



**LIFE IS A GIFT,**

and it offers us the privilege, opportunity, and responsibility to **give something back by becoming more.**

Anthony Robbins

teacher of love

# Why bother with a PTA Membership Campaign?



**Sarah Day** | Missouri PTA VP Membership | [sarahd@mopta.org](mailto:sarahd@mopta.org)

At our recent Missouri PTA Board of Managers meeting, president-elect, Susan Rupert asked all of us to write down the reason we first joined PTA. This was a quick and easy task for me. The simple answer was my mom. When I was growing up, my mom was a boy scout leader, the score keeper for all of our sports teams, and the PTA president. I remember the movie nights, the carnivals, the celebrations, and the meetings. She knew our teachers, our coaches, our community leaders. Most of all I remember her presence. Naturally when I became a parent and the first day of school came around, I knew I would be a PTA member. People of my generation will remember the old American Express commercial that boasted, "membership has its privileges." **In my opinion, PTA membership is a privilege.**

**Starting my sixteenth year as a PTA member, I see there are many more reasons to continue to be a PTA member and why a membership campaign should be a priority for all PTA units.**

First of all, it is important to understand that PTA is, above all else, an advocacy organization. In fact, the National PTA is the oldest child advocacy organization in the United States. PTA is responsible for many of the child-focused programs, laws, and guidelines that we as parents often take for granted. A national organization with over 4,000,000 members such as PTA has considerable impact advocating for children at the national level, the same at the state level for Missouri PTA with almost 50,000 members. Think about that at your unit level. With more members, what more could your unit achieve?

If that isn't enough of a reason to step up your Membership Campaign for this year, consider these reasons why PTA membership has value.

- **It's good for children.** Research shows that children whose parents are involved in their school make better grades and have fewer disciplinary problems at school. When parents get plugged in at school, their children do better.
- **It's important to the school.** Schools are becoming more and more dependent on parent groups. PTAs provide support to teachers and administrators, and they create a caring and supportive atmosphere in the school.
- **Members get connected.** There's no better way to know what's going on in the school than to be in the school's PTA. They are generally the first to hear about important decisions and changes the school is thinking about making, and they get to know teachers and administrators on a familiar basis.
- **PTAs make a difference.** We work to establish a supportive and encouraging community for the entire school. We are a group of people focused on creating a better environment for all children.

**Conclusion: PTA membership matters. It matters to parents, to school staff, to the community, most importantly, to all children!**

## Missouri PTA

**PTA Vision:** Making Each Child's Potential A Reality

**PTA Mission:** PTA is a powerful voice for all children, a relevant resource for all families and communities, and a strong advocate for the education and well-being of every child.

The **Purpose of PTA** is to promote the welfare of the 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 close relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth; to develop between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social, and spiritual education.

# Mark Your Calendar

Contact us! [contact@mopta.org](mailto:contact@mopta.org)

[f MissouriPTA](#) [p MissouriPTA](#) [t @MissouriPTA](#)

**School of Excellence Enrollment**  
April 1 – Oct 1, 2016

**Deadline to submit Resolutions to Missouri PTA**  
Oct 21, 2016

**Unit in Good Standing fiscal year-end report, annual financial review, and copy of IRS filing due to state office**  
Dec 1, 2016

**Reflections Entries due to Missouri PTA**  
December 17, 2016

**National PTA Legislative Conference**  
March 7-9, 2017



**Save the date and budget now!**  
Friday, April 28 to Sunday, April 30, 2017  
Stoney Creek Hotel and Conference Center  
2601 S. Providence Rd., | Columbia, MO 65203

## Missouri PTA 2017 Convention

Visit [www.MoPTA.org](http://www.MoPTA.org) for more information

DO YOU WANT TO WIN

# \$5,000 FOR YOUR PTA?

Good Housekeeping is proud to announce POP Stars, a proof-of-purchase contest in partnership with National PTA

You may win one of four (4) \$5,000 cash prizes for your PTA. Additionally, each State PTA with a winning local unit PTA will be awarded \$1,000 cash. If your local PTA wins, we will fly you to NYC for a luncheon and check presentation in the famed Good Housekeeping Institute.

