CTA Launch Guide

Get Organized

☐ Identify two committed leaders (co-presidents or a president + VP)
☐ Draft a one-sentence purpose statement for your CTA
☐ Create a CTA-specific email address (e.g., cta@[school].org)

Get Official

☐ Contact your regional field consultant for templates and guidance
☐ Adopt bylaws using the provided model (edit only what's necessary)
☐ Elect core officers: President, Vice President, Secretary, Treasurer
☐ Hold a short organizing meeting to adopt bylaws and record minutes
☐ Open a CTA bank account using those signed minutes
☐ Keep meeting minutes and basic records in a shared folder (Google Drive or similar)

Get Connected

☐ Compile a staff contact list (email or physical copy)
☐ Create two groups: Members and All-staff (for general communication)
☐ Set up an MSTA membership form link or printable form to join
☐ Run a 3-question interest survey to identify needs and motivators

Get Members

☐ Choose a join-by date for your first membership push
☐ Offer a simple incentive (raffle, free lunch, gift card, etc.)
☐ Promote everywhere: staff emails, workroom posters, quick meeting mentions
☐ Collect membership forms + dues (through approved MSTA process)

Get Visible

☐ Plan one small, visible event or gesture (e.g., treat day, thank-you note wall)
☐ Send a welcome email or printed thank-you to new members
☐ Create a simple CTA info flyer to post in common areas

Get Sustainable

☐ Schedule two general meetings per year (beginning + end of year)
☐ Keep a budget log (Google Sheet works fine)
☐ At year's end, survey members and recruit next year's officers