

Membership New & Updates – late January 2017

Hello Membership Chairs & Local Unit Presidents!

Winter Membership Challenge

Tomorrow is February 1 – the deadline for our Winter Membership Challenge. As of today (1/31), eight local units had accepted the challenge of increasing their PTA membership totals by 5% from their fall total. A huge thank you and congratulations to these units:

Berea Elementary & Robert Cashion Elementary – District 1, Greenville County

Lambs Elementary – District 9, Charleston County

St. James Elementary – District 16, Horry County

Daniel Island Elementary & Hanahan Middle – District 19, Berkeley County

DuBose Middle & Summerville High – District 23, Dorchester County

It is NOT TOO LATE to submit your membership report and reach the challenge! All reports postmarked by February 3 will be eligible.

Remember, this February report is *optional*, but greatly appreciated.

March 1 Membership Report Deadline – finish STRONG

March 1 is the deadline to apply for all SCPTA awards for the 2016-17 schoolyear. Some awards require submitting applications while many membership awards are based strictly on your membership reporting throughout the year. Key goals all units should be striving for:

- Reach the SCPTA membership goal for 2016-17
- 100% faculty PTA membership
- An increase in overall PTA membership percentage (based on your student enrollment)

Make sure SCPTA has your student enrollment (as of the 10th day school), the total number of teachers + principals, and the total number of school employees who joined your PTA unit this year. Without this information, we cannot celebrate your membership accomplishments.

Awards? Why bother?

I get it. You're busy. You're overcommitted. You're pulled in many different directions. Why should you and your Board find the time to apply some SCPTA awards?

If you're the competitive type (I know I need a reason to hit the ground running every morning) – shine the light on the work you've done this year!

Not the competitive type? Shine the light on the work you've done this year to help other PTAs learn and grow. That's right, we can all learn from each other!

Membership Awards for 2016-17 – all due March 1, 2017

Awards to Apply for:

***Oak Leaf -Exceeding the Standards Award** - To recognize local units for using “best practices” to ensure the smooth operation of their PTA/PTSA while providing programs and services to uphold the Mission and Values of PTA. Points are awarded in the following areas: Officer Transition, Unit Operations, Membership, Training, Finance, Communications, Programming, Advocacy & State PTA Sponsorship. Three levels awarded: Superior, Excellent, Good. Form is attached for reference but preferred method of applying is ONLINE (scpta.org)

*Revised for 2016-17

Excellence in Membership Promotions

I know many of you have excelled in Membership Promotion this year – the numbers don’t lie! Please share with SCPTA and all of our other units what worked for you. The rough draft of this revised application form is attached to get you started. Submit this award ONLINE (scpta.org).

Awards based on Membership Dues reports submitted throughout this year:

Palmetto Award for Exemplary Membership Levels - No applications are required for this recognition program. Awards will be given based on the Local Unit Membership Report forms submitted and kept in the South Carolina PTA office files. There are four levels – Platinum, Gold, Silver, and Bronze.

All require 100% Faculty membership with additional total membership percentage levels:

Platinum Level -

- 100% membership by March 1st (1 paid membership per student enrolled on the 10th day of school)
- 100% faculty membership by March 1st (equals the number of certified teachers + principals on the 10th day of school)
- Two or more consecutive years with 100% membership status OR achieves a 5% increase over last year’s 100% memberships reported

Gold Level

- 100% membership by March 1st (1 paid membership per student enrolled on the 10th day of school)
- 100% faculty membership by March 1st (equals the number of certified teachers + principals on the 10th day of school)

Silver Level

- 75% membership by March 1st (1 paid membership per student enrolled on the 10th day of school)
- 100% faculty membership by March 1st (equals the number of certified teachers + principals on the 10th day of school)

Bronze Level

- 50% membership by March 1st (1 paid membership per student enrolled on the 10th day of school)
- 100% faculty membership by March 1st (equals the number of certified teachers + principals on the 10th day of school)

Top 10 Award – Local units with highest percentage of members per student enrollment

Greatest Percentage Increase – Based on the percentage of membership from 2015-16 to 2016-17

Goal-Setters – Reaching or exceeding the SCPTA Membership goal for 2016-17

100% Faculty – All units enrolling school employee members = the number of teachers + principals

100% Total Membership – Based on student enrollment

Support your State PTA

Local units and districts are encouraged to support the state level of PTA by contributing donations to the following funds. Contributing units earn points towards the Oak Leaf - Exceeding Standards Award. Contributions made by March 1 will be recognized at the annual state convention. Contribution made in honor of a favorite teacher, a retiring principal, or an outstanding volunteer are an ideal gift! Did you know you could purchase an Honorary Life Membership and help support our student scholarship? All contributions are appreciated and don't forget about personal donations and employer's matching gifts programs! A **combined contribution form is attached** for your convenience. See scpta.org for more information and applications.

Helen Stokes Memorial Scholarship fund

The scholarship fund was started in 1956 as a tribute to the outgoing SCPTA State President, Helen Stokes. Originally established to encourage graduating South Carolina high school seniors to enter the teaching profession, the scholarship application is now open to any senior who will be attending an accredited college in South Carolina.

SCPTA Gerry Pfaehler Endowment Fund

The SCPTA Gerry Pfaehler Endowment Fund was created for the purpose of funding worthwhile programs of local units that support the goals and objectives of PTA. Any local PTA unit in good standing may apply for a grant.

SCPTA Advocacy Unit

The SCPTA Advocacy Unit is a statewide network of public education advocates; this unit allows individuals with no local PTA affiliation to join PTA at the state level. In addition to membership dues, funds raised for this unit are used to cover the costs of hosting the SCPTA Legislative Conference as well as travel expenses for state representatives to attend the National Legislative Conference in Washington, D.C.

General Operating Fund of SCPTA

Contributions to the General Fund offset costs of training sessions and field support for local units around the state.

Register for the State Convention – April 28 – 29, 2017

Please plan on sending at least one representative from your unit to the annual state Convention in Sumter the weekend of April 28 – 29. See scpta.org for registration information.

Can't make the entire weekend? Come when you can. We need you to share your talents and ideas. We want to celebrate you! Remember the local portion of membership dues collected at your school can and should be used to offset the costs of attending training.

Thank you for serving the children of South Carolina! I hope to meet and see all of you (or at least one representative from each school) in Sumter.

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