We are in the final stretch of 2016. I’m not sure about you, but to me it seems like it has just begun. My New Year’s resolutions for this year have not all been reached. I had planned to be more organized, reach out to old friends, volunteer more, donate on a monthly basis and have more “me” time. You too? I didn’t really make resolutions. I made what I considered to be more attainable and realistic goals. Those goals were then categorized into life components: personal, work and community. PTA, the tie that binds us all together, falls into the community category. Whether you are new to PTA or a seasoned veteran, you probably had a few goals in mind that you wanted to reach during this school year. I did and mine fell short. Am I discouraged? No. Am I upset? No. What I am is committed to refocusing my goals and kicking them off again when school resumes. I am actually excited because I have a great team. We are like a family and everyone has a seat at the table. Our table is not just for immediate family. We need all of our cousins, aunts, uncles, grandparents, close friends and neighbours to help. We still get a few who say they don’t have time to join us, but we convince them otherwise. We welcome them and give them several examples of how they can help from making copies, to donating candy, or even proofreading articles and newsletters. Reach out and be transparent and let them know that their volunteerism doesn’t have to look like your volunteerism. We should all look forward to the recommitment of working with our teams and continuing to work toward reaching our unit goals.

Before the year comes to an end, please take the time to reflect and be thankful for all that you have accomplished this year. Is your membership up? Do you have more men? Do you have more grandparents? Do you have more students? Remember when those members said that your family engagement activity was fun and exciting? Remember when the members were feverishly taking notes because the guest speaker at the last meeting was phenomenal and shared helpful information? Look at each component of your unit and celebrate the victories. Don’t compare your successes to anyone else’s. Those successes were a direct result of you and your team gauging the needs of your school community. Be thankful for those that have chosen to be an advocate for not only their own children, but for everyone else’s as well. Your team. Your PTA family. After all, we are better when we work together.
### Missouri PTA Calendar

#### Thursday, December 1
- Unit Financial Paperwork Due to State

#### Friday, April 28, 2017
- MOPTA Convention

#### Saturday, April 29, 2017
- MOPTA Convention

#### Saturday, April 30, 2017
- MOPTA Convention

#### Sunday, April 30, 2017
- MOPTA Convention

#### Missouri PTA Convention 2017
- Missouri PTA Convention 2017
- Stoney Creek Hotel & Conference Center in Columbia, Mo
- Visit [www.MoPTA.org](http://www.MoPTA.org) for more information

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### The Family Reading Experience

In March, thousands of schools will transform their National Reading Month event into a [PTA Family Reading Experience](https://mopta.org/moptacalendar/) – an interactive event that engages the whole family in reading activities. The PTA Family Reading Experience helps families grow kids who love to read. Get started today.

Parents take part in the fun with their kids and leave the event with a deeper understanding of the simple ways they can support the core skills of literacy. Parents will learn how to support these core skills of literacy: Phonological Awareness, Fluency, Vocabulary, Phonics, Comprehension.

1. Sign Up your event.
2. Tell us about your 2017 National Reading Month plans.
3. Access the Family Reading Experience Toolkit. Plan your PTA Family Reading Experience for March 2017 using the National Reading Month event check-list, interactive learning stations, turn-key event promotion tools, take-home family tip sheets, videos to share and more.
4. Enhance your school’s technology with the Kindle Giveaway. Learn how you can access free Kindle e-readers for your school.
5. Inspire families to have reading fun. Share ideas to inspire family reading experiences at home.
6. Spread the word using #FamiliesRead.
7. Share videos and social media messages to remind families that when they read together – the love of reading grows.

Research shows that when families read together, learning happens and memories are made that last a lifetime.
PTA is very rewarding. The benefits extend beyond the direct aim, children, by positively changing the lives of its volunteers. The opportunities and experiences I’ve been afforded coupled with the incredible individuals from all walks of life I’ve met have had a profound impact on my life. When my term concludes in April of 2018 I will be able to reflect back with a feeling of pride. But, there is no denying, PTA, as with any volunteer role, is hard work. The commitment and sacrifices at times can seem overwhelming.

