

# Welcome to 2025 Leadership Convention

This session will begin soon



# **3G - The Power of Partnership: *Engaging Parents, Volunteers and Community Members***

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# Utah PTA Mission

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.



# **The Power of Partnership: *Engaging Parents, Volunteers and Community Members***

The Carnegie Corporation of New York's findings from their Global Family Research Project "consistently confirms that family engagement is one of the most powerful predictors of children's development, educational attainment, and success in school and life."



What is your PTA story?

How did you get involved in PTA?

Why do you continue?



Why do you think your PTA story matters when it comes to engaging parents, volunteers & community members?



# Roadblocks & Challenges to Engaging Parents & Volunteers

## Time

- Too busy/not enough time
- Unable to attend meetings or activities
- Burned out/tired
- PTA is not worth their time/they don't see the value
- Information is not given in a timely manner

## Communication

- Language & Cultural Barriers
- Communication isn't in a form they relate to
- There is little or no communication to families
- Needs & wants aren't heard
- Jobs and assignments are given without information



# Roadblocks & Challenges to Engaging Parents & Volunteers

## Other

- Negative Past Experiences
- Not feeling represented
- Not feeling accepted or invited
- Feeling micromanaged
- Feeling under managed
- Feeling unappreciated
- Too high of expectations

What would you add to this list?

???



We make time for the things we value. Let's help others see the value in PTA.



# How to Engage Parents & Volunteers

## Inspiring Involvement & Fostering Connections

- **Help them find their PTA why**

- Share your “PTA Story” and “PTA Why” with them. You never know when it will inspire someone to get involved.
- Ask what they value in regards to their child(ren), the school, education etc.
- Connect that value to a PTA program or activity that already exists or add/adjust a program or activity to accommodate it.
- Sometimes you have to do a little homework. [utahpta.org](http://utahpta.org) and [pta.org](http://pta.org) are valuable resources.



There is a place for everyone in PTA. How can we help each person find their place?



# How to Engage Parents & Volunteers

## Creating Opportunities for Ongoing Engagement

- Provide volunteer opportunities that are flexible, varied and/or don't require a lot of time.
- Consider changing meeting times or including a virtual option to allow more parents, teachers and volunteers to get involved.
- Adjust activity times to accommodate the needs of your school's demographic.
- Don't be afraid to scale back activities & programs to avoid burning out or over burdening your volunteers.



# How to Engage Parents & Volunteers

## Creating Opportunities for Ongoing Engagement

- Send out information across all communication platforms.
- Get information out in a timely manner.
- Have flyers translated or info accessible in multiple languages.
- Be mindful of holidays, cultural celebrations, and religious activities associated with members of your school community.
- Conduct a needs assessment so you know the needs and wants of you school community. Remember to include one for teachers, admin and staff. Look up “needs assessment” on [utahpta.org](http://utahpta.org) for examples and samples.



# How to Engage Parents & Volunteers

## Creating Opportunities for Ongoing Engagement

- Consider having someone translate at meetings or providing meeting minutes in multiple languages.
- Give volunteers the information and tools that they need to succeed. Check in with them and ask how you can help but don't take over.
- Traditions are great but change is good too. Don't get into the "but that's the way we've always done it" rut.
- Attend all trainings and provide pertinent training and information to volunteers and board members.



# How to Engage Parents & Volunteers

## Creating Opportunities for Ongoing Engagement

- Consider what you can do to be more welcoming and inclusive as a board and PTA.
- Consider extending personal invitations to attend meetings, help with activities, and get involved.
- Don't forget about teachers as potential volunteers and PTAs don't forget the Students as potential volunteers too.
- Show appreciation to your volunteers. this can be as simple as a card or small treat.
- Remember no one is paid for their time, we are all volunteers.



# How to Engage Parents & Volunteers

Creating Opportunities for Ongoing Engagement

What have you found to be successful in your PTAs to Engage Parents & Volunteers?



# Reaching out to Community Members to Create Lasting Partnerships

## What do school community members do?

Community members encompass a broad group of individuals and organizations who share an interest in and impact on the schools well-being and the success of its students.



# Reaching out to Community Members to Create Lasting Partnerships

## Who are school community members?

- PTAs
- Families & Neighbors
- Local Businesses
- Police, Fire, Medical
- Governing Bodies
- Churches
- Community Groups



# Reaching out to Community Members to Create Lasting Partnerships

## How do we engage school community members?

- With approval from your school principal consider hosting an activity that includes the neighborhood and businesses.
- Create partnerships with local businesses.
- Build relationships with the local police and fire departments through assemblies, programs, etc.
- Invite the mayor, city council, legislators and other elected officials to your meetings and activities and let them know all the good that is happening in your school.



# Reaching out to Community Members to Create Lasting Partnerships

## How do we engage school community members?

- Encourage the mayor, city council, legislators and other elected officials to join your PTA. Also, let them know about the concerns and needs of your school and students.
- Get to know the local church leaders of all faiths. Ask them about planned activities, religious practices, & needs of their members that might impact the school and students.
- Reach out to community groups to help with activities, assemblies, career days etc.



# Reaching out to Community Members to Create Lasting Partnerships

How do we engage school community members?

What has your school done to engage and reach out to school community members?

What impact have community members and partnerships had on your school and students?



“There is no power for change  
greater than a community  
discovering what it cares about”  
-Margaret J. Wheatley



Questions?



# Connect with us on social media



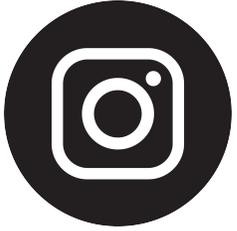
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