[Register today](#) to become an official coordinator on behalf of your PTA. Go to [ghpopstars.com](http://ghpopstars.com) to learn more and to register.

## 10th Annual MO Safe Schools and Colleges Conference

September 27 - 29, 2016 Tan-Tar-A, Osage Beach

Learn more ways to keep your students safe at the 10th Annual MO Safe Schools and Colleges Conference hosted by MSBA's Center for Education Safety.

**Featuring Keynote Speaker:**  
Lt. Col. Dave Grossman

An internationally recognized scholar, author, soldier and speaker who is one of the world's foremost experts in the field of human aggression and violence.

Session topics will include:

- Crisis Communication
- Mental Health
- Behavioral Risk Assessments
- Severe Weather
- Cyber Security
- Radicalization

See Lt. Col Dave Grossman on Thursday, September 27 with a Special One-Day Price of \$99.

Registration opens June 13 at [www.moces.org](http://www.moces.org) or call 800-221-6722.

MSBA's Center for Education Safety  
**CES**  
[www.moces.org](http://www.moces.org)

Visit the [Missouri PTA Webpage](#) for more information.

National Association of Parliamentarians  
Jacomo Unit Presents -  
"Building a Better Meeting"  
Basics of Presiding  
Minutes, What Happened?  
Used and Abused Motions

**Saturday**  
October 15,  
2016

All topics will be presented by Professional Registered Parliamentarians, experts in their field.

Q & A session will follow. Learn how to become a member!

Tickets are available for \$30.00 ~ Continental breakfast & all workshop materials included.

Hilton Garden Inn

19677 East Jackson Drive  
Independence, MO 64057

Time: 9:00am to Noon

Deadline for Registration:  
October 1, 2016

# From the Missouri PTA President

Contact me! [dorothyg@mopta.org](mailto:dorothyg@mopta.org)

[f MissouriPTA](#) [p MissouriPTA](#) [t @MissouriPTA](#)

Thank you to Show Me PTA for your support of Missouri PTA this month.

Did you know Missouri PTA has a closed [President Connect Facebook Group](#) just for unit and council presidents?

This resource was put in place to provide presidents all across the state with a networking tool. No PTA is an island. Missouri PTA believes we work together to achieve our common goal of helping our children reach their full potential.

Being a PTA president has its own unique challenges and no one expects any president to simply know it all. Use this group to share ideas, ask questions, or ask for advice. All presidents whose information was turned into the state office as of July 6th were sent an invite through the Facebook Group to the email provided.

If you didn't receive an invite or you would prefer a different email be attached to the group page you can send a request to join.



Dorothy Gardner | Missouri PTA President | [dorothyg@mopta.org](mailto:dorothyg@mopta.org)

School is heading back into session and PTAs will soon be holding that all important first meeting. Typically, this meeting will have the biggest turnout of the entire year. Parents are often just as excited as their children to be back to school. Okay so maybe the parents might be a lot more excited. Regardless, I always looked at the first meeting of the year as a golden opportunity to get the PTA message across and hopefully inspire others to not only join as members but also become more involved in the PTA. But just because I held a meeting, maybe even lured them in with something fun like an ice-cream social, did I really reach the broad spectrum of parents that made up my school's population?

I recently read an article in The Atlantic on how marginalized families are often pushed out of Parent Teacher groups. Studies conducted found that the parents with greater socioeconomic resources were more likely to not only run the parent groups but be a primary source of influence on the school. This got me thinking about conversations I've had in the past with frustrated presidents complaining that no one else but the same few would step up to help or come to meetings. When we really started talking about ideas to help get more parents involved and engaged in the school I often found the president really didn't know the real make-up of the school. They just assume every parent came from the same background as themselves.

