

### Congratulations to the Leaders Project Class of 2008

NAME	PTA UNIT	CITY	REGION
Elizabeth Aley	High Pointe	Nixa	Ozark
Colleen Bock	Voy Spears, Jr.	Blue Springs	Three Trails
Robbyn Bybee	High Pointe	Nixa	Ozark
Julia Ciafullo	Prairie View	Lee's Summit	Three Trails
Carla Ewart	Benton High School	St. Joseph	Pony Express
Kathlyn Hardin	Sycamore Hills	Independence	Three Trails
Lou Hibdon	Raytown South High School	Raytown	Three Trails
Lisa Hodina	Hickman High School	Columbia	Heritage
Dawn Howe	J.W. Luff	Independence	Three Trails
Norvel Johnson	Warford	Kansas City	Three Trails
Carmen Kraus	Raytown South Middle School	Raytown	Three Trails
Denise McCarter	Summit Lakes Middle School	Lee's Summit	Three Trails
Jessica Shoaf	J.W. Luff	Independence	Three Trails
Michele Sipes	Spring Valley	Raytown	Three Trails
Cathy Sweeney	Show-Me		
Gwen Thomas	Laura Ingalls Wilder	Springfield	Ozark



# WE WOULD LIKE TO EXTEND A WARM WELCOME TO OUR NEWEST PTA UNITS:

- Parkview High School PTSA
- Staley High School Falcon Booster Club PTSA
- Holy Cross PTA
- Hogan Preparatory Academy PTSA
- Indian Trails Elementary PTA
- University Academy Upper School PTSA

### Cover photo:

Voy Spears Mosaic wall created Spring 2007

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### **CONTRCT** Staff

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*CONTACT* is the official publication of Missouri Congress of Parents and Teachers. We are a branch of the National Congress of Parents and Teachers. *CONTACT* is published bi-monthly, six times a year. Subscriptions are \$7 per year.

Missouri PTA Office, Editorial and Publication Office: 2100 I-70 Drive SW, Columbia, MO 65203, PHONE: 800-328-7330 FAX: 573-445-4163 or www.mopta.org

Please notify the Publication Office in case of change of address or to purchase a subscription. It is important that we have accurate addresses so that we may provide the support and information to each local unit.

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PLEASE SHARE THIS MAGAZINE.

Information from this magazine may be excerpted for other PTA publications as long as credit is given to Missouri PTA and any byline that may appear with the item must be included.

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### **President's Message** By Mary Oyler, Missouri PTA President

Our children are the

most important asset

this country has. They

are our future! They

are our dreams for

what can be achieved!

They are a huge part

the



we will leave in the history books! PTA has adopted the vision that we will make every child's potential a reality. In order to make this happen, we as parents, teachers, administrators, and community members must make sure that we are doing everything we can to insure that these children are provided the best possible start towards adulthood.

of

In order for this to happen, we must start forming long lasting partnerships between our families, schools and communities. Every day we let this type of partnership slide by undeveloped is another day we are letting down the children in our lives. These partnerships must be based on meaningful understanding and respect of each group's views and expectations. Without this, we are on a course that will only travel blindly and never accomplish our goal.

PTA has developed a road map for us to follow as we work towards developing these great assets. This is the National Standards for Family-School Partnerships. We must understand this road map with all of its twists and turns and stops along the way if we are to start this journey with our children. Please look over this map to our children's success with suggestions for activities along the way.

Welcoming all families into the school community

- Develop personal relationships
- A family-friendly atmosphere

• Opportunities for volunteering Communicating effectively

- Multiple communication paths – newsletters, email, phone calls, home visits
- Access to the principal

• Connections among families

- Supporting student success
- Communicate about student progress
- Promote after-school learning

Speaking up for every child

- Understand how the school and district operate
- Understand rights and responsibilities under federal and state law
- Learn about resources
- Process to resolve conflicts
- footprint Sharing power
  - A voice in all decisions that affect children
  - Address equity issues
  - Develop leadership

Collaborating with community

- Link to community resources
- Organize support from community partners
- Turn school into hub of community
- Build a family friendly community

If our school communities follow this map with every stake holder (parent, teacher administrator and community member) along for the ride, our children will be the winners at the end of their journey into adulthood and we will have done our part in developing powerful, successful children that are ready to lead our country.

## Who We Are

### PTA Vision

Making every child's potential a reality

PTA Mission ~ PTA is:

- A powerful voice for all children,
- A relevant resource for families and communities, and
- A strong advocate for the education and well-being of every child.

#### PTA Purposes

- To promote the welfare of children and youth in home, school, community, and place of worship
- To raise the standards of home life
- To secure adequate laws for the care and protection of children and youth
- To bring into closer relation the home and the school, that parents and teacher may cooperate intelligently in the education of children and youth
- To develop between educators and general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social, and spiritual education

### www.mopta.org

## **Just who is the National PTR President Elect?**



Charles J. "Chuck" Saylors is PTA's first-ever male national president-elect. He was elected in June 2007 to a two-year term and has been a PTA member for almost 20 years.

Saylors joined PTA when his oldest son Matthew (now 24 years old) was in the first grade at Woodland Elementary in Greer, S.C. That's when he and his wife Teresa began volunteering and they haven't slowed down since.

The Saylors have been married for 25 years and have four children; Matthew, Jennifer Canova (22), Tyler (12) and William (9). They are also the proud grandparents of Bethany Canova (2), Jennifer's daughter. Teresa is a past PTA president at Taylors Elementary where Tyler and William are students.

