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# Vice President Membership

**TERM** Two Years (July to July)

## OBJECTIVE

Texas PTA has a strong, growing membership base which sustains the association.

## DUTIES

- Chair the Membership Committee;
  - Oversee subcommittees and workgroups;
  - Serve as ex-officio on all subcommittees and workgroups;
  - Host regular committee meetings;
- Promote PTA membership and membership growth at all levels of PTA;
- Create monthly video communications with helpful ideas and award information.
- Provide training, strategies and support for Local Leaders, Council Leaders and Field Service Representatives (FSRs) to ensure they have what they need to recruit members:
  - Assess Leader needs at all levels of PTA and recommend new resources;
  - Maintain training and educational resources that are current and relevant;
  - Research needs of members and potential members;
  - Research PTA membership training, strategies and support in other states and National PTA;
  - Explore and share recruiting strategies with PTA Leaders;
  - Monitor member-based association trends;
- Assist Local and Council Leaders in learning how to share their value within their community to build membership;
- Empower Texas PTA Board of Directors to share the benefits of PTA and PTA membership with external associations/companies;
- Collaborate with the Vice President Field Service and Field Service Committee;
- Serve on committees of the Texas PTA Board of Directors, as assigned by the Texas PTA President; and
- Serve as membership chair of Lone Star Statewide PTA.

*(continued)*

1-800-TALK-PTA

408 WEST 11TH STREET  
AUSTIN, TEXAS 78701

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## COMMITMENT

- Attend three in-person meetings of the board of directors annually (typically held in September/October, February and July and tied to events when possible) and be available for conference calls or webinars as needed;
- Represent Texas PTA at the following events:
  - LAUNCH (typically held in July);
  - All-Committees Weekend (typically held in September, following election);
  - Rally Day at the Capitol (typically held in February when the Texas Legislature is in session);
- Attend Lone Star Leadership Weekend, at the invitation of the Texas PTA President (typically held in June); and
- Represent Texas PTA as assigned by the President.

## PREFERRED SKILL SET

- Comprehensive knowledge of and passion for PTA;
- Flexible, dynamic and collaborative personality;
- Strong leadership skills;
- Above average in-person and virtual presentation, written and verbal skills;
- Versed in technology;
- Professional appearance; and
- Ability to work well with others.

## SUPPORT

Work in partnership with the Director of Member Services and Texas PTA Staff to execute the activities of the Membership Committee.

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