

A GENEROUS HEART,  
KIND SPEECH, AND A  
LIFE OF SERVICE AND  
COMPASSION ARE  
THE THINGS WHICH  
RENEW HUMANITY.

BUDDHA

## I ♥ A Legacy of Making a Difference



**Kim Weber** | MoPTA Immediate Past President | [kimw@mopta.org](mailto:kimw@mopta.org)

When asked to write this I couldn't pinpoint my thoughts into one particular answer to the following question "Why do I ♥ PTA?" I do for so many reasons but it comes back to the primary one. I do because it is the right organization to join and to be a part of something bigger than ourselves, to be a member of the largest volunteer child advocacy organization in the land. We strive to make a difference in the lives of not only our own children but for all children. We don't have hidden agendas, bi-partisan separation in the aisles, individual goals, express discrimination or hold a grudge against one another. We come together as a membership to support the PTA Mission and Purposes. Members of the PTA want to help our kids, we want to help their schools, we want to help their teachers and we want to help improve the education opportunities presented to them.

We have many challenges to the PTA today. I think more than ever in history, with all of the budget cuts to public education facing us, sometimes the mission and purposes seem unreachable and unattainable. I know as a former state president I felt that way on a few dark days. But then I would remind myself the sacrifices and commitment that our founding leaders had to do for this humble organization.

One hundred and twenty years ago on a cold wintery day over 2,000 people made the trip to Washington, D.C. to form the first convocation of the National Congress of Mothers in travel conditions that were dangerous, scary and treacherous that took weeks to accomplish. That is when I pull myself up and carry on because the legacy that has been left to all of us is too great to lie down and do nothing. The ladies at that first meeting didn't even have the right to vote, but they knew that schools and children needed someone to look out for them and have their backs, so they committed and advocated for the children. Now it is our turn and on our watch.

Why do I ♥ PTA? I urge you each to look at the Purposes of the PTA. Ask yourself if you can honor those and if there is something you can do to help fulfill them. But don't despair even if you can't. I know someone else from the PTA will have your back and the backs of our children. Just like they have been doing since February 17, 1897, the PTA has been showing up to your community to secure adequate laws for the care and protection of children and youth. Someone has been spending time trying to get the word out on how to raise the standards of home life, and over 4 million members strive and advocate every day to promote the welfare of children and youth in home, school, and community. Now I hope you also ♥ PTA. Isn't it the right choice to make?

## 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

## Missouri PTA Calendar

Looking for ideas or topics for a PTA Event or meeting? Check out the Missouri PTA website calendar. We have added some National Awareness Weeks and some fun days, too! Visit <https://mopta.org/moptacalendar/> for the full list.

### Tuesday, March 7

National PTA Legislative Conference

### Wednesday, March 8

National PTA Legislative Conference

### Thursday, March 9

National PTA Legislative Conference

### Sunday, April 23

National Volunteer Week

### Monday, April 24

National Volunteer Week

### Tuesday, April 25

National Volunteer Week

### Wednesday, April 26

National Volunteer Week

### Thursday, April 27

National Volunteer Week

### Friday, April 28

National Volunteer Week

MOPTA Convention

### Saturday, April 29

National Volunteer Week

MOPTA Convention

### Sunday, April 30

MOPTA Convention

### Monday, May 1, 2017

Teacher Appreciation Week

### Tuesday, May 2, 2017

Teacher Appreciation Week

### Wednesday, May 3, 2017

Teacher Appreciation Week

### Thursday, May 4, 2017

Teacher Appreciation Week

### Friday, May 5, 2017

Teacher Appreciation Week

## 2017 National PTA Legislative Conference

March 7-9, 2017

Join National PTA in Arlington, Virginia for the [2017 National PTA Legislative Conference](#).

Celebrate 120 Years of Changing Children's Lives! This year's LegCon attendees will celebrate incredible milestones and honor policy makers and PTA members whose efforts to make every child's potential a reality. Register now!

## Remind Your Local Units: Take Your Family to School Week is Almost Here!

Get ready! [Take Your Family to School Week](#) is Feb. 13-17, and we can't wait to celebrate the changing faces of families in America's classrooms—and beyond.

**Is Your Local PTA Unit Ready?** Make sure your local unit is prepared for our weeklong celebration! [Download](#) our pre-made invitations, fliers, posters, social media graphics and more!

**We Want to Hear From You!** How will your PTA celebrate the diverse families of America during Take Your Family To School Week? Tell us! Share photos with us on Twitter and Instagram using the hashtag #PTAPROUD.