Saylors states: "My motivation is to get parents and family members involved in the educational system showing them that even a little time spent in the school is a valuable investment. I truly believe that a child will succeed if a parent is involved."

Saylors has been in the construction industry for over 17 years and is currently Vice President for the Construction Management Division of M.B. Kahn Construction, a national top 10 education contractor. Saylors also serves on a number of national, state, and community boards. He is a trustee for the School District of Greenville County, S.C., serving two years as board chair and is a former board member for Greenville Technical College. National/State/ Local PTA Positions and Activities:

- PTA National Secretary-Treasurer (2005-2007)
- South Carolina PTA President (2003-2005)
- Former SCPTA Vice President and Treasurer
- Former President, District 1 PTA
- Current Board Member, District 1 PTA
- Former Board Member, Northeast PTA Council
- Former President, Woodland Elementary PTA

Professional/Volunteer Positions and Activities (Non-PTA):

- Member, Council of Educational Facilities Planners International
- Board Member, National Federation of Urban Suburban School Districts
- Trustee, School District of Greenville County
- Former Board Member, Greenville Technical College
- Former President and Board Member, Roper Mountain Science Center
- Former Executive Board Member, Blue Ridge Council BSA
- Member and Former Deacon, Hampton Heights Baptist Church
- Former Board Member, Greenville Family Partnership (National Red Ribbon)

## Connecting: To the Internet, to Parents, to Children

By Jan Harp Domene, PTA National President



Kids and technology both grow quickly, don't they? The members of Generation X are parents now, and their children have even surpassed them as the most tech-savvy group. While trying to keep up with their own offspring, many of these moms and dads are also finding that their household needs two or more jobs to support their family. Tough economic times are taking a toll on volunteer commitments; we shouldn't be surprised that Gen X doesn't

have as much time for regular PTA meetings as their parents did. Yet parent involvement remains an important part of their lives. PTA simply needs to engage these younger parents in new ways, and Gen X's familiarity with technology is how we can connect with them.

PTA's national website is now more parent-friendly. We also created a new on-demand radio station with shows featuring experts on education and family issues; jumped into online social networking (reaching out to parents through Facebook<sup>®</sup> and talking with them on blogs); set up a PTA channel on YouTube; and started sharing photos on Fotki. And that's just the beginning! Parents aren't the only ones online, though. Young people and children are using the Internet in greater numbers and in different ways than their elders. The communication avenues and learning opportunities available online are amazing, and we must make certain that our children can explore those enriching possibilities safely. PTA.org offers a special section devoted to Internet safety, as do partners like the White House Office of National Drug Control Policy, who have a great media safety primer for parents at www. theantidrug.com/teens-technology.

Generation after generation, PTA serves as a valuable and vital resource. Our mission transcends age and the ages: we bring families, schools, and communities together to help all children succeed. Now we're just doing it in ways our founders had never imagined. And you will be the next generation of PTA leaders who connect with communities in ways we can only imagine. Dream on, PTA—and never be afraid to try something new!

## Tie One On For Safety



"Drive Safe, Sober and Buckled Up" is the message MADD strives to reinforce through the annual Tie One On For Safety program every November and December. This popular public awareness campaign purposely spotlights the time of year when a greater proportion of people are actively engaging in holiday season festivities. It only takes a split second for a drunk driver to dramatically change individual's and family's lives. Each year MADD offices across the country distribute over 6 million ribbons for individuals to display on their vehicle. For more information about this program point your browser to http://www.madd.org/Drunk-Driving/Drunk-Driving/Programs/View-Program. aspx?program=10.

## Founder's Day

Have you made plans to celebrate Founder's Day on February 17<sup>th</sup>? The PTA has been a driving force in childhood advocacy for over 100 years. Our founders, Phoebe Apperson Hearst, Selena Sloan Butler, and Alice McLellan Birney took a vision and changed it into a reality. Can you imagine what our schools would be like today if these women and those who followed in their footsteps had simply looked in the other direction? Use this time to plan a special event to honor our history and your own accomplishments. Our history is impressive but we have only just begun. The work we do today enhances children's tomorrows.

## Missouri Connections News Room Available

Connect to Your Future

The Missouri Connections News Room is a new Parent Resource available on the Missouri PTA website, www.mopta.org. It contains a series of monthly articles, fact sheets, and graphs that provides Missouri parents, their students, educators and the general public with important education and career planning information. The Missouri Connections News Room is a collaborative project by the state Departments of Elementary and Secondary Education, Higher Education, and Economic Development, as well as the Missouri Center for Career Education and the Missouri Chamber of Commerce and Industry. In fact, its public outreach workgroup encourages PTA members and schools to tap this free news source, as needed, for use in your local communications. The ultimate goal of the News Room is to provide information that may stimulate interest in life-long career preparation and help Missourians be armed with education and skills needed to be competitive and prosperous throughout their careers.

The link to the Missouri Connections News Room is: http://www.dese.mo.gov/ divcareered/missouri\_connections\_news\_room.htm

"WOW!" Reflections Reminder!!

ALL STUDENT ENTRIES MUST BE <u>RECEIVED</u> IN THE MOPTA OFFICE BY 4:30PM ON FRIDAY, JANUARY 16, 2009 Please plan your delivery method so that your artwork submissions arrive on time!

