tr>
<th>Region</th>
<th>Percent</th>
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<tbody>
<tr>
<td>South</td>
<td>50.8%</td>
</tr>
<tr>
<td>Historical Confederate South</td>
<td>53.1%</td>
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<tr>
<td>Deep South</td>
<td>50.2%</td>
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WHY IS DIVERSITY SO IMPORTANT TO MEMBERSHIP?
Take a critical look at your PTA

- Is it open and inclusive?
- Is it culturally sensitive?
ASSESSING DIVERSITY - EVALUATING MEMBERSHIP

Assess your community

- Meet with your school administration
- Evaluate your PTA membership
INCREASING DIVERSITY
- ADDING MEMBERSHIP
INCREASING DIVERSITY - ADDING MEMBERSHIP

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
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
Diversity means valuing differences and similarities.

Diversity is important to PTA membership because it keeps us a relevant organization and makes us better advocates for our children.

We need to develop a “game plan” to broaden our membership.
Every child, one voice.

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