### MORE DATES:

March 2 - Read Across America  
April 30 - Missouri PTA Reflections Showcase in Columbia, Mo

April - Distracted Driving Month  
Child Abuse Prevention Month

# Mark Your Calendar

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

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## Proposed Schedule

### Friday – April 28

6:00 pm – 7:30 pm Registration Open

### Saturday – April 29

7:30 am – 9:00 am Registration

8:30 am – 9 am Volunteer training

9:00 am – 10:00 am Workshop Session #1

10:15 am – 11:15 am Workshop Session #2

11:30 am – 1:00 pm General Meeting / Lunch

1:30 pm – 2:30 pm Workshop Session #3

2:30 pm – 5:00 pm Exhibit Hall Open/Dessert

5:00 pm – 6:00 pm Workshop Session #4

6:15 pm – 7:15 pm Workshop Session #5

Networking & Dinner on your own

### Sunday – April 30

9:00 am – 10:30 am Roundtable networking

10:45 am – 11:45 am Workshop Session #6

11:45 am – 12:00 pm Pick up lunch

12:00 pm – 1 pm Workshop Session #7/Lunch

2:00 pm – 4:00 pm Reflections Ceremony



# Join us at Convention!

# ASPIRE to INSPIRE

## Missouri PTA Convention 2017

Friday, April 28 to Sunday, April 30, 2017

Stoney Creek Hotel & Conference Center  
2601 S Providence Rd. Columbia MO 65203

Adults \$165 | Students \$165 & buy one get one free  
(student attendees should be in 8th grade or above)

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

Book  
your room by  
April 4, 2017!

**Over 30 workshops!** President Session  
Treasurer Training Success as PTA Secretary  
Membership Bylaws Legislation and Advocacy  
Parliamentary Procedure Effective Meetings  
Watch D.O.G.S Conflict Resolution Navigating  
the New Bullying Law The Peaceful School Bus  
Trends in Drug Use PTA Reflections Family  
Reading Experience Social Media for Beginners  
Social Media Advanced Student Involvement  
Emergency Operation Plans Missouri PTA  
Awards Tips and Tricks through the PTA year  
Insurance Needs for PTAs Fundraising Missouri  
State Budget Diversity Engaging at Risk Students

# From the Missouri PTA President

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

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



## PTA Founder's Day

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

During the month of February PTAs nationwide celebrate Founders Day.

I'll admit when I

first became acquainted with PTA any notion of a long rich history rooted in advocacy for all children never hit my radar. In fact, growing up enrolled in all parochial schools where the concept of a parent organization was absent from the education canvas, my opinion of PTA could be summed up by the concept that 'PTA was a clique of those moms'. Even when my oldest started Kindergarten, and I encountered my first real contact with PTA, the focus in my local unit revolved primarily on programs, events, and fundraisers being held by only that PTA benefiting only those children and families who attended that school. It wouldn't be until my youngest entered Kindergarten five years later, as a newly elected PTA unit officer, when completely on my own I stumbled upon PTA's astounding history.

There are many reasons we preserve the events of our past, our history. Academia will point out the danger of history repeating itself if we are not knowledgeable of our past. Often we turn to history to reflect on the sacrifices of others whose work and efforts shaped the world in which we live. And, of course history can be the impetus of annual celebrations focusing on past accomplishments. By celebrating PTA's history, we pull a little bit from each of those reasons.

Never should we forget our children were once not afforded the rights and protections they have today. PTA's founders, Alice McLellan Birney and Phoebe Apperson Hearst (a Missourian), fought to bring about legislation on Child Labor because they felt it would be best, not just for the children but also our country, that children attend school rather than work in factories. This was PTA's first order of business after the official formation. These history blazing women spearheaded their nationwide cause at a time in our history when women did not have the right to vote and social activism was not viewed in a positive light. But it wasn't just mothers who joined Alice and Phoebe at that first gathering in February of 1897. They were joined by fathers, teachers, laborers and legislators. Since that first meeting PTA has worked to support the creation of Kindergarten classes, public health services, hot and healthy school lunches, a juvenile justice system, immunizations, arts in education, and school safety.

PTA does great things at the local level and those efforts should also be recognized and celebrated. However, it is important to remember the why of PTA. Why individuals were so passionate to work tirelessly, giving of their time and voice to raise the standard of life for all children. It is a testament of not only what was accomplished but what can be accomplished through our collective efforts. I know their work made a difference in my life growing up even if I didn't know it at the time and my parents were never part of any parent organization. I also know while the work hasn't just begun, so much has been accomplished, it is neither far from over.



### FAMILY ENGAGEMENT

1) Build our body of knowledge, advocacy and programmatic excellence to advance family engagement.

**GOAL:** National PTA will develop a Center for Family Engagement to effectively meet the needs of changing demographics.



### ADVOCACY

2) Enhance PTA's impact in child well being and education by promoting and sustaining bold and strategic advocacy activities.