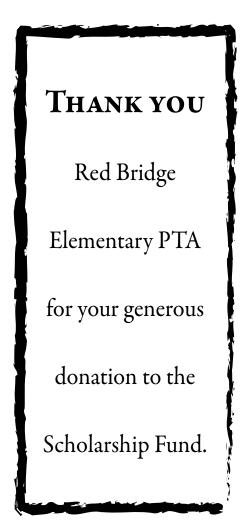
## **Election Day**

"Voters don't decide issues; they decide who will decide issues." George Will.

One of our most cherished rights as American Citizens is the right to vote. Don't forget to make your voice heard on November 4<sup>th</sup>. The choices we take the time to make today will affect the choices not only we but also our children will have in the future.

## We Want Your Stories

Each year units and councils spearhead fabulous programs. One way we grow as a collective group is by sharing our stories. Your PTA's successful programs can be a great inspiration to other units across the state. Contact the state editor at dorothyg@mopta.orgwith your stories and photos to share.



## It All Started as an Idea - HB2213

By Stephanie Miller, State Legislative Chair

Over three years ago, a member of Missouri PTA decided to bring forth an idea. An idea that would work its way through the legislative system and help bring about House Bill Number 2213. A bill that was delivered and approved by Governor Matt Blunt on June 6, 2008 and signed by the same on September 10, 2008.

HB2213 will amend chapter 9 RSMo by adding a new section relating to the designation of parent and family involvement in education week. It states:

e governor shall annually issue a proclamation setting apart the second week of September as "Parent and Family Involvement Week," in Education and recommending to the people of the state that the week be appropriately observed through activities that will bring about an increased awareness of the importance and bene ts of parent and family involvement in education and encourage greater involvement of parents and families in their children's education, both in the school and in the home. e parent and family involvement in education week recognizes that parent and family involvement in a child's education is a major factor in determining success in school, regardless of the socio-economic status, race, or ethnic background of the family, or the education level of the parents.

On hand to witness the signing and official Proclamation were a group of people that have the children of Missouri in their Representatives from Missouri hearts. PTA were: Mary Oyler, president, Wendy Jackson, president elect, Stephanie Miller, state legislative chair, Elizabeth Aley, regional director from the Ozark Region, and Stephanie Hicks, unit president from Jefferson City. Representatives from Parent Involvement Resource Center, Parents as Teachers, Practical Parenting Partnership and L.I.F.T (Missouri Literacy Resource Center) also joined our group. Last, but definitely not least of those on hand, was Darrell Swofford.



From left to right: Elizabeth Aley, Stephanie Hicks, Mary Oyler, Darrell Swofford, Gov. Matt Blunt, Rep. Will Kraus, Stephanie Miller, and Wendy Jackson

Darrell played a very large role in getting us all together; it was his idea that started the ball rolling for this Proclamation back in 2005. Together with his wife Roseann and grandson Wyatt, Darrell joined us in celebrating this milestone for the children of Missouri. "We have worked so hard for parent and family involvement, and true education reform cannot and will not occur unless and until parents become involved" said Darrell. Having served numerous years on the Missouri PTA Board of Managers, Darrell is no stranger to advocacy and this bill shows how dedicated he has been to the children of Missouri.

Representative Will Kraus from Raytown was also on hand to view the signing of this bill. Representative Kraus introduced this bill and was its sponsor in addition to being a supporter of Darrell and his idea. During the day's activities Representative Kraus MANNANA ANALY MANNANA MANNANA Involvement week will not only help parents become more involved, but also help parents and teachers work together to set common goals for the students. I was glad to lend my assistance to Missouri PTA and Missouri students with this bill." The bill was co-sponsored by Representatives Muschany, Dusenberg, Yates, Daus and Grisamore. MOPTA would like to extend a thank you to all involved in the process of getting this Bill approved.

Parent and family involvement plays an important role in our children's lives. Studies have shown that parents/families play an integral role in assisting in a child's learning. In more simple terms, when families are involved in their children's learning both at home and at school, their children do better in school. A section of the No Child Left Behind Act focuses on Parent Involvement, which shows that it is not just a state concern but also a national objective. Please visit both the National (www.pta.org) and State (www.mopta. org) websites for more information and suggestions on becoming more involved in your child's education success.



**MOPTR CONTRCT** 

## Units Honor Parent & Family Involvement in Education Week

This year several units stepped up to the challenge and incorporated Parent and Family Involvement in Education Week into their busy PTA planned programs. Thanks to every unit who made a special effort to highlight the crucial need for parent involvement in our schools. Here are just a few examples of unit events during this special second week of September.

Walker (Ruth Oliver) Elementary School PTA teamed up with the school and held their Book Fair/Family Night on Thursday, September 11, 2008. Several service men and women were invited to the school in their uniforms to help them celebrate Family Involvement and 9-11 Remembrance.

School of the Osage High School held a Parent/Student college planning night for 10<sup>th</sup> thru 12<sup>th</sup> grade students. They felt this event would be effective in involving the parents in helping their students plan for college and understand what they need to do now to prepare. Several colleges, such as MU, Rolla and MSU, were represented. In a more broad sense, this effort also made parents generally aware of what their children need to be doing to succeed during their high school years.

Elm Grove Elementary PTA held an Ice Cream Social for their students and Grandparents. Extending the role of family involvement beyond the traditional view of just parents having a role in education.

Dads and donuts seem to naturally go together. With that in mind a Donuts with Dad event was highlighted for the week over at Blue Hills PTA in Three Trails.