There have been moments when I have held my head in my hands and thought ‘why am I even doing this’. As with any difficult moment, I knew that whatever the current struggle was it would eventually pass, and I would persevere because I knew the work I was doing did make a difference in children’s lives. However, it wasn’t only keeping my focus set on the bigger picture that aided me through those difficult days. I’ve always had, and continue to have, individuals around me who not only believed in me but, sometimes knowingly and others times not, helped to lift me up.

Sometimes it was just a ‘thank you’ the helped lift me up. Other times it was a lent ear allowing me to vent my frustration or bounce off ideas in order to find an answer to a difficult question that helped lift me up.

And, of course, there have been numerous times PTA colleagues have immediately pitched in sometimes without even being asked. Having a support team around you, whether they be family, friends or coworkers, is often referenced to as one of the primary factors behind success. Dr. Jungmann, superintendent for the Springfield School District and recipient of this year’s Superintendent of the Year, pointed out the powerful impact of those who had ‘lifted him up’ during his acceptance speech. Achieving success in the PTA volunteer role is no different.

We can joke and say things like “that’s why we get paid the big bucks” when assisting another with questions or managing a problematic issue. But in reality we are actually helping to lift up that individual.

Similar to the concept of ‘paying it forward’ I believe no one should ever pass up the opportunity to lift up another. It’s both impactful and long lasting. So as we head into a brand new year who will you ‘lift up’?
Try It This Month! PTA Christmas Letter

Some families like to send out a Christmas Letter that details all they have done over the year, and share exciting things that have happened in their life. Why not do this for your PTA? Even if you don’t produce a monthly newsletter (or ESPECIALLY if you don’t produce a monthly newsletter), December is the perfect time to showcase your PTA, and remind your members what you are all about!

Include highlights of what events you have organized, and anything new that has been implemented because of your PTA’s voice. Feature your board members and their families so your members can get to know them. Include some business as well; you can include a year-to-date treasurer’s report that shows the financial accomplishments you have made so far in the year, or if your situation isn’t as great as you want it to be, this could be the time to show your members that and initiate a push for the start of the new year.

This “letter” would also be a great time to give updates on what will be happening with your PTA after the students return from Christmas break. Because this is the time of year to start thinking about and forming your nominating committee, including quotes from your current board members on why they love to be on your board, might be a great way to reel in some new parents for next year’s board! At least, they may be more receptive to the phone call from the nominating committee after reading all the great things your unit has accomplished and how much your board members enjoy serving for your PTA. This letter is a great way to connect and communicate with your members, and maybe even to keep them thinking about you over the Christmas break!

PTA Christmas Letter Tips:

- Make it cute! Use one of these tips to make your letter cute and catch parents’ attention!
- Go to google, click on images, and search for “Christmas letter template” and use a blank letter that you find.
- Go the extra mile and print it in color!
- Purchase Christmas paper that you can simply print on.
- Get creative! Make it look more like a newsletter with a fun newsletter template. Google “Christmas newsletter template” and see what you can find.
- Involve your whole board to make the work load easier! If you have each board member contribute an “article”, quote, picture, or something, your “letter” will fill up fast!
- If you end up with more than just one page of information, make it double sided. The printing may cost more if you are sending the job out, but the amount of paper will be the same, and you can never really have too much information given to your parents! If you do end up with two pages, we may cost more if you are sending the job out, but the amount of paper will be the same, and you can never really have too much information given to your parents! If you do end up with two pages, we highly suggest going with the newsletter format because breaking down the information into manageable boxes or sections will make it less overwhelming for parents, and more likely for them to read all of it!
- If you make a Christmas letter this year, we would love to see it! Email it to us at communications@mopta.org

Try to not post the same content repeatedly across all platforms. National PTA’s Instagram secret: we post PTA spotlights and behind-the-scenes happenings at our office headquarters.