**GOAL:** Position National PTA as a leading practice and resource center for family engagement.

Empower and energize child advocates to support National PTA's advocacy platform.



### MEMBERSHIP

3) Develop and maintain our capacity to know, serve, engage and build our membership.

**GOAL:** Effectively use data to discover new ways to serve and engage our members.

Better reflect the evolving demographics in our country.



### FINANCE

4) Steward the successful development, management and oversight of our fiscal resources.

**GOAL:** PTA strictly adheres to best practices in development and management of our fiscal resources in order to enhance our capacity to serve.



### VOLUNTEER DEVELOPMENT

5) Enhance the effectiveness of our volunteers through ongoing leadership development and evaluation.

**GOAL:** PTA supports volunteers on a journey of leadership growth and effective performance.

# Communication Tips

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

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## HOW TO WRITE an AWESOME NEWSLETTER

### the ANATOMY of a NEWSLETTER

What takes a newsletter from "meh" to "move over, there's a new sheriff in town?" We're spilling our secrets to break down the elements for you. Are you ready for this?

#### YOUR LOGO

- You better get your logo in there or else! Think of a newsletter in similar terms to a website layout: you need to let people know exactly what they're looking at from the get-go.
- Feature your primary logo prominently - near the top of every newsletter template.
- Including your logo at the very beginning sets the tone for your newsletter and ensures at least one strong aspect of your brand is present in its fully issued form.

#### HEADINGS

- Keep your reader missing along by using clearly differentiated heading sizes, weights and styles to let them know a new section or topic has been introduced.
- Bonus: headings are a great opportunity to incorporate your brand colors into your newsletter design.

#### IMAGES

- You better get your logo in there or else! Think of a newsletter in similar terms to a website layout: you need to let people know exactly what they're looking at from the get-go.
- Feature your primary logo prominently - near the top of every newsletter template.
- Including your logo at the very beginning sets the tone for your newsletter and ensures at least one strong aspect of your brand is present in its fully issued form.

#### ON-BRAND EVERYTHING

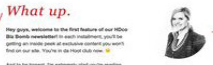
- Think right: everything must be on-brand. That means colors, fonts (at least you can work your newsletter around), buttons, images, tone, content, and attitude.

#### LINKS TO CONTENT

- Include links to your content (and other relevant sources) throughout your newsletter.
- Failing to link images is another key area many people neglect in their newsletters. You want to make it as easy as possible for a reader to find and access your content.

#### ENGAGING PACE

- No matter how serious your brand voice and tone is, your writing must be easy-to-read and engaging. You'll lose readers with stiff, boring copy or sentences that are too complex.
- Use online tools to check the reading level of your writing. An 8th grade reading level should be the absolute max you hit - 5th or 6th is best. Readers are often skimming reads, so you want your content to be easy to consume.



#### A HUMAN FACE

- Humans are programmed to gravitate toward human faces. Including an image featuring a legit human face near the top of your newsletter is a surefire way to pull your reader in. Psychology for the win!

#### BONUS: make the face yours. Remember, as a small business owner you ARE your brand. Embrace and engage!

#### This is one of the most widely neglected elements of an effective newsletter design.

#### DIVIDERS

- Yep, another human-programming fact humans want to process information to chunks. Help your reader by breaking your content into logical sections.

#### EMOJI

- It might seem on-brand for you, totally go for it.
- Including emoji is a great way to lighten the tone of your content and intersperse more key stages or business faces, content clues, and unexpected surprises.

#### INTERACTIVITY

- We're on a human processing streak! Humans love playing with stuff - and unexpected surprises.
- A click-to-tweet button or similar interactive feature within your newsletter's content is like a wake-up buzzer to readers who might be skimming content.
- Bonus: features like this are a great way to connect with readers via social media like really, really close. Follow us on Twitter? buttons at the end, really?

#### VARIED SIZES

- Mixing up the shapes and sizes of your images is another way to keep readers' eyes on your content.

#### CALL(S) TO ACTION

- Call(s) to action are essential to converting a newsletter to subscriber results you're hoping to see beyond your reader's current subscription.
- If there are multiple actions you're asking for readers to take, you need to include multiple calls to action to highlight each one.

#### REQUIRED ELEMENTS

- Any newsletter service you use should include elements required by law.

## 7 THINGS TO DO for Your Meeting Tonight

Meetings aren't everything, but they're still important. While long-term planning might be best, it just doesn't work that way sometimes.

So try these quick (and truly doable) tips to make your meetings better.

### BRING SOME SIMPLE SNACKS

some bottles of water and a few goodies

### give NAME TAGS AT THE DOOR

(for everyone, not just new attendees)

### HAVE A LITTLE FUN

kick off your meeting with some icebreakers

### send a REMINDER

(Facebook, email, etc.) a few hours before the meeting

### PROVIDE HANDOUTS

(agenda, budget, details of projects, etc.)