So when we build our meetings, so to speak, do we really reach out to all types and groups of parents in our school. Have we made sure barriers such as language, culture, religion, time of day, disabilities, etc. are recognized and taken into account? Have we looked at our perceived focus as an outsider would to see if the image we project might be a deterrent? For instance, if I'm in a school with a high number of free and reduced lunch families perhaps fundraising shouldn't appear to be the primary message. Families struggling financially might feel the inability to participate in the fundraiser would reflected poorly on themselves by others in the PTA. The parent whose work schedule is such that they cannot attend the scheduled meetings or many events might perceive there is no other avenue for them to become more involved.

The great thing about PTA is our focus on all children. Our focus is broad because children and families come from a variety of backgrounds and differing needs. No single factor is more important than another in PTA. Our belief is in a strong voice that sends the message that all children are important. This voice is the strongest when all parents work together. While on the surface it may seem there are differences between us but actually we all share at least one thing in common – our desire to make sure our kids have the best opportunities possible. Let's build our meetings so the focus is on all families. This will make our PTAs stronger and our voice more prominent.

# Transmission: Success

Contact us! [communication@mopta.org](mailto:communication@mopta.org)

MissouriPTA

MissouriPTA

@MissouriPTA



**Amy Blakemore**  
Missouri PTA VP of Communications  
[amyb@mopta.org](mailto:amyb@mopta.org)

## Email Etiquette

How many emails do you receive a day? If you are like most, you have more than one email account and somehow at the end of the day, you still have plenty of mail sitting in your inbox.

Because of its flexibility, email is a great communication tool for PTA. There are some basic rules to follow to make the most impact with your members:

Keep it simple and concise. The longer the email, the more likely the recipient will only glance over and miss important information.

Use a clear and accurate subject line that explains your message.

Only include those individuals that need the information.

When mailing a newsletter or sending an Eblast to members, use the BCC field instead of the TO: field. This ensures privacy for the email address.

Use proper grammar and punctuation and don't forget about spellcheck. Leave a good impression!

Review your email before hitting send. Sometimes it helps to read it aloud to catch errors or the tone of the email. Never use ALL CAPS.

Email is not texting. Save abbreviations and emoticons for texting.

Double check Reply and Reply All before sending. You can't take it back once you click send.



**Stephanie Wade** | Missouri PTA IT/Tech Chair | [stephaniew@mopta.org](mailto:stephaniew@mopta.org)

I live by these words. I am always trying to find the fastest and most efficient way to do any task I am assigned. Technology is a great way to work smarter, not harder. Computers can make so many things easier for your PTA. Let's explore a few:

**Membership** – If you have a website, you can set up a form that prospective members can fill out and then use PayPal to accept payments right on the website. If you don't have a website, accepting credit cards during your membership drive would still gain you more members. People don't carry cash anymore, but they always have a credit or debit card! [Paypal](#) offers a credit card scanner, and so does [Square](#). Both have low fees, so the sales you are gaining will outweigh the cost of the fees. National PTA has a section in the [PTA kit](#) about accepting credit card payments to help keep your unit and your members safe.

**Treasurer** – Using the computer of course makes the treasurer's job easier! Even if you are just using Excel, it still makes everything faster. Better yet, find a software or online based accounting program to use. One I have used a lot in the past is [MoneyMinder](#).

**Events** – Going back to the credit cards, accepting credit card payments can greatly increase your profit on your paid events. I have personally seen sales at an event increase by as much as three times the year before just by accepting credit cards. One of the concerns

is that PTA board members will need to have this app on their personal phone. While that is true, your PTA's information, or the member's information is safe as you cannot access bank account information and these apps do not store the credit card information.

**President** – Utilizing a document storage service that allows sharing between users is a great way to cut down on paper and keep valuable resources at the hands of your board members and/or members. The council I serve on uses [Google Drive](#). We have a folder that is shared by our Leadership Team only, a folder that is shared with all board members, and a folder that is shared with all our unit presidents. We are also in the process of creating a folder that units can utilize to share documents between themselves. There are other great document sharing websites as well: [Office 365](#) which includes OneDrive storage, is free for non-profits! [Dropbox](#) is another document sharing site that is easy to navigate.