For those of us who have been PTA leaders for a long time, taking the time to remember why we joined PTA the first time helps us be better PTA leaders. This is my 16th year in PTA. I have held many, many positions at every level of PTA. I started in elementary, moved on through middle and high school. I served several years at the council level. For many years I was an officer at multiple units and levels at the same time. This year, my only official title in PTA is VP and Director Field Services for Missouri PTA. I continue to find value in everything that I do through PTA. I enjoy working with the units and their officers, helping them to be better, bigger and make more of an impact in their community.

The absolute best part of this position is being a mentor to a group of people who want to form a new PTA. As a member of the Missouri PTA Board of Managers I have had the honor of being part of the startup of several PTAs. Last month, I had the opportunity to work with a group of people in St. Clair, Meramec Region. At the organizational meeting for this school they had 54 people sign up to be charter members. There were several people on the ballot for each position at the election. Many others were willing to be chairpersons for committees. They had dozens of people sign up to be on the bylaws committee. When was the last time your unit was able to twist the arms of three people to serve on the Bylaws Review Committee? New unit organizational meetings are a rejuvenating experience. To be able to sit in the midst of these people who are willing to work together, open to the possibilities that PTA can provide for their kids and their community is absolutely inspiring.

As a PTA leader, when you start to feel yourself getting frustrated with the day-to-day struggles of operating your PTA, think about why you joined PTA for the first time. When you get aggravated with another officer, think about the first time you bonded with another PTA parent. When you begin to fear your parent engagement event will fail apart, remember the smiles of all the kids after the first event you chaired. If you ever feel all alone and need some encouragement to continue, contact your Regional Director or any Missouri PTA Board of Manager. We are here to help you over the difficulties that you may encounter.

Cameron PTSA, like other units, is always looking for ways to grow their membership and make the PTA voice louder in their district.

The PTSA decided to think outside of the box this year. They kicked off the school year with two brand new events to jump start their membership campaign and bring families through the doors by hosting a carnival at the elementary school and a student fun night at the intermediate school.

They advertised on the carnival flyer that Cameron PTSA members would get one free child’s admission. These went out with membership forms which made it easy for people to join and see a quick member benefit from the local unit.

Games, food, prizes, face painting and a jump house were enjoyed by almost 300 people.

The unit added a glow in the dark dance party to the event at the intermediate school. To add to the excitement that evening they had to “take cover” due to a tornado warning. So they did what PTA volunteers do best – remained PTA flexible while ensuring the kids were calm and safe. The kids had a great time.

Think outside the box and discover new ways to promote PTA at your school!
The passage of the Every Student Succeeds Act (ESSA) in 2015 represented a shift from a prescriptive federal role in education under No Child Left Behind (NCLB) to more state and local flexibility. States now have more responsibility over their accountability systems, assessments, standards and school improvement plans than they had in the past 15 years. So what does this new law mean for your child’s education and school?

**NO CHILD LEFT BEHIND AND THE EVERY STUDENT SUCCEEDS ACT**

**No Child Left Behind (NCLB)**

- **Accountability**
  - States had to develop and meet annual measurable objectives (AMOs) and adequate yearly progress (AYP) goals for subgroups of students.
  - All subgroups were required to meet 100% proficiency on state assessments by the 2013-2014 school year.
  - High schools were required to include graduation rates and elementary schools were required to use a different academic indicator in addition to assessments results to measure AYP.

- **Standards and Assessments**
  - State standards were required in reading, math and science at all grade levels and included three levels of performance for students: advanced, proficient and basic.
  - Students were required to be assessed in math and reading/English language arts annually in grades 3-8 and once in grades 10-12 and in science once in each of the following grade spans: 3-5; 6-9 and 10-12. Schools had to assess at least 95% of each subgroup of students in their school.

- **Annual Report Cards**
  - State and local education agencies are required to prepare and make available to the public annual report cards on student achievement and other school information.

