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### **Male Engagement report for March 2022**

Continuing on from the male engagement survey conducted in November, which showed that male engagement could be improved in Suffolk Region, I've put together resources to help with male involvement. There are links and summaries below about everything from awards, graphics you can use in emails and fliers, family resources, and how to engage and keep males engaged.

Above all else there are three keys to getting and keeping males involved:

- 1. You must reach out to men specifically.** Men are not going to jump on board when they see a flier or email about decorating for a dance. You have to say, "Hey Dads, we need some strong men to help with the dance for your daughter or son. We'll have pizza and there will be other guys there to hang out with."
- 2. You must give men a reason to get involved.** The reason could be simply that you need some help with heavy lifting, or that it is an opportunity to spend quality time with their child. It could also be that by helping they will give their wife a break, and that will probably make their life easier as well. You are going to have to convince them that helping is beneficial to them.
- 3. Men are easy to lose.** This really goes for anyone, but men will probably find it easier to jump ship first. It may seem obvious, but make sure their experience is a good one and make sure you thank them. If men walk into an event filled with drama and disorganization, they won't be back to help again. We all know there is a certain amount of both at every gathering, so do your best to "ease" men into things. Perhaps at first give them a task to do alone or with other men until they feel more comfortable. Don't isolate or separate them forever though. At the end go out of your way to thank them.

Tell them how invaluable their help was and how you can't wait to see them at the next event. Tell them how much their child enjoyed having them there.

Male membership is important, but we need to go a step further and also get males involved at meetings, events and on executive boards and committees. Membership alone does not mean anything if males are not physically involved. With that in mind enter your unit for the Male Engagement Membership award if you qualify (if you don't qualify it's extra important that you keep reading).

### **March 2022 NYS PTA Male Engagement Membership Award**

- Achieve more than 20% male membership to earn the "Male Engagement" digital award badge
- Self-nominate by completing [this online award application](https://forms.gle/QsCCrM1jQ1BETjvc9) by March 31 at <https://forms.gle/QsCCrM1jQ1BETjvc9>
- Be inclusive in your membership efforts to include everyone
- Promote all members of the family unit to join
- 2 random winners will be selected from all achievers to receive a \$25 PTA store gift certificate

More information on membership awards is available here:

<https://nyspta.org/membership-awards-2021-2022/>

### **Male Engagement Resources from the NYS PTA**

This is a nice starter article that explains the importance of male involvement. I could not find information on MORE (Men Organized to Raise Engagement) that is mentioned in the article however. I may be outdated. If not I will discuss it in a future report.

<https://nyspta.org/home/membership/maleengagement/>

Excerpts from the article are below. Be sure to read more at the link above.

*"Local PTAs have not only the ability, but have the responsibility to educate dads, grandpas, uncles and others on the importance of their involvement in education."*

*"Most male PTA members say they joined PTA to work to improve their schools for the benefit of their children."*

*“Getting the men in the door is just the first step. Keeping men involved in the process requires a little more.”*

*“Share with dads and male father figures that their involvement in PTA:*

- *Shows added interest in their children’s education and school activities;*
- *Shows greater support for their children’s teachers and school; and*
- *Improves relationships between parents and school personnel.”*

*“PTA has come a long way from where it was started as a women’s organization. Emphasize that getting involved in PTA does not necessarily involve a large time commitment.”*

## **Customizable Male Engagement Graphics**

Use these great graphics in your emails, newsletters and flyers to help encourage Dads, Grandpa, Uncles to get involved.

[https://www.canva.com/design/DAE5M91bDX0/e7PlvwkRTtoQBE8aw7a1JsA/view?utm\\_content=DAE5M91bDX0&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=sharebutton&mode=preview](https://www.canva.com/design/DAE5M91bDX0/e7PlvwkRTtoQBE8aw7a1JsA/view?utm_content=DAE5M91bDX0&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview)

## **National PTA Male Engagement Resources**

This article contains mostly links to other resources on the importance of a Father’s involvement in a child’s school, family importance, involvement of Hispanic and Latino fathers and men and a vast array of resources on healthy father-child-family relationships. You could spend a lot of time on all of the resources in this article so we’ll cover them in more detail in the next report.

<https://www.pta.org/home/run-your-pta/Diversity-Equity-Inclusion/supporting-multicultural-membership-growth/Male-Engagement>

Here are the key strategies for starting a male engagement program according to this article. Be sure to read more at the link above.

- **Identify strong leadership,**
- **Educate men about the importance of their involvement.**
- **Meet with leadership and key players**
- **Establish a plan of action.**
- **Meet with local administrators for approval.**
- **Develop a male engagement team of men and women.**
- **Adapt communication and activities for male involvement.**
- **Keep the momentum up.**
  - Keep school staff and PTA leadership involved and informed.
  - Hold regular events and follow up.
  - Celebrate successes and continue to evaluate progress.
  - Reinforce male engagement with regular quarterly and biannual programs.
  - Arrange for individual men to do one-day school visits.

In summary, there are many ways to reach out to males, but put simply, you have to do it if you want to get males involved. Males need to be targeted specifically and given a reason to get involved. Keeping males involved means going above and beyond to make sure they have a good experience. Male membership is important, but does not tell the entire story. Males need to be active at meetings, events and as executives.