Utilizing social media is a great way to keep in contact with your members and keep them informed. Be sure to use multiple (but not too many!) forms of social media in order to reach the largest possible audience. [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#) are great sites that are useful to PTAs.

Contact the MOPTA Communications Department with any of your techy questions!



## Social Media Visual Size Guide

**Instagram**  
Instagram Post  
800 x 800 pixels

**Facebook**  
Facebook Post  
800 x 800 pixels

Facebook Ad  
1200 x 627 pixels

Facebook Cover  
851 x 315 pixels

**Pinterest**  
Pinterest Graphic  
735 x 1102 pixels

**Twitter**  
Twitter Post  
1024 x 512 pixels

Twitter Cover  
1500 x 500 pixels

**YouTube**  
Video Channel Header  
2560 x 1440 pixels

Video Thumbnail  
1280 x 720 pixels

## A Great Start To Your Year

School is about to start, your unit has held its planning meeting and you are getting ready to kick things off. You are hoping for a successful year - use these helpful tips to get you on the right track and stay there.

Let your committee members do what you have elected or appointed them to do. Follow up with them and make sure they don't need help or need guidance.

Look ahead on your calendar - the next event, program or meeting should always be on your horizon.

Breathe and relax - stressed out volunteers make for unhappy volunteers and less successful events.

Make sure everyone knows what your expectations are. I often have to remind myself that people cannot read my mind - and I need to make sure I have stated what my expectations are and also how I lead.

COMMUNICATE - I cannot stress enough the importance of communication. Make sure your committee chairs are also communicating with their committee members. Just because they have been appointed as chair - does not mean they have to do this alone.

Remember it takes a village to support a school community and you are not in this alone - just remember to ask - you will never know if someone is willing to help if you don't ask

## Your August Checklist

The field service department of Missouri PTA is charged with supporting our units to the fullest extent possible. We are here to help you in any way and will be providing a simple check list of reminders each month that should serve as a way to make sure you have not forgotten to accomplish anything in your list of managing your unit.

1. The fiscal year for most units ended on June 30th. Make sure your treasurer is working to close out the books and prepare for the annual financial review. Consult your unit's bylaws to make sure proper procedure is followed.
2. Once the above is done, make sure you submit copies of your year end report and your annual

financial review to the Missouri PTA office. Don't wait until December, get these done now.

3. Get your IRS taxes prepared and filed. Most of our units have until November 15th, but why wait? This will give your treasurer plenty of time - and one more thing you can mark off the list.
4. Send the National and State portion of any dues you have collected, to the Missouri PTA office.
5. Make sure the Missouri PTA office has your officers for this school year. Even if you are returning officers, we need to know who they are; our data is not rolled from year to year.
6. Prepare information to go home with students about the Reflections Theme search contest.
7. Check in with your Reflections Committee chair to see if they need help on getting the information out about your local program.
8. ENJOY YOURSELF!!!



## Council Success This School Year

Councils serve a vital purpose in the PTA structure. In Missouri, our councils are organized to support local PTAs in a school district. A district can organize a council when they have at least 3 units that are working for the greater good of the school district. Councils serve as the first line of support for the local units.

So you are a new council president, and are not sure what your role is? Here are some steps that will make sure your council is on the right path to success for this school year.

1. Review your council bylaws, and make sure you have everything covered.

2. Contact the presidents of all of the unit's in your council to make sure they are geared up and ready to go for the start of the school year.
3. Work with the Missouri PTA regional directors to get all of the units in your council in good standing.
4. Talk with other council presidents in your area to pool resources and plan a school of information, or other training event for the units in your council.
5. Make sure you have the year planned for your council for community wide events that will support all students in your school district.

As always, if you have questions, feel free to contact a member of the Missouri PTA Board of Managers for help and assistance.