OF WHAT YOU'LL BE DISCUSSING

### Lose the "head table"

arrange tables or chairs to include everyone

### SAY "THANKS FOR COMING"

## Commit to Positive, Safe Environments for All Students

National PTA is committed to the well-being of our children and ensuring that schools create a safe and inclusive learning environment for all children. National PTA joined other leading education organizations in a national [call to action](#) addressing the recent reports of bullying behavior in schools. Every child deserves to come to school excited to learn in a safe and nurturing environment without the fear of bullying, violence or discrimination. This call to action follows National PTA's statement on its commitment to positive, safe environments for all students and a recent webinar on bullying and cyberbullying prevention.

It has long been a top priority of National PTA to make sure all children have a supportive environment where they can thrive and learn. We are committed to working with schools, school systems, educators, parents and the community to ensure all children have the opportunity to receive a great education in a setting free from discrimination, harassment and violence.

We encourage you to share this statement among your membership and within your schools and communities to support and affirm safe and inclusive school learning environments for all students.

Apparel, awards, gifts, supplies and more!

Our Pony Express Regional Director, Brian Mercer, had a great visit with the parents and educators of Nashua Elementary!

They have a giant panoramic interactive popup display from the "Diary of a Wimpy Kid" books in their library.

It's quite impressive and the students love it. At Nashua, they have some excellent events and fundraisers coming up to support their students!



## I ♥ PTA Founder's Day

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

For as long as I can remember, the Hazelwood PTA Council has made their PTA Founder's Day Celebration the centerpiece of their year. On the first Thursday of February, the Council hosts a catered buffet dinner for over 800 PTA leaders, teachers, staff, students and community members. This event has three missions; honor the founding of PTA, celebrate the District's Teachers of the Year, and accept Scholarship donations.

These are some of the details that the Council incorporates into the night:

- The high schools take turns providing the musical entertainment.
- Each school/PTA may have a table with up to 24 seats. The district has three high schools, six middle schools, and 20 elementary schools. All have active PTA/PTSA's. In addition there is a gifted education building and three Early Childhood Education Centers.
- There is a table decorating contest using the PTA Reflections Theme. The school board serves as judges and a coveted traveling trophy is awarded.
- A local Boy Scout or Girl Scout troop is invited to present the Colors.
- PTA membership determines the seating order. PTAs with higher membership percentage based on enrollment get the prime tables right up front. Those with lower PTA membership totals are on the outer fringes.
- The school district provides plaques for all the Teachers of the Year and each of the Support Staff of the Year winners.
- The PTA holds a commemorative ceremony to honor the Founders of PTA.
- The PTA Council collects donations to its Scholarship Program. This year they expect to collect \$15,000 in donations from its PTAs, school departments and school leaders.
- Finally, the artwork is voted on for the Council's Annual Run/Walk t-shirt.

All of this is accomplished by a small group of dedicated Hazelwood PTA Council leaders, the strong partnership they have with the district administration, and they cram it into just two hours. Amazing. Please share your PTA Founders Day celebration stories, email me at [vpfieldservice@mopta.org](mailto:vpfieldservice@mopta.org).

## Betsy DeVos: Nominee for Secretary of Education

Along with the election of a new president come the appointments of new cabinet positions. President Trump has nominated [Betsy DeVos](#) for Secretary of Education. We have received many questions from our Units about Mrs. DeVos and our position on her nomination. So here is a quick look at Betsy DeVos. This information is from her web page. "A graduate of Holland Christian High School, Betsy received a Bachelor of Arts degree from Calvin College in Grand Rapids, Michigan. Betsy is married to entrepreneur, philanthropist and community activist Dick DeVos, and together, they have four children and five grandchildren.

Active in politics for more than 35 years, Betsy was elected chairman of the Michigan Republican Party four times, and she has served in numerous leadership roles with campaigns, party organizations, and political action committees. Today, her political efforts are focused on advancing [educational choices](#)". It is her views on education that are worrisome to many.

National PTA has released a [statement](#) on our position of her nomination. National PTA was asked and did provide questions to be posed to Mrs. DeVos. These questions were then compiled into a list with other stakeholders and distributed to members of the Committee on Health, Education, Labor and Pensions who presided over the hearings.