Seeing this as an extraordinarily appropriate week to kick off their first PTA meeting of the year, Westridge Elementary PTA planned appropriately. They started the night in the usual manner, introducing the board and then jumped right into what their initiative, grants and goals were for the year. They made sure to articulate what the parents could do to become involved in PTA, why they should join PTA and the value their PTA brings to the school. To further reinforce the importance of parent involvement the school principal highlighted last years MAP scores, AYP and made a huge announcement. Westridge had recently been awarded the EMINT grant. Through this grant, each classroom will now have its own Motherboard. The night concluded with classroom demonstrations of this new exciting technology.

Each year Mill Creek Elementary PTA holds an Objective Night and this year they planned to have it coincide with Parent and Family Involvement in Education Week. Parents began the evening by dropping off their children in the gymnasium and Health room where free childcare was provided. The PTA made the decision to offer free childcare as a way to involve families who might have otherwise been unable to attend. A brief PTA meeting was held which included introductions to all the teachers, administrators and specialists who call Mill Creek home. Afterwards parents set off to their child's classroom. It was during this time the free childcare paid off by enabling parents to spend time with their child's teacher learning about the curriculum for the upcoming year, understanding what goals and expectations would be addressed and leaving with tools to reinforce at home what the students learned in the classroom. On the flip side students spent the time enjoying games with friends. The event was an immense success. Over 200 children took advantage of the extra playtime with their friends and both PTA and classroom teachers found themselves packed with interested parents.



## Mark Your Calendar

### NOVEMBER

National American Indian Heritage Month

PTA Healthy Lifestyles Month Child Safety & Protection Month National Adoption Month

- Tie One on For Safety Campaign 1 Membership Dues to State
  - Office
- 1 National Family Literacy Day
- 1 Daylight Saving time
- 4 Election Day
- 11 Veterans Day
- 16 American Education Week Begins
- 23 National Family Week Begins
- 27 Thanksgiving Day

### DECEMBER

- 1 AIDS Awareness Day
- 1 Membership Dues to State Office
- 21 Hanukkah Begins
- 25 Christmas
- 26 Kwanzaa Begins
- 29 Islamic New Year

#### JANUARY

PTA Mid-Year Membership Drive Kid's First Legislative Rallies

- 1 Membership Dues to State Office
- 1 New Year's Day
- 15 Martin Luther King, Jr.'s Birthday
- 16 Reflections Projects Due to State Office by 4:30 pm
- 20 Presidential Inauguration Day
- 26 Chinese New Year

### FEBRUARY

1

Black History Month

- 1 Super Bowl Sunday
- 1-2 African American Read In
- 9-13 PTA Take Your Family to Work Week
- 14 Valentines Day
- 16 President's Day
- 17 PTA Founder's Day

#### MARCH (Looking Ahead)

- Phoebe Apperson Hearst PTA Award Due to National Office
- 31 Officer's Due to State Office

## Membership Award Winners

By Shelly Throckmorton, Membership Emphasis Chair

**CONGRATULATIONS** to our Membership Award Winners! The following units were recognized at the Missouri State Convention in October for their outstanding work during the 2007-2008 school year.

Golden Gavel Awards - these are awarded in 5 different categories

Unit with the highest numerical increase in membership

Blue Springs High School PTSA, Three Trails Region

Blue Springs High School increased their membership by 348 members.

Unit with the highest percentage increase in membership

Bolivar Intermediate PTA, Ozark Region

Bolivar Intermediate increased their membership 242 %.

Unit with the highest membership total

Blue Springs High School PTSA, Three **Trails Region** 

Blue Springs High School's membership totaled 1,049.

Unit with the highest membership percentage based on school enrollment

Greenwood Lab PTA, Ozark Region

Greenwood Lab had 365 enrolled students and 481 PTA membership - 132%



Today!

Council with the highest percentage of total membership increase over previous year.

Raymore-Peculiar Council, Three Trails Region

Raymore-Peculiar Council had a 123% increase.

Community Involvement Award (3-way tie)

Unit with the highest number of business members

Chapel Lakes Elementary PTA, Three **Trails Region** 

Sequiota Elementary PTA, Ozark Region

Walt Disney Elementary PTA, Ozark Region

These units each had 44 business members.

Students Make A Di erence Award

Application Award for the Unit with the highest percentage of student members based on school enrollment

Liberty Jr. High School PTSA, Pony **Express** Region

Great job! - I wish you all continued success in this 2007-2008 year.

We're Soaring to New Heights...Join PTA

## **10 WAYS TO** INCREASE Your Pta MEMBERSH

- 1. SELL memberships at the PTA sponsored concession stand or school store.
- 2. *GIVE* children stickers that say "PTA Meeting Tonight" to remind parents when the kids get home.
- 3. ASK the drama class to present a short membership skit about what PTA does for kids at a PTA meeting or school activity.
- 4. *HOLD* aerobics or exercise classes for PTA members.
- 5. *MAKE* a list of some of the things members get with their PTA membership and use as a handout or poster.
- 6. *RECOGNIZE* new families at each meeting. Get this information from the principal and invite them to join PTA with a phone call and note immediately.
- 7. TRY a "30 Day Wonder" Can you get 30 new members in 30 days?
- 8. PROMOTE Reflections in high school.
- 9. SPONSOR a financial aid workshop for parents and seniors, and make seniors aware of the scholarship opportunities.
- 10. COUNCILS: Ask your regional director to send a note of encouragement to local units who are struggling or congratulations to a local unit who you know is achieving great membership growth.