## Legislative Update

### National PTA Adopts Four Resolutions

At the 2016 National PTA Convention in Orlando, FL our delegates adopted four new resolutions.

The resolutions are national in scope, but they have impact at the local, council and state levels of PTA as well. The power of a resolution is to enable PTA members, leaders and public policy and program teams to join with others to build partnerships, form coalitions, increase awareness, develop programs and lobby policy makers.

You can read the 2016 adopted resolutions on National PTA's website. For a quick reference below you will find a short summary of each resolution.

### Water Safety and Instruction

Drowning is the third leading cause of death for youth under the age of 19. PTA recognizes the importance of educating parents, students, school personnel and communities the risk of water and water activities and the benefits of swimming instruction. PTA encourages communities and school districts to develop consistent, quality standards for instruction and to make such programs accessible to all students.

### Homework: Quality Over Quantity

Quality homework when appropriately utilized is a valuable aid to help students maximize their learning experience. Quality homework must be age and grade appropriate in terms of ability and time required. PTA recognizes that homework that relies heavily on parent input and supervision has the potential to increase the education gap in our children by failing to take into consideration the experience and education levels of the family.

National PTA advocates that teachers, schools, and districts follow evidence-based guidelines regarding the use of homework. Homework that promotes the spirit of learning by taking into account all facets and considerations that impact children's successful completion of homework in every location for every child.

### Electronic Cigarettes and Electronic Nicotine Delivery Systems (ENDS) and youth

The Centers for Disease Control and Prevention (CDC) 2014, shows the electronic cigarettes and ENDS use among students in grade 6-12 have tripled in one year's time and has become the most commonly used tobacco product among youth. These products are available in more than 7,000 fruit and candy flavors and use cartoons and celebrities in their advertising. The Federal Food and Drug Administration (FDA) has taken the first step in establishing FDA oversight of E-cigarettes and ENDS; however there are no federal restrictions preventing the sale and advertising of E-cigarettes and ENDS to minors. These products contain a number of toxins, carcinogens and components suspected of being harmful to humans. There is also not measure of how much nicotine and these dangerous substances are being inhaled.

To this end National PTA supports legislation, regulations and/or other national, state and local measures to address the manufacturing of and ingredients in e-cigarettes and other ENDS as well as prohibit the advertising, marketing and sale to youth (18 years or younger) and to prohibit the use of these products in public places and school grounds. PTA supports programs to educate youth, parents, school boards and local official on the dangers of e-cigarettes and other ENDS.

### Recognition of Lesbian, Gay, Bisexual, Transgender Queer/Questioning (LGBTQ) Individuals as a Protected Class

As outlined in the resolution, National PTA and its constituent associations will advocate for legislation that explicitly recognizes LGBTQ as a protected group and addresses discrimination based upon sexual orientation, gender identity and gender expression. The association will also seek to ensure educators have the training to support all students and that health education standards appropriately address the issues of sexual orientation, gender identity and gender expression.

To this end, National PTA encourages state, councils and local units nationwide to review district and school policies that address bullying and support revisions and amendments to these policies that specifically discuss sexual orientation and gender identification/expression as they relate to harassment and discrimination.

## MO Budget Freeze

Governor Nixon has frozen the budget. Missouri communities are best when we have quality schools. The budget freeze will negatively impact the children of MO. We do not support this freeze and are working with our partners to encourage an effective solution to this issue. Unfortunately we have recently seen the result of budget freezes in both Kansas and Oklahoma schools. We do not want Missouri's school districts to have to fire staff, cut or roll back programs that would be detrimental to MO children and families.

Would you like to join the Legislation and Advocacy Dept?

We currently have two positions open in this department. If you are passionate about Advocacy we need you. We are currently looking for a Chairman of Advocacy. If you are interested in how laws move through the MO House and Senate consider joining us as our State Legislation Chair. Both positions are members of the MO PTA Board of Managers. To learn more contact Carla Wiese at [carlaw@mopta.org](mailto:carlaw@mopta.org).



