

MEMBER TYPE	PRIMARY NEEDS	HOW PTA ADDRESSES THOSE NEEDS
Single Parents	<ol style="list-style-type: none"> 1. Support through networking 2. Input into decisions that affect their children 3. Parent education programs 	<ol style="list-style-type: none"> 1. Many PTAs offer advice about issues such as the availability of out-of-school programs and the safety of children home alone after school. 2. PTA addresses school policy issues, such as discipline and bullying prevention programs. 3. Many PTAs have access to videos on topics such as critical TV-viewing, enhancing children's self-esteem, raising alcohol- and drug-free children, and school bus safety.
Working Parents	<ol style="list-style-type: none"> 1. A voice 2. Partnership with school administration and other staff 3. To be part of the solution, not part of the problem 	<ol style="list-style-type: none"> 1. PTA represents parents in schools and before lawmakers as it works to make a difference in events, policies, and laws that affect children. 2. PTA distributes information on a regular basis via newsletters, e-mails, and websites so that members can be informed of and respond to school issues and activities in a timely manner. 3. PTA offers parents the opportunity to make positive changes in the school and in the community.
Young Parents	<ol style="list-style-type: none"> 1. Access to parenting programs 2. An understanding of school policies 3. To network through technology 	<ol style="list-style-type: none"> 1. PTA offers parenting training and information that can provide lifelong skills for raising children. 2. PTA informs parents about education issues. 3. National, state, and some local PTA websites have valuable resources on parenting and tools for communicating with other members.

MEMBERSHIP PROFILE

<p>Non-English speaking/ minority parents</p>	<ol style="list-style-type: none"> 1. An understanding of the school system 2. Interaction with other parents 3. Opportunities to share their culture and promote a positive community experience 	<ol style="list-style-type: none"> 1. PTA helps parents navigate the school system and empowers them to act. 2. PTA meetings allow discussion between various groups. 3. PTA can offer interaction with other families through diversity awareness training and activities that emphasize multiculturalism.
<p>Students</p>	<ol style="list-style-type: none"> 1. A sense of belonging 2. Recognition of creative talents 3. To practice citizenship 4. Leadership opportunities 	<ol style="list-style-type: none"> 1. Students serving on committees feel included, which helps their self-esteem. 2. Students have the opportunity to participate in PTA's Reflections Program. 3. PTA provides a forum in which students, parents, school faculty, and the community can come together to share ideas on topics that affect children and education. 4. PTA empowers students to share information and suggest actions on issues that affect their lives.
<p>Senior citizens and grandparents</p>	<ol style="list-style-type: none"> 1. To feel useful 2. To mentor younger adults 3. To connect with youth 4. Information on school and community events 	<ol style="list-style-type: none"> 1. PTA encourages active participation on committees. 2. PTA invites senior citizens to share their parenting skills and knowledge through parenting workshops. 3. PTAs and schools welcome the help of senior citizens in the classroom. 4. PTA disseminates information in a variety of ways to keep members informed.

MEMBERSHIP PROFILE

<p>School staff and school board</p>	<ol style="list-style-type: none"> 1. A voice for promoting their issues 2. Community and parent support 3. A better understanding of the school community's members 	<ol style="list-style-type: none"> 1. PTA has a voice in local, state, and national governments on topics such as school funding, school facilities, and teaching standards. 2. PTA has programs (such as Building Successful Partnerships) and materials designed to help educators and administrators encourage and generate parent involvement at school. 3. PTA is knowledgeable about school and community needs.
<p>Community groups</p>	<ol style="list-style-type: none"> 1. Increased visibility and accessibility 2. Shared resources 	<ol style="list-style-type: none"> 1. Partnering with PTA provides positive advertising and encourages sharing of information. 2. PTA provides volunteer crossover and strong legislative advocacy for issues affecting children in the community.
<p>Businesses, chambers of commerce, and trade associations</p>	<ol style="list-style-type: none"> 1. Positive public relations 2. Investment in the future 3. Staff training 	<ol style="list-style-type: none"> 1. Partnering with PTA can help businesses develop a positive image in the community. 2. PTA can offer opportunities for businesses to share with others the knowledge, skills, and experience necessary to secure a solid future in the workforce for our children. 3. PTA gives leadership training to members on a regular basis.
<p>Mayor and government officials</p>	<ol style="list-style-type: none"> 1. Access to parents 2. Positive public relations 	<ol style="list-style-type: none"> 1. PTA facilitates access to parents and can provide feedback from an elected official's constituents. 2. Partnering with PTA helps create a healthy, nurturing environment for the whole community.