

Steps to Building Inclusive Units

Study Your PTA's Reflection

Questions to ask:

- Are we aware of the different demographics (cultural, economic, marital status, etc.) within our school/area?
- Does our membership and leadership reflect the diversity of the student population? If not, why?
- Are our meetings accessible and appealing to a broad range of potential members?

Select a "Target Audience"

Questions to ask:

- Which groups are underserved?
- Of those, which do we want to focus on first?

Identify Possible Barriers

Questions to ask:

- What is preventing our target audience from participating?
- Do we have any members from this target audience we could ask for insight?
- Is language a problem?
- Are our communication efforts effective?

Develop Strategies to Overcome Barriers

Questions to ask:

- Where will we find these potential members?
- What are their motivational needs (benefits for joining)?
- How will we communicate?
- What will we do differently once they join?
- How can we be inclusive even if they don't want to join right away?