Missouri PTA  
Department of  
Membership

# Power of PTA

Contact us! [membership@mopta.org](mailto:membership@mopta.org)



## WOW! 2016-17 Membership Campaign Incentive

The Missouri PTA is offering an incentive for all units who increase their membership by at least 10% over last year. All units that meet the percentage increase will be put into a drawing for the cash incentive. This will be awarded at the 2017 Missouri PTA convention in April.

10% increase- \$250  
15% increase- \$500  
20% increase- \$750

Missouri PTA has set a goal of 50,000 members for this year. Check in on our website for an update on our progress.

## #MembershipMondays

Committees work best when each member knows what he or she must do, has a timeline for the work... and is trained and mentored

IT'S A GREAT  
WAY TO MEET  
NEW FRIENDS.

[PTAKit.org/Membership](http://PTAKit.org/Membership)



## It's time to promote PTA

Jennifer Daugherty | [jenniferd@mopta.org](mailto:jenniferd@mopta.org)

Missouri PTA Membership Growth & Development Chair

Back to school time is here! Your membership drive needs to kick off in full swing. Maybe you're new to the role of membership campaigns or maybe you just need a refresher! Here's a list of things to remember when promoting your PTA membership this back to school season:

- Have a presence at every back to school event, not just PTA ones! A table for membership sign up should ALWAYS be there, always.
- Have your membership team & board members wear name tags. Consider wearing something that makes you all stand out when attending events. You want your PTA board & volunteers to be visible & easily recognized by others.
- Always have membership forms & other important handouts available (i.e. Spirit wear forms, Room parent responsibilities, Volunteer opportunities, etc.). Make sure the office staff has them readily available to hand out to parents if they request it.
- Be able to speak to the things your PTA has done that has helped the school, the staff & the students. Be proud of what you have accomplished
- Be knowledgeable on the events you have planned & goals you have set for the year. Show others what they can be a part of with their involvement in PTA.
- Get the school staff's support. Not only should they all be members, but they have a large voice with parents. Don't be afraid to ask for them to talk about the importance of PTA membership on meet the teacher night & in any other communication vehicles they use, such as a class web page or weekly newsletter.
- Know what roles you needed filled on your committees. When that parent says they want to help, give them a role right there & then.
- Do they want to help but are intimidated by the idea of being on a committee or don't have a lot of time? Help them recognize what they can do & remember to NEVER turn down help!
- Use your manners! Back to school is a busy time, thank people when they join or even if they just listen to what you have to say.
- Talk to everyone! Don't let anyone walk by your PTA membership table not feeling welcome.
- Business memberships are a great way to grow the relationship between your school & your community. Consider your audience when recruiting. A small business owner may appreciate you stopping in to their establishment to discuss the benefits of their membership, where larger business owners/managers may be easier to reach via email.

These are just a few tips to help you run a successful membership campaign. Don't forget that though the focus is on back to school, membership is a year round event. Remember to stay positive & upbeat about being a part of PTA, the energy you give off has the ability to attract more members!

Looking for a way to increase parent involvement & reach new parents? Consider hosting a PTA Open House!

Many parents of first time school aged children don't really understand what PTA is & what we do.

Offer refreshments & have some volunteers to entertain children who attend. Use the platform to introduce your board, make your mission known & how they can help.

Ask a staff member and/or business partner to talk about their partnership with PTA. Make sure to leave time for question & answer, as well as time to network & welcome new parents to your PTA!

# PTA Swag & Pizzazz

Missouri PTA Department  
of Programs

Contact us! [programs@mopta.org](mailto:programs@mopta.org)

[f](#) MissouriPTA [p](#) MissouriPTA [t](#) @MissouriPTA

## Hearst PTA Pop Stars Contest

[Register today](#) to become an official coordinator on behalf of your PTA for Good Housekeeping's POP Stars program.

You could win one of four \$5,000 cash prizes for your PTA, and if your PTA wins, you will be flown to NYC for a luncheon and check presentation in the famed Good Housekeeping Institute next summer.