**Every Student Succeeds Act (ESSA)**

- **Accountability**
  - Eliminates AYP and the 100% proficiency requirement.
  - States establish long-term goals and indicators for measuring the academic achievement of all students and each subgroup of students.
  - States are required to measure student progress on multiple measures of student achievement that include assessments, student growth, English language proficiency, graduation rates and at least one other state-determined indicator of school quality or student success.

- **Standards and Assessments**
  - States must show they have adopted challenging academic and achievement standards in reading, math and science so students will be prepared to enter college or a career. The achievement standards also must include at least three state-defined levels of performance for students.
  - Assessment requirements are the same as NCLB.

- **Annual Report Cards**
  - ESSA maintains the annual report card requirements from NCLB but includes more reporting requirements at each level.

With the approval of this new legislation “No Child Left Behind” is a thing of the past. If you are like most of us understanding this new bill is a daunting task.

As parents and PTA members it is very important that we all learn as much about this as possible. States are beginning to draft legislation and PTA is requesting that the voices of our members be heard at the state level and in individual school districts.

This month the Department of Legislation and Advocacy is pleased to share with you National PTA’s road map to help you understand the differences of the two bills. We encourage you to use the information to have important conversations with your district.

**National PTA revises position statements**

At the November National Board of Directors Meeting three revisions were made to existing PTA Position Statements. Read the statements in their entirety [online](#).

**ESSA redesigned webpage**

We are excited to share with you the preview of the redesigned PTA ESSA webpage – [www.PTA.org/ESSA](http://www.PTA.org/ESSA) that includes “Roadmaps” with new and updated materials to support PTAs, parents and families get engaged in the implementation of the Every Student Succeeds Act (ESSA)!
And for the New Year - Try new ideas!

Coordinate a diversity committee. Diversity allows your PTA to explore and learn through new experiences. Some of the best ideas come from hearing many different perspectives during the brainstorming and planning phases of an initiative. As you plan your events and activities for the year, make sure that you get input from as many viewpoints as possible. Solicit ideas from team members who may be more quiet or reserved; their contributions are just as valuable. Don’t be afraid to try something new or step outside of the box. Some ideas may work well, and some may not. Either way, your committee will learn and grow from the experience.

In addition, you can reach out to diversity groups within your community, in your state or a neighboring state, or across the United States. Connecting with other diversity groups or leaders can provide insight and best practices to enrich your initiatives.

Keep asking above all, never assume that someone wouldn’t be interested in joining.

The Gift of Membership

Christine Kent
Missouri PTA
Vice President of Membership
christinek@mopta.org

This holiday season is a perfect time to think of others and what better way to think of our children than to support them in the present and future with a PTA membership! You might think about purchasing a membership as a gift of thoughtfulness for a child, teacher or grandparent. Even that hard to shop for family or friend could feel a little warmer knowing that they were a member of PTA raising their voice in harmony for the betterment of all children.

Another way you can help increase your membership numbers this season would be to consider one or more of the following activities exclusively to members only:

1. An after-school "care fair". That way families can go shopping or run errands while their kiddos are having fun under the care of the local PTA. You could even do a "pet care fair". Who wouldn’t volunteer for that?
2. PTA shopping carpools.
3. A workshop on bridging generational technology gaps. Trust me there are so many new tech toys out there that everyone could benefit from help on this one.
4. Make sure to include the men in your school, maybe have a "some assembly required" night for them to all get together and get help or help others.

Active and regular male engagement with children impacts a range of positive outcomes, including enhancing cognitive development, decreasing delinquency and poverty in low socioeconomic families.

How are you using the current membership theme to encourage involvement? Let us know! email membership@mopta.org.
Nominate Your Student Athlete
Do you know a student-athlete who is engaged in the community and deserves to be recognized for his or her achievements?

The U.S. Army-Pro Football Hall of Fame Award for Excellence is accepting nominations for the 2017 program until Dec. 30. For more info, visit ProFootballHof.com/Army.

