



## Vice President of Membership

The Vice President of Membership serves on the Virginia PTA Executive Committee and is a member of the Board of Directors.

### **Vice President of Membership shall:**

1. Work collaboratively with the President, President-elect and NPTA Membership liaison to develop an extension/membership plan for the state based on current membership and demographic information.
  - Responsible for a specific plan of work including goals, task to complete goals, timeline, budgets, and who is responsible for completing goals for individualized outreach plans for the state.
  - Assess membership needs and recommends new resources;
  - Research needs of members and potential members and explore if PTAs are fulfilling those needs;
  - Explore and recommend ways to provide value to PTA members.
2. Serve as the chair of the Membership Growth and Development Committee.
  - Chair meetings that shall be opportunities for District Directors and Council Presidents to discuss activities, idea sharing, plans and improvements to increase membership and support local units.
  - Support efforts to identify, recruit and create new local units and reinstate inactive units.
  - Assist District Directors and Council Presidents to:
    - Mentor new units and at-risk units;
    - Identify key areas for potential PTA growth. Work with school administrators, parents, and other community residents to establish new units.
    - Facilitate and support new unit creation and chartering, including the definition of components for PTA Startup Toolkit and ensure that new units have the necessary tools to be successful.
    - Meeting with school administrators, community leaders, and parent groups to determine interest in establishing new units. Clearly presenting the advantages and benefits of PTA to schools, communities and/or parent groups.
3. Compile reports to include a number of active local units in each district, number of inactive local units, reactivated units, number of pending charter units, and supporting membership count; in coordination with the state office.
4. Prepare flyers, workshop and training materials on membership and PTA Mission and Value for councils and local units.
5. Develop resources to assist the President or designee when speaking to current PTAs considering dissolution.
6. Attend district and council meetings, when feasible, in consultation with the President.
7. Submit articles for the Virginia Bulletin, social media and monthly newsletter; if applicable.