Carla Wiese | Missouri PTA VP Legislation & Advocacy | [carlaw@mopta.org](mailto:carlaw@mopta.org)

I ♥ PTA for what it is doing for the children of Missouri and the nation. From its humble beginnings in 1897 its mission has remained the same. Today PTA is one of the largest advocacy groups for children in the world. It is our voice that reminds our leaders of the importance of public education. How public education is what will lead the U.S. into the future. It is our individual unit and council voices that question and vest school board candidates and school districts holding them accountable to the children of your town. It is the voice of MO PTA that reaches out to Missouri legislators constantly reminding them that education, health, safety and welfare of children matter. It is that voice that speaks when the budget is being discussed so education keeps as much funding as possible. It is PTA on the national stage that pushed for reforms like ESSA and increased funding to education. It is your voice that makes the phone calls, writes letters and sends emails knowing that your voice matters. For me it is all of these and the four faces that I see everyday and want to ensure they are able to compete with the world for opportunities as they grow. I ♥ PTA for what it is doing for children everywhere!

## Why I ♥ PTA

### Join the Legislation & Advocacy Department!

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 please contact Carla Wiese at [carlaw@mopta.org](mailto:carlaw@mopta.org).

### Missouri PTA joined the coalition to support the Streamlined Sales Tax Collections

This coalition is formed by the [Missouri Budget Project](#) (MBP), a group MO PTA works with regularly on funding issues. The MBP's mission is to improve the quality of life for all Missourians by informing public policy decisions through objective research and analysis of state budget, tax and economic issues. According to the MBP, Missouri tax laws have failed to keep pace with a changing economy, reducing the state's ability to invest in the well-being of its citizens. In particular, Missouri and other states that rely on sales and use taxes to fund public services have been losing revenue as a result of a failure to capture taxes that are owed for online retail purchases through remote sellers. A University of Missouri study estimated that Missouri missed out on \$358.3 million in state and local sales tax revenue in 2014. In addition to eroding Missouri's ability to invest in critical public

services like education, health care and safe roads. The failure to compel remote online retailers to capture sales and use tax also creates a competitive disadvantage for Missouri's bricks-and-mortar retailers who are required to capture sales tax.

### Want to learn more about Advocacy? Consider participating in one of the following webinars:

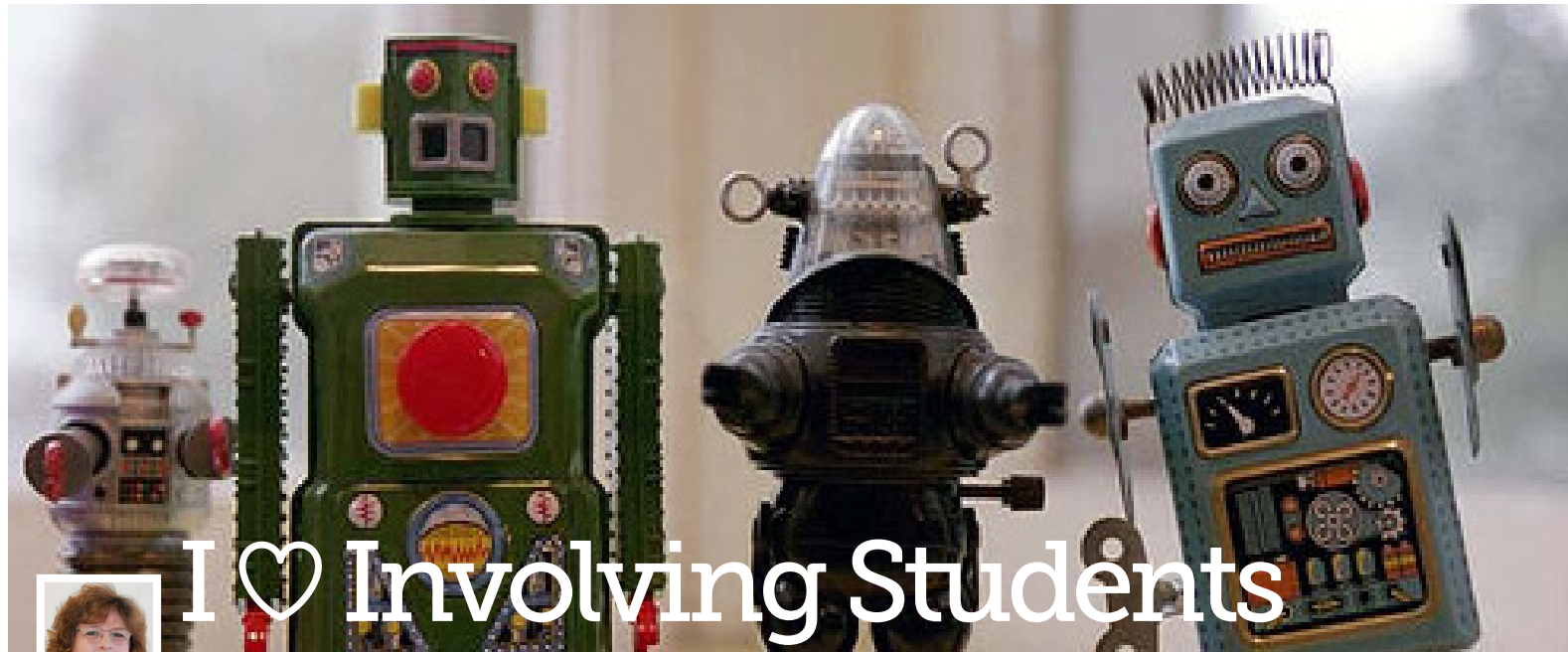
National PTA and National Education Association: [Educators and families working together on the new education law](#)

