

TSA Recruitment, Retention, and Promotion Calendar



Advisors, chapter officers, and student members can take an active role in recruiting and retaining prospective TSA chapter members year-round via the following ideas:

SPRING

- Begin recruiting efforts in the spring for the next school year. Hold an interest meeting to showcase your TSA chapter accomplishments through photos or videos of state and national conferences, competitive events, community service, and leadership. Ask members to describe their experiences.
- Post signup sheets at the meeting and around school for prospective student members.
- Elect chapter officers for the coming school year.

SUMMER

- Host an officer team meeting to discuss duties, membership drives, and fundraising activities.
- Create a “TSA Wall of Fame” to debut when school starts. Showcase photos of award-winning activities, including those at state and national competitions.
- Ask members to bring prospective members to a fun summer social such as a barbeque, movie night, ice cream party, etc.

FALL

- Begin the school year with an exciting chapter meeting featuring an icebreaker, team building activity, overview of TSA chapter requirements/annual activities, and information about TSA events, competitions, travel, elections, and conferences. Recognize members who participated in past conferences; have them share a video or photos of their experiences. Serve food at your first meeting.
- Be available to talk to prospective TSA members in the hall, at lunch, and during class. Encourage other members to do the same.
- Launch a membership drive.
- Host a social gathering during which families can learn about your TSA chapter.
- Use school-approved communication methods to stay in touch with chapter members; design and/or update your chapter website; and utilize social media.
- Organize a service project that is open to the community, not just to chapter members.
- Observe National TSA Week in October; each day features a new way to celebrate and get the word out about TSA!

YEAR-ROUND

- Schedule morning and afternoon announcements about TSA to help remind members or prospective members about meetings.
- Recognize the accomplishments of members and the chapter in everything from a poster, bulletin board, or display case in a classroom or lab—to announcements at school assemblies and in the school newspaper, yearbook, e-newsletter, mobile app, social media, and website.
- Assign the chapter secretary or a few members to give an advisor-approved presentation – about the benefits of TSA – to the PTA or PTSO at your school, and send periodic, advisor-approved updates about your chapter accomplishments to the school administration.
- Encourage interaction between members and school departments, such as a student member STEM demonstration in a math or science class. Wear TSA apparel!
- Invite school administrators to a TSA chapter meeting.