## **2007 · 2008 Awards & Grant Winners**

А

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& W By Scott Jennings, Vice President of Communications

Units and Councils that are doing a great job of communicating with their members and schools through newsletters and websites.

The members of the award selection committee had a very difficult time determining two clear-cut winners for these awards that have been awarded for the third time at the Missouri PTA Convention on October 18-19, 2008 at the KCI Expo Center in Kansas City, Missouri.

The Missouri PTA Outstanding Unit/Council Newsletter Award was won this year by Liberty Oaks Elementary PTA from Liberty in the Pony Express region. Their newsletter is titled "The Lion's Pride." Members of the selection committee commented that it had lots of good info, had a good balance and appearance, and was consistent in its layout and content.

The Missouri PTA Outstanding Unit/Council Website Award was won this year by South Elementary PTA from Jefferson City in the Heritage region. Their website address is www.southschoolpta.com. Members of the selection committee said that the website had a great visual appearance and was loaded with lots of great PTA and parent information with some great links to other resources for their members.

Member of both of these units attended convention and presented at workshops to inform convention attendees of how they can make their communications tools more effective. If other PTA Units and Councils in Missouri would work on communication tools like Liberty Oaks and South Elementary, there are no doubts that their members would be better informed about their school's PTA happenings and events throughout the year.

Congratulations to these two units on their achievements. We hope all units and councils throughout the state work on their newsletters and websites and apply for the 2009 award by the deadline of April 15, 2009.

#### S S Α

Focusing on Student accomplishments, the Student Safety Award came out of the notion that it only seemed appropriate to honor outstanding individual students who use their involvement to promote a safety program. Unfortunately this year there were no entries received in this category. Does your student PTSA members know of the award? If not be sure to give them a heads up. This just might be the incentive they need to create, organize and accomplish something amazing. Something that will benefit and impact the lives of many,

The deadline for the Parent Education & Involvement grant, Health & Safety Education Grant and Student Safety Award is April 15, 2009. Take some time to look over the programs your unit or council already offers. It is very possible you are already implementing a program that fi ts into one of these three grant/  program be sure to apply. You deserve the recognition for all your great efforts and the check for the winners never hurt anyone's budget.

#### Η & S E G

Designed to promote the importance of health and safety in our schools and community, this grant awards those units who have designed and implemented a program based on these principles. This year's winners are:

- Cameron PTSA in the Pony Express Region
- Moreland Ridge Middle School PTSA in the Three Trails Region

Established in 1992 this grant was designed to help with the costs incurred by those local and council units that effectively organize, plan and hold a program/project, specific workshop, or even that educates and/or celebrates parent involvement in their school. This year's winners are:

- First Place F.L. Skaith Accelerated PTA from the Pony Express Region
- Second Place Clever PTA in the Ozark Region

#### A L W By Donna Petiford, VP Legislation and Advocacy

The AtLaw awards are designed to recognize outstanding individual and unit/council participation in the legislative process. PTA members participate in this process by keeping informed of issues that are important to children and our public schools and acting on this knowledge by attending local events, writing letters, making phone calls and personal visits, and encouraging other PTA members to do the same. Without the advocacy efforts of all PTA members, our children would not be represented in our nation's capital or Jefferson City. We sincerely appreciate these individuals and units who made significant contributions to our Missouri PTA advocacy efforts during the past legislative session.

This year MO PTA honored Donna Petiford, Stephanie Miller and the Springfield Council PTA Congratulations and thank you for your continued effort in making issues relating to children a top priority.

## Missouri PTA Scholarship Program

By Sheryl Kaullen, Missouri PTA Scholarship Committee Chairperson

The PTA Scholarship Committee selected five outstanding high school seniors to receive Missouri PTA Teacher Education Scholarships for the fall 2008 school term. The awardees are listed below:



Daniel Kahre Miller High School, Miller Carolyn B. Ullman Scholarship



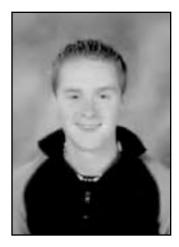
Alyson Link Grain Valley High, Grain Valley Irma G. Detjen Scholarship



Wade Proffitt Lafayette High, St. Joseph Helen B. Maupin Scholarship



Alan Reed Fort Osage High, Independence Carolyn B. Ullman Scholarship



Taylor Starks Blue Springs High, Blue Springs Irma G. Detjen Scholarship

Currently, 18 students, enrolled in Missouri colleges or universities, are receiving annual scholarship gifts of \$500.00, totaling \$9,000.00 in annual scholarship disbursements. The scholarships are funded by individual donations, local PTA council and unit gifts and endowment funds.

Additionally, each fall, the Phoebe Apperson Hearst Memorial Award is bestowed upon one or more outstanding college seniors, who are a Missouri PTA Scholarship recipient. Income from the Phoebe Apperson Hearst Fund is used to finance these awards. Ms. Tahira Terkman from Columbia and Ms. Elizabeth Young from Drexel received the award in 2007. This year the Scholarship was awarded to Jessica Woodard of Southeast Missouri State University in Cape Girardeau.

### **MOPTR CONTRCT**

## What's the Difference Between "PTA" and "PTO Today"

asked is, "What's the difference between PTA and PTO Today?" Below is a list of replies you can give. Item 1 is the most important, so use that if you only have a little time. Use more when speaking or making presentations to interested non-PTA parent or community groups.