National PTA and the Congressional Management Foundation: [How Elections Shift Power in Congress](#)

National PTA and Council of Chief State School Officers: [A Parent's Role in ESSA Implementation](#)

### How to be an effective Advocate:

- Regularly attend PTA Meetings
- Attend school board meetings
- Join [JC/DC](#)
- Register to vote and vote
- Hold a candidate forum
- Contact legislators when action alerts are published
- Meet candidates for office and ask questions



**Christine Kent** | Missouri PTA VP Membership | [christinek@mopta.org](mailto:christinek@mopta.org)

According to PTA history, Founder's Day (February 17) is when we celebrate the legacy and work of our founders—Alice McLellan Birney, Phoebe Apperson Hearst and Selena Sloan Butler—to better the lives of every child in education, health and safety. It is a time to reflect and take pride in our achievements, and renew our commitment to be a:

- powerful voice for all children;
- relevant resource for parents; and
- strong advocate for public education.

**Our founders represented women of imagination and courage.** They had a simple idea—to improve the lives and future of all children. They understood the power of individual action, worked beyond the accepted barriers of their day, and took action to change the world for all children.

Continuing the founder's "simple idea" we can add to their original agenda by including and involving students first hand in our PTAs. Providing leadership roles and opportunities for them to contribute towards their own surroundings. Students know first hand what is happening in their school and are uniquely qualified to determine how their education, health and safety can be improved.

Students can make a difference in our communities and schools through involvement in PTA/PTSA programs that address issues such as school violence, bullies, alcohol and substance abuse, smoking, teenage sexuality and adolescent health concerns.

Students can attend school board meetings with members of your unit,

**How are you using the current membership theme to encourage involvement?**

**Let us know! email [membership@mopta.org](mailto:membership@mopta.org).**



become an expert on issues of education and legislation, and help gather community support. They can gain an understanding of public education and how it works. The operations of state and local governments. Students can learn about the legislation process and its impact on school funding and services.

PTA/PTSA involvement helps students gain leadership skills such as goal setting and conflict resolution. Students can learn how to run a meeting according to parliamentary procedures, strengthening their decision-making skills and speaking in public-comfortably.

A PTA/PTSA membership entitles students to the same rights and privileges as an adult membership. Students can become a leader in their local unit by serving as a chairperson of a committee. Many of the contacts made in the community during PTA/PTSA work may also prove useful after graduation (e.g. college recommendation letters, scholarship opportunities, and job prospects).

I fell in love with PTA during my son's first year of school. I had the original thought that adults would be solely helping children similar to the founders but over the years and with more knowledge, I have come to believe that it is the children who will continue the legacy and become the leaders of tomorrow.



**Everyone ♥ prizes!**

**Burchell McGhee** | [burchellm@mopta.org](mailto:burchellm@mopta.org)  
Missouri PTA Diversity Outreach & Engagement

Welcome back everyone! We need to run full steam ahead into the second half of the school year. I hope you had a chance to evaluate your membership goals in January so you can kick off another membership rally this month. This would be a great time to try something new. Have you incentivized your meetings? My unit, Hazelwood Central HS PTSA, gives out attendance prizes at the end of the meetings. But for February, we're going to step it up!! It's Bring a New Member to the Meeting Month. We're holding an extra prize drawing for current members who bring a guest to join. Folks love prizes and free stuff. I hope this works for us. Try it. Maybe it'll work for you too. Good Luck!!



Missouri PTA  
Department of  
Membership

# Power of PTA

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

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# CONNECT

to the  
**POWER**  
of  
**PTA**



## There is still time to participate! 2016–17 Membership Campaign Incentive

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 the [Missouri PTA website](http://MissouriPTA.com) for an update on our progress.

## Learning Heroes 2015-2016 Research Overview

For the past two years, Learning Heroes has listened to parents to better understand how to connect and further engage them in their child's success in school.

Last month, Learning Heroes hosted a [webinar](#) and shared insights from more than 50 focus groups and several quantitative surveys. In collaboration with National PTA, Learning Heroes will present "Parents 2017" later this year, an annual [national survey of parents](#), and conduct three core outreach campaigns: Ready for the Test, Summer Learning and Back-to-School.

