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## MRTA MEMBERSHIP COMMITTEE GOALS AND DUTIES - 2023

**CHARGE:** To enthusiastically recruit, retain, and regain public school personnel retirees as active and proud members of MRTA. Our success and influence are obtained through “**STRENGTH IN NUMBERS.**”

**Objectives:**

1. Encourage each MRTA Unit to have a Membership Chairperson and a committee who are responsible for state MRTA membership as well as local membership. Encourage each MRTA Unit President to have at least 80% of their unit members also be members of MRTA.
2. Acquire the school directory lists of the names and addresses of the new retirees, both teachers and school personnel, each year from every school district in your MRTA Unit/Region and sending the list(s) to the Regional Membership Chair who will send it to the MRTA office. Districts having no retirees should also be reported.
3. Increase the current MRTA membership renewal rate of 75.84% to 80%:
  - a. Promote the advantage of automatic dues renewal via the MRTA website for payment of MRTA dues.
  - b. Grow and organize MRTA and local unit social media outreach as well as membership campaigns and membership recruitment via Zoom, Facebook, emails, phone calls, and other forms of contact.
  - c. Offer the convenience of paying a three-year MRTA membership.
4. Increase MRTA membership by promoting MRTA member benefit provider **Association Member Benefits Advisors (AMBA)**. Nationwide estimates say that 30% of education retirees will join due to these benefits and discounts. MRTA members can save up to \$10,000 annually with these benefits.
5. Coordinate membership campaigns with the state office, including marketing programs toward recruiting Public Education Employees Retirement System (PEERS) retirees as MRTA members such as the distribution of the **MRTA PEERS Membership Brochure**.
6. Work with the MRTA Retirement Education Committee to:
  - a. Promote and protect strong defined benefit plans such as PSRS/PEERS.
  - b. Promote what is right with public education. Teachers and educational staff matter most when it comes to student success. Although Missouri is currently ranked 50<sup>th</sup> in beginning teacher pay and 45<sup>th</sup> in average teacher salaries, Missouri students outperform national academic standards.
  - c. Attend beginning of the school year educator gatherings such as health fairs, convocations, etc. and to periodically deliver MRTA materials, including MRTF Grant Applications, to the teachers and support staff in every building.