- 1. In a nutshell, PTO Today, which appears to position itself as a national affiliation organization, is a for-profit business that sells information through a magazine and a Web site. Whether or not they pay PTO Today a single dime, non-PTA parent groups are not part of a larger organization.
- 2. Most state PTAs (though not all) offer automatic not-for-profit and tax exemption to their local units. PTO Today cannot do this. <u>All</u> non-PTA parent groups must apply for this status themselves if they want the benefits of not-for-profit status. The current fee for filing for not-for-profit status with the IRS is \$750.
- 3. The money that goes to PTA is not money taken away from schools. It is put back into the organization to provide services and resources to members so that they can be more effective at helping their children and schools. PTO Today is a privately owned company with \$2.6 million in revenue in 2004 (Boston Business Journal, April 18, 2005). Its owner benefits from the profits from the services his company provides.
- 4. State PTAs are made up of trained and passionate volunteers who have led local units. Th ey provide personal support to local units and assist with legislative issues, training, tax changes, and many other items that specifically affect PTAs. PTO Today does not have people in the field and provides no such support.
- 5. PTA is an extremely well-recognized organization that has worked to make significant, positive changes for all children, including school breakfast and lunch programs, nationwide polio vaccinations, and most recently, parent

involvement standards in the federal act known as No Child Left Behind. PTO Today isn't and hasn't.

- 6. The portion of dues local PTAs send to state and national PTA is low (only \$1.75 to national and a few dollars to state), but the return on investment is very high. PTO Today claims to be cheap—but you get what you pay for. (See number 7 below.)
- 7. PTA's growing list of resources currently includes 18 comprehensive campaigns and programs; 5 national award recognitions; 1 annual convention (and 1 state convention in each state), dozens of print publications, including Our Children magazine; a resourcefilled Web site; 8 national print and enewsletters, as well as state newsletters and Web sites; 10 e-learning courses; live workshops; and member discounts at popular retailers. PTO Today offerings are much more limited and narrower in scope.
- 8. PTA welcomes and works with <u>all people</u> interested in children and education, as well as a wide variety of national, notfor-profit groups and non-PTA parent groups to ensure that each child has a good start in life. PTO Today has no such reach.
- 9. PTA's loss of membership-touted by PTO Today as proof PTA doesn't work-reflects losses across the entire not-for-profit world, as the pace of life and time for volunteering for any organization has decreased for everyone. PTA is nearly 6 million members strong—still a formidable advocate working successfully children, for families, and education.



### What is in Your By Linda Klender, **ByLaws**

Missouri State PTA Procedures & Bylaws Chairman

Did you know that the information you need for your Unit or Council is found in your Bylaws? Your Bylaws should contain the answers you need to answer most a Unit in Good Standing? What are the rules for the nominating committee? Who is eligible to be an elected officer? What are the basic duties of each of the elected officers? (If you unit has more than one vice president the duties for each need to be listed.). What do we charge for membership fees? How many members meeting may be conducted? How often are meetings held? When does our fiscal year begin and end? What procedure is used to make changes to our Bylaws?

be answered in your Unit Bylaws. If you check your Bylaws first.

Who has a copy of the Bylaws? Every member of your board should have a current copy of the Bylaws, especially the Recording Secretary.

Bylaws should contain the # portions the basic way in which your PTA is ran. If details are needed then those goes in the Standing Rules.

Bylaws are to be submitted every three years for review by the State Procedures and Bylaws Chairman. The President of your Unit or Council will receive a letter from the MO PTA three months in advance that your Bylaws are due. However, you may amend your bylaws at any time by following the procedure as stated in your bylaws. The Articles and Sections with the # sign in front are verbatim per Missouri Bylaws and may not be changed. If Missouri Bylaws should change, you should make note of the changes, but your Bylaws do not need to be amended until the next review date.

me by email lindak@mopta.org or (816)-746-5583.

## I'm Here to Help By Dorothy Gardner, Missouri PTA Editor

Volunteers are the cornerstones of our organization. Unlike many other nonprofits, volunteers run the PTA from the top, the National PTA president, to the bottom, unit member volunteers. Put very simply, without our volunteers nothing would be accomplished. However, finding and retaining volunteers can be a tricky endeavor. Managing volunteers is both an art and a science. Strong and healthy units and councils benefit from both the individual and collective work of volunteers. As a unit or council leader it is up to you to not only recruit volunteers for various committees and tasks, but also assist and support the volunteers in place.

Working toward volunteer growth starts with the process of engaging your membership. Plan activities both formal, such as meetings, and informal, perhaps a parent's social or back-to-school night events, to bring the members together. Take time to remind them of what your organization has to offer not only the school and their own child, but for them personally. If people identify with an organization, believe in the cause, they often want to help. Employ the everprofitable tool of networking and get to know your membership on a personal level. How often have your heard a PTA classified in touch with interested volunteers and taking the time to first thank them for their interest, then letting them know what events are coming up around the corner and sharing some interesting details about the year's plans.

By personally engaging with your members skills and interests. Matching the right volunteer with the right task is sometimes the biggest hurdle. Unfortunately many people are of the mindset 'someone else will do it' or they don't see how they fit into the picture. No one has impressed upon them their individual importance to the organization as a whole. And one more thing to keep in mind, never give up on the no-shows or dropouts. If your schedule looks anything like mine then you already know that some weeks don't offer much wiggle room. Never assume a once seemingly interested volunteer no

longer cares. Chances are they just might be victims of currently overwhelming commitments. Keep those individuals in the loop and also informed of upcoming events and volunteer opportunities.