## National Missing Children's Day Poster Contest

The U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention (OJJDP) invites fifth graders to participate in the [2017 National Missing Children's Day poster contest](#). The annual contest creates an opportunity for schools, law enforcement and other child advocates to discuss the issue of missing and/or exploited children with youth, parents and guardians and to promote child safety.

Submissions are due by March 16, 2017. MO contact: Connie Berhorst, Missouri Department of Public Safety, [connie.berhorst@dps.mo.gov](mailto:connie.berhorst@dps.mo.gov).

## New Toolkit Explains College and Career-Ready Standards

The National School Boards Association and the National Association of Secondary School Principals have created an [online toolkit for educators](#) as part of a national effort to spur dialogue around the importance of embracing college- and career-ready standards for all students.

The toolkit is part of the Learning First Alliance's Get It Right campaign and contains videos, tip sheets, sample surveys and other resources that will help educators understand and better explain college and career-readiness, engage the community and put standards in place.

## "Grow Your Own" Statewide Campaign Gaining Momentum!

Research indicates that 60 percent of America's teachers work within 20 miles of where they went to high school, according to Dan Brown, author of an article titled The Grow Your Own Imperative, which was published in the Summer 2016 digital issue of Educational Leadership. In a strategic effort to capitalize on the untapped resources that already exist within respective school communities in Missouri, a Grow Your Own campaign has been launched to achieve equity goals outlined in the state's Equity Plan. The goal of this campaign is to recruit two to three students per high school into the education profession. Learn more about the [Grow Your Own model](#).

## National Reading Month

When families read together, they spark their imaginations, learn important lessons, start difficult conversations and make memories that last forever. National PTA and Kindle believe that family involvement is key to developing students who enjoy reading. That is why both groups are working together to engage families in reading through the PTA Family Reading Experience, a fun family literacy event hosted in schools nationwide. Watch [this slideshow](#) and use the checklist below to help you plan your own event!

- Choose a date and time that will allow the largest number of families to participate. Reserve an open space or a few classrooms for hosting reading stations. Coordinate with your school administrator to avoid conflicts with other activities.
- Pick a theme, prepare reading station activities and print out take-home tips for parents. You can find options for these ready-made for you at [PTA.org/Reading](http://PTA.org/Reading).
- Recruit six reading leaders to facilitate station activities. Prepare each leader by sharing station instructions and reviewing your event schedule ahead of time. Be sure each station leader understands the importance of families participating in the activities with their children!
- Invite your whole school community to attend! Send home an invitation using our templates at [PTA.org/Reading](http://PTA.org/Reading).

## Fire Up Your Feet

Soon the weather will be warming up and inviting us to come outside and play. Fire Up Your Feet encourages everyone to get more physical activity. The program offers the ability register and track activity. While Missouri is not located in a region participating in the Challenge, the tools and resources are still available to adapt for your own use. Let's get those bodies moving. Check out Fire Up Your Feet at <http://fireupyourfeet.org>

## Earn up to 40% Back for Your PTA



**Schwan's  
Cares**  
A Fundraising Network

Bringing the best quality foods directly to families is what Schwan's Home Service, Inc. has done exceptionally well for over 60 years. And Schwan's Home Service, Inc.—through its fundraising program Schwan's Cares—is proud to have helped donate over \$11 million to local communities for education, nonprofit and youth-sports programs.

- With the [Schwan's Cares fundraising program](#), your supporters enjoy a wide assortment of delicious foods from Schwan's Home Service, Inc. while you earn up to 40% back for your PTA.
- Delivery to the Door—Schwan's Home Delivery will deliver each order to your supporters' doorsteps.
- Keep on Earning—Earn up to 40% during your 45-day campaign and 5% for the next 90 days.
- Fundraising Made Easy—Supporters can order online or by phone and we will deliver directly to them. There is no door knocking and you never have to touch product or money.

Information and Benefits of your involvement in Missouri PTA

# You Need This

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

 MissouriPTA  MissouriPTA  @MissouriPTA

## Apply for the Jan Harp Domene Diversity and Inclusion Award

National PTA is now accepting applications for the 2017 [Jan Harp Domene Diversity and Inclusion Awards](#). These awards recognize PTAs that best demonstrate outstanding achievement in the areas of diversity and inclusion, as well as efforts to end discriminatory practices.

The award will be presented to one state PTA, one district/council PTA and one local PTA at the Annual National PTA Convention, June 22-25, 2017, in Las Vegas. Spread the word to your local PTA units! Get full eligibility and selection criteria and application requirements at [PTA.org/Awards](#). [Submit your application online](#) by Friday, March 17, 2017, 8 p.m. EST/5 p.m. PST.

