

Alameda PTA

Vice President for Membership

Job Description

Updated April 2019

General Purpose of the Position

A strong, involved, and informed membership is the most important asset of the Alameda PTA. Members, through their dues and volunteering, make it possible for the PTA to fund and staff multiple programs, services, and activities that benefit Alameda Elementary students and their families, school faculty and staff, and the community at large. In consultation or coordination with other PTA officers, the Vice President for Membership promotes PTA membership throughout the year, manages membership record-keeping and reporting, coordinates the transfer of membership records and dues to the Oregon PTA, and coordinates the publishing of a school-wide student and family directory.

Key Duties and Responsibilities

- Attend all scheduled Alameda PTA Board and General Meetings (typically monthly for Board Meetings, most months during the school year for General Meetings).
- Coordinate a fall membership campaign at the beginning of school year and promote membership throughout the year.
- Work with the President and Vice President for Communication to draft and distribute PTA promotional materials explaining the value and benefits of PTA membership.
- Attend Back-to-School Nights, the Back-to-School Picnic, and other events to promote membership.
- Develop membership-focused submissions for NewsNotes throughout the year.
- Serve as lead administrator for the MySchoolAnywhere (MSA) online membership and directory platform. This includes:
 - Ensuring funds to pay for the annual MSA subscription are included in the PTA budget and distributed by the Treasurer.
 - Updating account settings and data entry forms in preparation for the fall membership drive.
 - Working with the Alameda principal and school secretary prior to the start of school to secure student and family directory information and upload new data to MSA (minus records for families that have submitted the PPS directory opt-out form).
 - Launching and monitoring membership and directory signups; reviewing membership and directory data collection for errors; sending thank-you emails to new members.
 - Periodically checking the PTA folder in the school office for any membership signups and dues payments; manually record/update in MSA and forward payment to Treasurer.
 - Respond to membership and directory questions and requests for MSA technical support in a timely fashion.
 - Launch online directory and share access with PTA members.
 - Prepare membership reports, analyses, exports, and updates and share with PTA Board Members and the Oregon PTA.
 - Advise PTA Board Members on the functionality of MSA and consult on its use to support PTA functions and processes.
- Work with the Treasurer to collect, count, and deposit PTA dues and forward dues to the Oregon PTA.
- Submit membership records to the Oregon PTA.
- Consult with other PTA Board Members (e.g., Fundraising, Community Outreach, Vice President of Communications) for innovative ideas and opportunities for promoting PTA membership (e.g., prizes, targeted emails, leveraging other PTA events and activities).

- Prepare and submit data for membership portion of the PTA annual budget.
- Respond to email inquiries and requests from members, prospective members, Board Members, and Oregon PTA staff in a timely fashion.

Estimated Minimum Time Commitment

Month	Hours / Month	Key Activities
August	24	Prepare MSA for fall membership drive; prepare outreach messages and materials; launch and monitor membership and directory data collection; attend Board meeting.
September	32	Monitor membership and directory data collection; respond to member inquiries and send thank-you emails to new members; submit NewsNotes posts; attend and present at Back-to-School Nights; prepare membership reports for PTA Board and Oregon PTA; attend Board and General Meetings; report total membership numbers to the Oregon PTA and Treasurer.
October	32	Launch online directory; respond to member inquiries and send thank-you emails to new members; submit NewsNotes posts; prepare membership reports for PTA Board and Oregon PTA; attend Board and General Meetings; report total membership numbers to the Oregon PTA and Treasurer.
November	16	Respond to member inquiries and send thank-you emails to new members; submit NewsNotes posts; prepare membership reports for PTA Board and Oregon PTA; attend Board and General Meetings; report total membership numbers to the Oregon PTA and Treasurer.
December	8	Respond to member inquiries; prepare membership reports for PTA Board and Oregon PTA; submit NewsNotes posts; attend Board Meeting (if scheduled); report total membership numbers to the Oregon PTA and Treasurer.
January	8	Respond to member inquiries; prepare membership reports for PTA Board and Oregon PTA; attend Board Meeting (if scheduled); report total membership numbers to the Oregon PTA and Treasurer.
February	4	Respond to member inquiries; prepare membership reports for PTA Board and Oregon PTA; attend Board and General Meetings; report total membership numbers to the Oregon PTA and Treasurer.
March	4	Respond to member inquiries; attend PTA Board and General Meetings; report total membership numbers to the Oregon PTA and Treasurer.
April	4	Respond to member inquiries; attend PTA Board and General Meetings; report total membership numbers to the Oregon PTA and Treasurer.
May	4	Respond to member inquiries; review membership activities and plan and budget for next year; attend PTA Board and General Meetings; report total membership numbers to the Oregon PTA and Treasurer.
June	4	Respond to member inquiries; attend PTA Board and General Meetings (if scheduled); report total membership numbers to the Oregon PTA and Treasurer.
July	8	Begin prep for upcoming school year; update outreach documents; attend PTA Board Meeting (if scheduled).