Now the volunteers are rounded up and everyone is excited not only about the year but their own role in the PTA. Make sure these volunteers have the support they need to get the job done. Tasks should be specific in nature with a defined beginning and end. Keeping in mind all deadlines should be reasonable. Often written instructions will guide your volunteers, not to mention training. All jobs, whether they are paid or volunteer positions, volunteers to take advantage of regional, leadership and convention opportunities. Adopt a mentoring program with current committee heads training those who are interested in taking their place in future years. Take time to make sure your volunteer knows why they are performing a certain task, what is the purpose and history of the program. Just like we stated previously, people's time is valuable. No one wants to feel they are performing busy work for no clear reason. If a volunteer determines their time has been wasted don't expect them to be back.

Bring the volunteers into the planning process. You've heard the saying that two heads are better than one or the more the merrier. Personally invite volunteers to your meetings and let them know their input, not just labor, is important. By encouraging creative thinking among all volunteers in the planning phases your PTA benefits twofold. Volunteers become more deeply invested and your unit fl ourishes with new ideas. Perhaps organize social, no presser gatherings for your volunteers. Gathering in a relaxed environment allows everyone to mingle at his or her leisure and allows them to get to know other members. A little bit of fun and team building goes a long way in establishing a firm base of loyal volunteers.

Once your volunteers are up and running it is now your job to let them take charge. Sure you still need to be involved. After all, the bottom line is you are ultimately responsible for the group's success or failure, but understand there is a fine line between support and hampering the process. If everyone is on track step back and give your volunteers the freedom to complete the tasks in a manner that best suits them. Provide feedback when the task is done instead of double-checking their every move from beginning to end.

Most importantly, something that can never be said enough times, thank your volunteers for their time and efforts. Remind each volunteer of the valuable impact they have made and how much you appreciate the work they have accomplished. Individuals who volunteer are a special breed, and they deserve recognition and respect.

In the end, the ultimate goal is to develop and foster a sense of mutual support among all in the group. PTA is not about a handful of individuals pulling the weight, but rather everyone coming to together to make the world a better place for the child. By engaging your members and focusing on their collective strengths, your PTA will benefit exponentially.



Association Insurance Management

### **The Unwritten Code** By Darrell "Coach D", Education Consultant/Motivational Speaker/Author THE EFFECTS OF THE HIDDEN ROADBLOCK IN CONNECTEDNESS WITH MILLENNIAL STUDENTS

Several years ago a school district contracted me to provide in-class motivation for a "selfcontained" middle school class located in the state of Delaware. Students were placed in this class after having been deemed "highly at-risk" over and over again. Often, they spent often entire school days involved in activities with no actual academic goal - simply getting them to maintain their composure was the primary task of their educator. If this was accomplished, she then attempted to teach specific subjects. This teacher was a wonderful, patient lady. She realized the difficulty of her task and still she walked into her classroom everyday with the determination to reach her students.

I distinctly remember my first day meeting her students, a class of about twenty-five or so. I always like to start new experiences with students by conducting an open-ended used to "break the ice" and connect with allow the students to talk to us and tell us whatever is on there minds. Any topic is ok. Sometimes we are shocked by what they have to say, however we realize that are only communicating what is considered normal to them. Rap sessions help us to realize that many of our students live in worlds that are far different than ours. Immediately, I noticed one student, Walter, set the tone for the entire classroom. Some might have referred to him as being large and in charge. His attitude caused a behavior of apathy towards listening and learning to take hold among his classmates. When Walter was up, the other students were up; when he was down, they were down. It became apparent to me that he was not a bad kid, he was simply using his form of authority to mask what was really taking place in his life. After I made some connection with most of the students, I knew I needed a special plan for connecting with Walter. What concerned me was finding enough savvy to build a relationship with this "leader" of the class.

This situation was, in essence, identical to

the circumstances surrounding student connectedness that I've come across. Simply put: Youth crave a sense of significance and belonging in their lives. If someone does not help them discover these ideas for themselves, the group surrounding that teen will define it for them. If the group is negative, they will reach negative conclusions about themselves. This can start a spiral of destructive behavior, negatively impacting the student for the rest of their lives. My task in each situation is to put on the blinders to whom I was dealing with "externally" and focus on seeing him or her "internally." If I am moved by what I see externally in millennial youth, there is no hope for me ever changing that student - or any other student for that matter. Years of experience motivating students also helped me realize that the plethora of negative attitudes in today's kids are driven by an outside source educators probably are not even aware of, but that most have probably sensed. This hidden source of negativity was present in previous generations and is stronger in today's generation than in any other that preceded it. To truly reach millennial students, to open new avenues of communication and to actually connect with them on a personal level, educators, parents and community leaders must crack the unwritten code.

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In this scenario it became more apparent than ever the type of unwritten code that has been established within the millennial youth community. This code has more impact than educators may be aware of. Its effects are felt both inside and outside of the classroom, and it influences decisions inside and outside the community. It highly impacts an educator's or administrator's ability to build effective systems of connectedness and personalization with millennial youth. Often, leaders of a group this unwritten code on a daily basis. They are a sort of "keeper of the code." They are shaping decision-making practices of their peers, resulting in teens who feel pressured

to conform. I have counseled hundreds of youth, and, time and again, found that this unwritten code has influenced each and every student, both those considered atrisk and those not at-risk. I have witnessed students that come from good homes and good backgrounds refusing to do well in school, exhibiting behavioral problems and conforming to a number of so-called "youth norms" because they respected the code more than they respected the expectations of adults who love them.