The program is simple:

- Collect receipts for qualified purchases of participating brands (Breyers Natural Vanilla Ice Cream, Kellogg's Rice Krispies, Lactaid Reduced Fat 2%, Quaker Oats Instant Oatmeal & Old Fashioned, and Tide Branded Produces) in the program.
- Each qualified purchase will earn one point.
- There will be three submission periods when official coordinators can send receipts to the GH fulfillment house. Receipts must be

- dated within the timeframe of October 1, 2016 – March 31, 2017.
- Finalists will be determined strictly by the total number of points earned.
- Finalists will be notified in the spring and asked to create and submit a one-minute video to pitch how their PTA would utilize the \$5K cash prize. Video submissions will be judged by Good Housekeeping.
- This program is only open to local unit PTAs in good standing with their state PTA that are permitted by individual state law to participate. Yes Missouri PTAs can participate.
- All participating local unit PTAs will be categorized by size (Petite, Small, Medium, and Large) based on the affiliated school's total student population. There will be one \$5,000 cash prize winner per category.

[Register now](#) and you'll be contacted in September with full program details! See [Official Rules](#) for full details.

## National PTA's STEM Initiative: STEM + Families

National PTA's STEM Plus Families initiative increases access to STEM education and careers, especially among under-represented youth, by developing, evaluating and sharing effective ways to engage families in STEM experiences, while working with partners to improve access to STEM school and community learning environments. PTA's vision is that all students have the family and community support needed to access and pursue STEM opportunities and careers.

We want to foster passion for science, technology, engineering, and math through fun activities and by involving families in these experiences together. Our STEM initiative will engage students, families, and communities in opportunities to explore... inspire... empower... and educate... STEM possibilities.

The United States Department of Commerce estimates that jobs in STEM will grow 17% by 2018, which is 55% faster than non-STEM jobs over the next decade. Join the Conversation on Social Media #PTA4STEM and share the National PTA STEM Initiative video with your members. You can find this video - National PTA STEM Initiative - on YouTube. Spread the word - STEM is for everyone!!!



## Resources for College and Career Readiness

Often PTA programs and resources focus on the elementary experience. Let's be honest, programs at the elementary level are not just fun but remind us of our own great experiences in grade school.

When our children get to high school parents often feel left out of the loop and are eager for resources to make sure they are making the best choices possible as they prepare for life beyond high school.

Missouri PTA has, and continues to collect, resources to assist the parent as they navigate supporting their child(ren) preparing for college and careers. Located under the Programs/Services tab on our website ([mopta.org](http://mopta.org)) is a page that focuses solely on [College & Career Readiness](#). There are articles on SAT Anxiety, Advice from Admissions officers, financial aid, ACT waiver eligibility, SAT/ACT readiness, and much more.

Check out this great resource. It's another way PTA utilizes membership dues to make sure parents have needed resources.



# Resources & Reminders

Share your update or advertise with us! [contact@mopta.org](mailto:contact@mopta.org)

 MissouriPTA  MissouriPTA  @MissouriPTA



## New Missouri Learning Standards – What They Mean for Your Child

**Nancy Bowles** | Communications Specialist | [communications@dese.mo.gov](mailto:communications@dese.mo.gov) | [dese.mo.gov](http://dese.mo.gov)

After more than a year of development, refinement and feedback, new Missouri Learning Standards will be rolling out this fall at your child's school. Missouri has set expectations for student learning for decades, and these new state academic standards further define what students should know and be able to do in each grade level and course. School districts will use these new expectations to build local curriculum (i.e. creating lesson plans, choosing texts and determining teaching methods) for your child's learning. Here's what's new in the expectations:

In K-5 English language arts (ELA), teachers will ask students to use more research in their writing to analyze and interpret information. That will help prepare them for the research requirements in middle and high school, college and the workplace. Also, cursive writing has been added to the K-5 ELA expectations. The previous standards required legible writing, but left the decision about whether or not to teach cursive up to local districts.