## Tell Your Local Units to Apply for a Mary Lou Anderson Grant

The [National PTA Mary Lou Anderson Reflections Arts Enhancement Grant](#) provides up to \$1,000 in matching funds to support local PTA arts projects within their school community. Funded projects will increase access to learning opportunities in the literary, media, visual and/or performing arts for at-risk or underserved audiences.

Arts projects must actively engage families and community partners to strengthen family-school partnerships. Eligible applicants must be a PTA in good standing, as determined by the State PTA. Applications must be submitted by Friday, March 17, 2017. More at [PTA.org/Awards](#).



## Regional Meeting Survey Results Published

Attendees of the 2016 Regional Meetings on Education, and those unable to attend, were asked to complete one of two surveys that requested their views about the current path of education in the state of Missouri. That information has since been compiled and reviewed by DESE staff, allowing for more thorough discussion regarding the future of public education throughout the state.

[Follow-up information](#) from those who attended one of the Regional Meetings in person and thoughts from those who answered questions via an online [virtual meeting](#) are available.

## Learn the Signs. Act Early.

The [Centers for Disease Control and Prevention](#) sponsors a website designed for parents to access a wide variety of free, research-based resources on child development. Their newest resource, titled "[Milestones in Action](#)," is a free image library that features photos and videos of children demonstrating developmental milestones from two months to five years of age.

This tool was created to help both parents and early care providers identify developmental milestones in children and know if there is cause for concern.

## Don't miss it! Missouri PTA Scholarship Opportunity

**Do you know a high school senior who is considering a career in teaching?** Missouri PTA offers Teacher Education Scholarships for graduating High School Seniors. Each scholarship provides a stipend of \$500 per year up to a maximum of \$2,000.

To be eligible for this award, applicants must:

1. Be a graduate of or graduating from an accredited Missouri public high school in a school district with at least one PTA/PTSA unit in good standing.
2. Have a higher than average scholastic standing.
3. Have outstanding potential aptitude for teaching, good character, and personality.
4. Show financial need.
5. Enroll in a college or university in Missouri to obtain a Bachelors/Masters Degree or a community college in Missouri to obtain an Associates of the Arts in Teaching Degree to begin their preparation for teaching.
6. For each two (2) years of assistance, recipient must teach for one year in a Missouri public elementary or secondary school (or work in some other capacity as a certified educator).

[Scholarship applications](#) are available on the Missouri PTA website but must be submitted through the school counselor (only one application is accepted per school). Deadline to apply is determined by each school prior to Feb. 15. For more information [visit the Missouri PTA Website](#).

## Your PTA Can Support Student Scholarships

The Missouri PTA scholarship funds receives continuing financial support from contributions made by PTAs throughout Missouri as well as through individual gifts and memorials. The fund receives additional support from one-half the proceeds of the Missouri PTA Distinguished Service Award.

**Please consider establishing a line item in your annual budget to help ensure that outstanding young people pursue their dreams of becoming Missouri Public School teachers.**

Donations can be made by check payable to Missouri PTA and mailed to 2101 Burlington St, Columbia, MO 65202.

TO IMPROVE IS  
TO CHANGE  
TO BE PERFECT IS  
TO CHANGE OFTEN



Winston Churchill

From the  
Missouri PTA  
BOM

## Visionary Student Leader focused on involving others



**Sarah Bai** | Missouri PTA Student Representative | [sarahb@mopta.org](mailto:sarahb@mopta.org)

I plan and implement engaging activities for students during state conventions, encourage students to get involved in their local PTA, advocate for students and represent their voice on the state committee.

I'm from Rock Bridge High School in Columbia, Missouri

I think I can bring a room together and really see things from a lot of perspectives. I like to include everyone in activities and think that everyone can contribute. I think I am passionate, dedicated, ambitious, sympathetic, and intellectual.

I believe that you can live healthy by taking small steps towards your goals in life. I am learning a lot about how to help the students in my PTA club at school and really represent their opinions and make sure nothing goes overlooked. I hope to have my club grow to 20 members.

I am proud of how far we have gone with giving out surveys to classes and improving the school traffic and cafeteria issues with my club. We are currently working on painting a motivational mural in the school. This summer, I attended a summer program at Wash U and took college classes there and lived in a dorm

for five weeks. It was so fun to meet people and experience some college life.

### Sarah's Favorites

Food: Pasta

TV Show: Grey's Anatomy

Movie: Scarface

Music: John Mayer and Hozier

Book: Tuesdays with Morrie

Activities: Hiking, Traveling, Music Festivals



"For beautiful eyes, look for the good in others; for beautiful lips, speak only words of kindness; and for poise, walk with the knowledge that you are never alone."

Audrey Hepburn