Youth are gregarious by nature and more highly influenced by the code than other age groups. While it's true that this code has existed in some form for decades, the integration of technology has escalated during the past ten years. This has caused an increase in resources for social networking and proliferation of the code. To put a halt to this wide-spread pandemic, administrators and educators need to be on the prowl for "subliminal factors" that reinforce the code every single day:

### Spotlighting of Negative Behavior in <u>Media</u>

All types of media, whether it's viatelevision, radio, internet or other mediums, are reinforcing the code among today's students - not just those marketed specifically for teens. Many popular channels in the high school demographic are ones who state that they specifically target audiences between 18 and thirty-something. Recently, on one of these stations watched by millions of teenagers, a hip documentary on drug use provided a demonstration as to the best way to use designer drugs. A teen on the show stated that you "shouldn't throw up the drugs - you have to keep them in your system to get the best results." In the music industry, very few mainstream releases are popular or considered successful unless it contains elements which glamorize behavior that is destructive to the listener, demoralizes women or supports rebellion or committing defiant acts. Media attention around the

continued on page 12

## **The Unwritten Code** (CONTINUED)

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music or acting industry often highlight "successful living" by people who typically dropped out of school which typically is depicted in a partying and irresponsible lifestyle.

The internet is perhaps the fastest growing outlets for the "code enforcers." Sites for online videos or images of any sort are available for any to view. Despite warnings parents have heard repeatedly over and over again, children as young as three and four years old are still being left to stumble around the internet. Social community websites have risen in popularity with tweens and still host racy ads and push adult expectations on adolescents.

### In Fear: The Motive for the Code

The big sister of conformity is fear - the fear of being "accepted." Even among in the minds of millennial youth. For today's youth, the pressure for acceptance is coming in increasingly destructive ways. I have spoken to students who dress more and more "provocatively" or in a defiant manner, including students at the top of their class. When I've sat down to have a one-on-one session with these students, many of them confide in me that they dress this way to so that they can "make it through" - in other words without getting any flack or trouble for being smart. They are fearful of being "rejected" for not being like their peers. This is a first line in the code: if you want to be accepted, you don't dare distance yourself from the group. This results in students backing away from what is considered outside the group. If there is a disdain for academics or achievement in who are acting like bad students.

There is a subset group impacted by fear, the educators and mentors who directly work with these students. Many workers have developed a subliminal "fear" of their students. Not the kind of fear related to physical harm, however one that is connected to "giving them their space."

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This unwritten code impacts just about every school, in every city and in every state. In order to "crack the code" and move forward, administrators and educators must use innovative strategies designed to shift the school paradigm towards one of mutual respect and congeniality.

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In order to "crack the code" and begin to establish a sense of relationship with millennial students, school leaders (administrators and educators) can use these proven strategies:

## 1. Look for opportunities to reach the students outside the environment where the code has the strongest influence.

I have found that this is a critical point in helping students develop a new paradigm towards educators and others in authority. The pressure in the code environment is too "pressure-filled" for the student to open up to you. Meeting in a neutral place can move you one step closer to building a trusting relationship with your student. I always encourage classroom educators to initially make it a priority to target the classroom "code" leaders with this strategy. By connecting with them, you open doors to connect with other students.

### 2. Make the student a part of their own change strategy

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Students will shut out your efforts at connecting if they sense it is being fabricated. The educator must allow the student to come up with the answers on their own and be careful not to press too hard. Students believe their code is normal and right and that those who care about them are wrong. It will take creativity and effective listening skills to help them make life changing decisions and to connect with caring educators and administrators. They will make this connection faster and stronger if they sense they are making this decision of their own volition.

#### 3. Help connect students to a "Positive Outlet"

If students are not given positives to replace the vacancy left by removing the negatives, they will slip back into the code expectations. Once we have broken through their barriers and have related to them personally, our students need positive reinforcement and "new outlets" in order to maintain our connection to them.

#### 4. Personalize your interactions

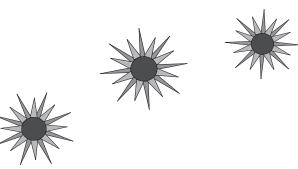
I realized years ago that the most important people in a young person's life are their family and friends. If you show you care about the important people in their lives, they will show they care about your role in their life. *Students believe that most people don't care because most people "never ask.*" Find out what is important to the student and you will begin to open the door to a relationship that will be rewarding both academically and personally. The code can be cracked. Your students can change!

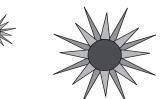
Cracking the code, one student at a time, you will begin to see new horizons in personalization. I have been blessed to have students I worked with reach out later just to say, "you were the one who helped me turn my life around." Those messages make it all worth it! Utilize these principles, help your students start changing their lives, and see student connectedness become the norm in your school.

Darrell "Coach D" Andrews, an Educational Consultant, has been a speaker and trainer for many schools and school districts and is the author of the books, Believing the HYPE—Seven Keys to Motivating Students of Color and The Purpose Living Teen, A Teens Guide To Living Your Dreams. He can be reached at his office toll free at 1-866-426-2243 or by e-mail at info@coachdspeaks. com. His website is www. coachdspeaks.com



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