Urge Your Students to Stand Up for Digital Equity
Students in grades 6-12 are now invited to participate in CoSn and ASCD’s Digital Equity Student Video Challenge and produce a video highlighting efforts to eliminate digital inequities in their community. The grand prize winner will have the chance to travel to the CoSN Annual Conference and the ASCD Annual Conference to present their winning video. Click here to view a full description of the video challenge and guidelines. Deadline Jan. 19, 2017.

The Role of Adult Capacity in Keeping Young People on a Path to Graduation
Increasing the number of active adults in a community—adults who are available to nurture, socialize, teach and become role models for youth—results in more young people on a positive path to adult success.

Learn why this matters and more in the latest Center for Promise brief, Who’s Minding the Neighborhood? Also, discover the adult-to-youth ratio in your community.

Behavioral Risk Initiative
What to learn more about the Missouri Behavioral Risk Initiative. You can now view a video from MSBA conference “Issues in Education” radio show to help clarify the MO Behavioral Risk Initiative.

Your Student Could Win $15,000
Students and families at your school might be worrying about college...but you can help! Beginning Nov. 1, high school students can enter the MakeCollegeHappenChallenge for a chance to win $15,000.


PTA Webinars
These webinars were pre-recorded. Watch them on National PTA’s YouTube.

Federal Appropriations 101
Everything You Need to Know About the School of Excellence Program
Every Child In Focus Leadership Series: Embracing Family Diversity
Every Child in Focus Leadership Series: Supporting LGBTQ Students

December Reminders:
• Be a unit in good standing – if not by December 1st then ASAP!
• Reflections entries must be advanced to the state round by Saturday, December 17 to be considered. The submitting unit must be in good standing.
• For the person who has everything – buy them a PTA membership; the gift of advocacy. It never has to be exchanged for a different size or color.
• Remember to tell your team (board and volunteers) how much you appreciate their hard work during the first half and how excited you are to work with them during the second half of the school year.
• Look at your calendar and activities to get spring semester agendas ready. Review your bylaws to make sure you know when things have to be done; i.e. the nominating committee elected, elections, officers installed and the annual meeting.
The Nominating Committee: What you need to know to plan for next year

Now is the time to think about who will make up your nominating committee. Recruiting for PTA positions can be hard. Everyone has excuses for why they don’t have time to serve. That is why it is so important for the individuals serving on your nominating committee to have the skill set to reach out and not only explain the importance of serving on the PTA board but also to ASK. Make sure these committee members reach out beyond their own personal networks and seek input from the building principal and teachers.

Sometimes there are great advocates already active in the school but not active in the PTA. These individuals may have a misconception that PTA is cliquish or that their services are not needed. Tapping into both your PTA’s current network of active members and those potential members is the key to growing your capacity as a board. It’s too easy to ‘recycle’ board members. PTAs are more successful when they reach out to everyone and continually try to grow.

What is it? The nominating committee is a special committee, but is unique in that the bylaws of the local association set forth its procedure and guidelines. The bylaws mandate the size of this committee, when and how it is elected, and when it shall perform its duties and report back to the association.

What is its purpose? The nominating committee is assigned the task of finding the best possible candidate to recommend for each of the offices to be filled. This committee is probably the most important body of any PTA. Its deliberations should be undertaken with great care because the future of the unit often rides with this group of people.

An example: ARTICLE VI: OFFICERS
Section 8. Nominating committee:
#a. The nominating committee shall be elected.
b. There shall be a nominating committee composed of five, (5) members who shall be elected by this local PTA at a regular general membership meeting at least three (3) months prior to the election of officers, as outlined in Article VI, Section 4.
c. The committee shall elect its own chairman.

THE NOMINATING COMMITTEE
The nominating committee is crucial to the future of your PTA. Check your PTA’s bylaws in the article entitled “Officers” for details.
- The nominating committee is ELECTED as listed in the PTA’s bylaws usually at least one month before elections.
- The committee members should include a spread of experienced and newer members selected on their knowledge of the PTA goals, purposes and programs, and their ability to keep deliberations confidential.
- The number of members is very specific, and no one is automatically on the committee.
- The president is not on the committee ex officio, but should see that the committee has copies of the bylaws and a realistic descriptions of the duties of each office.
- The chairman is either appointed by the president or elected from the committee; again check your bylaws for specifics.
- If a member of the committee resigns before the work is completed, they are not replaced unless the bylaws provide for this.
- The meetings of the nominating committee are closed to all others, and all deliberations, except the final report, are considered confidential.