In mathematics, the traditional high school math courses will be maintained under the new standards. A few of the expectations have changed grade levels. For example, lessons about time and money will move to lower grades.

Science expectations are moving from memorization to more hands-on application of scientific principles and processes. Students will need to do more research-based inquiry. The new expectations are intended to encourage kids' scientific curiosity about the world around them.

The new social studies expectations are more complex and challenging than previous standards. In the past, students may have had to list or describe historical events, but now they will be asked to evaluate or analyze events and circumstances – in other words, not only the "what, who and when" but the "why." They will need to do more critical reading, writing and research. Also, Missouri history will move back to 3rd grade, just as it was in the late 1990s. The change allows districts to incorporate other social sciences – economics, geography or government, for instance – into their 4th and 5th grade curriculum.

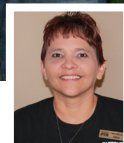
These new standards were developed by Missourians, for Missouri classrooms. You can rest assured that one thing hasn't changed: your child's teachers, school administrators, districts and the Missouri Department of Elementary and Secondary Education are committed to working with you to provide your child with every opportunity to succeed throughout his/her school years, college and career, and life.

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## The Tell-It-Like-It-Is Leader



**Michele Reed** | Missouri PTA VP of Field Service | [micheler@mopta.org](mailto:micheler@mopta.org)

Home City: Blue Springs

Family: Husband, Brandon (married 21 years); Daughter, Gracyn (20); Son, Blake (16), 2 cats and 1 dog (that thinks she is human).

Years in PTA: 16

Reason for getting involved: I wanted be involved in my daughter's education. My mother made a commitment to be involved in my sister and I's education, and I wanted to be involved in my child's life to set an example for her and hopefully instilling in her how important it is to be an involved.

Favorite Food: Fish (grilled salmon), Chipotle

Favorite Drink: Diet Coke, Coffee

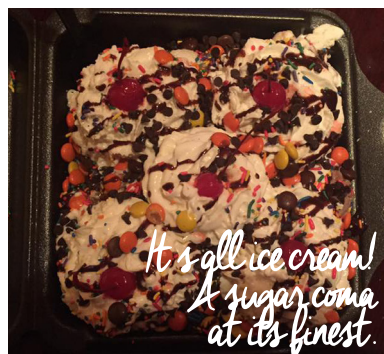
Favorite Sport: Baseball

Favorite TV Show: NCIS

My day job entails managing programming for a poverty-addressing project in Springfield, MO. I work to engage our community to be part of the momentum built as a result of the rehabilitation and opening of a community hub (a former elementary school, left empty for years). It's an inspirational story (you can conduct an internet search and find newscasts, articles, and videos about The Fairbanks/Amy Blansit/Drew Lewis Foundation/Northwest Project) but the big picture has never been my inspiration. My inspiration lies in the hugs I receive from children each week when neighbors arrive for programming. My inspiration is the conversations I have with those that have less, yet give more. I'm inspired by the mom that makes me laugh by simply seeing joy in each program while her child's unnamed disability takes over his body more each week. I watch families as they leave and go home after programming and I miss them immediately.

I watch my own children serve, create friendships, and ask questions that I have no answer for. I don't know why some families struggle with generational poverty. Sure, I know the research and I've read the books, but I still don't know why. I don't know why my childhood was so different but I know my place now and it's to live where I'm inspired. Saturday, 6/25/16, we moved our family of 8 to one of the most impoverished and crime-saturated neighborhoods in Springfield and I've never felt more welcomed and inspired. I've had neighbors over for meals, 20 people volunteered to help us move, and gifts have been left at my doorstep each day since moving. I've never felt so immediately absorbed into the fabric of neighborhood.

I'm inspired by people who trump adversity with tenacity and live to tell me their stories. What's your inspiration?



**You know you are a baseball mom when your arms are darker than your legs and your tan lines match the last tank top you had on.** -Michele Reed