THE SELECTION OF CANDIDATES
- The nominating committee is assigned the task of finding the best possible candidate to recommend for each of the offices to be filled.
- The committee reviews the bylaws for the offices to be filled, any qualifications to be met and term limits.
- The list of current officers who have not exceeded their term limits is reviewed. When the bylaws state that officers may serve more than one term, re-election to a second term of office is not automatic.
- The committee may accept recommendations from any number of sources, such as from current officers, members, principal, etc.
- The committee should review and objectively consider all possible candidates for all positions, including new members.
- The committee should decide their list of nominees by voting among themselves, and the use of written ballots is highly recommended.
- The committee should obtain the consent of each potential candidate after the committee has agreed upon the candidate.

THE REPORT
- The report of the nominating committee lists one candidate for each office, in writing, and is signed by the members of the committee.
- If a suitable candidate for any office cannot be found, that office should be listed as ‘open’. If a suitable candidate is found prior to the election a revised report is issued.
- The bylaws specify if the report is to be published before the election or if it’s presented at the time of the election.

THE ELECTION
- The list of candidates must be voted upon by the general membership in March or before (check your bylaws for a specific month.) An election must be held.
- At the time of the election additional nominations may be made from the floor.
- The names of those elected must be submitted to the Missouri PTA office no later than March 31st.
I’ve been happily married to my husband, Tim, for 16 years. We have two beautiful girls – Anna (12) in 7th grade at Pershing Middle School and Rachel (10) in 5th grade at the Academy of Exploration (AOE) - a choice program in Springfield Public Schools for 5th graders. It’s a wonderful opportunity to learn outside the classroom. Both girls keep us moving either with basketball, gymnastics, tennis or softball, depending on the season.

Tim and I both have been PTA volunteers since our oldest went to Kindergarten. Tim was very involved in the All Pro Dads’ committee at Sequiota Elementary, serving as Chair for three years. I have served as Parliamentarian, VP-Fundraising and President (2 years) at Sequiota and currently serve as Fundraising Co-Chairman at Pershing Middle School. We feel it is extremely important to get involved in the institutions that have our children for seven hours a day, five days a week. With the ever-shrinking educational budget, it is very important for parents to pick up the slack if we want our children to have the best education possible.

After serving as President for two years and learning the organizational skills it takes, I thought it would be a great transition to join the MoPTA board as a regional director. It’s a great opportunity to make sure that other units/councils strive for their best and make each year better. It’s all about organization and consistency. Once all the “deadlines” are met, then the units can focus on making their school a great place to be with a positive atmosphere. Tools are important and as a PTA, we can provide the tools needed to assist our teachers and staff. When teachers are supported, they have the freedom to teach and engage our student. This is the ultimate goal.

Tori Sallee | Missouri PTA Ozarks Regional Director | toris@mopta.org

What makes you stand out? I never give up and I see potential in everyone and everything

Healthy Living Tip: Mental health days are good – stay in pajamas and catch up on the DVR

What are you learning this year: How to be a parent of an athlete – good sportsmanship and healthy competition

What is a goal you have this year? Prepare more home-cooked meals

What is a proud accomplishment? My children – to watch them set and accomplish goals. Achieve at a level that I never did when I was their age.

Something interesting you’ve done this year: Completed two minor renovations in my home all by myself (laundry room and pantry).

Tori’s Favorites

Food: Chinese and Mexican
TV Show/Movie: Grey’s Anatomy/Bones
Book: Anything by Stephen King
Music/Band: Country Music/Kenny Chesney
Activities/Hobbies: Antiquing/Gardening/Scrapbooking

“Live well, laugh often, love much.” -Unknown