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CONTACT



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Missouri Parent Teacher Association
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IN THIS **EDITION**
**IDEAS FOR RECRUITING
& INVOLVING VOLUNTEERS**
BACK-TO-SCHOOL KIT
#STOPCUTSTOCLASSROOMS
CHECKLIST THIS MONTH

From the Missouri PTA Contact Editor

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Andrea Battaglia
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Contribute to CONTACT

September 2017 Edition - Where We Live
- Content due August 20

October/November 2017 Edition -
Technology - Content due September 20

Share with Missouri PTA and earn your
"Featured Article in Contact" Advanced
Leaders Project requirement by submitting
original content - articles, pictures, quotes,
ideas, **ANYTHING** - we'd love to hear it!

Include any pictures or hyperlinks too and send it
to contact@mopta.org in Word with the author's
name, email, title and headshot photo.

Your Webinars This Month

Webinar: Storytelling Through Social Media

Join National
PTA's Associate
Manager of Digital
Communications,
Ashley Collier, and
Fullerton PTA President
Joanne DeAngelo, for
how to tell stories on
social media platforms.
[Watch on YouTube.](#)

Webinar: How to Tell a Story Through Video

Join Scott Meeks,
National PTA's
Communications
Manager, for a look at
how you can tell better
stories through video.
He'll share tips and
guidelines that will help
you visually showcase
the amazing work being
done within your PTA.
[Watch on YouTube.](#)

PTA Live! School of Excellence 101

Join National PTA's
Associate Manager
of Programs &
Partnerships, Amy
Weinberg, to find out
the answers to our three
most commonly-asked
questions about the
School of Excellence
program. [Watch on
Facebook.](#)

Webinar: How to Make a Public Comment on ESSA

State education
agencies will soon
be releasing draft
state plans on ESSA,
detailing how they
plan to implement the
law and the impact on
public education. You'll
have the opportunity to
make your voice heard
by making a public
comment on the plan.
[Watch on YouTube.](#)

Webinar: The Role of PTA in Supporting Immigrant Families

PTA leaders have
an important role in
connecting immigrant
families to community
and school resources
to help these families
feel more engaged
and welcomed in their
schools. [Watch on
YouTube.](#)

Webinar: Kids, Stress & Technology

Renowned psychologist
Dr. Mary Alvord delivers
information from the
latest Stress in America
report and offers
suggestions for families
on managing their
children's technology
use. [Watch on
YouTube.](#)

Each new school year is a new beginning. I encourage you to start this year by realizing what you can really accomplish. Let this be your year of confidence – you can make lasting, confident change in your life. My suggestions to make this your best year:

Speak your mind. You have valuable ideas. Confidently share your opinion and be bold with your statements. Don't back down.

Push your limits. Your goals should be challenging and exciting. Don't settle. Instead, build your confidence by pushing your limits.

Listen more. When you spend more time listening to others, your learning is significant.

Find a mentor. You need someone to listen to you, encourage you and support you. If you don't have this person in your life, find them.

Mentor someone. Spend time investing in others. Make it a point to encourage and support someone else in your life – an employee, a friend – you have valuable insight and can help others.

Make progress every day. You probably made goals today. What if you really mastered your list this year? Take some time to strategize your

plan by breaking these goals into bite-sized pieces. You can do this.

Choose the right goal. The goal list you made today? Make sure it's Specific, Measurable, Achievable, Realistic and Timed. Don't just hope things will be better. Make sure they will get better.

Schedule time to get it done. Step one is choosing the right goal, step two is scheduling time to get it done. Make an appointment with yourself in your calendar to achieve your goals.

Get rid of the dead weight. You have a lot of things dragging you down. Make a list of them and start to whittle them away – you don't need this negativity in your life.

Stay motivated. Not everything will be easy, keep focused and push through the difficult times. Every success builds your confidence.

Realize your significant impact. You matter. You make a difference. And you are valuable. Share yourself with others.

Be braver than ever before. Your year, your life, start now. Go confidently in the direction of your dreams.

Adapted from andreabcreative.com
"15 tips to confidently succeed this year"



Sweet Success Tip:
Smiling Faces and a big welcome sign can work wonders to encourage parents to get involved. Simple, friendly steps make a big difference.

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.

From the Missouri PTA President

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So, what does the state PTA president actually do? I suppose I could counter back with what doesn't the state PTA president do and I'll bet if you are a unit president the same thing would roll through your head if asked that question.

To put it in the simplest fashion, the state president manages the affairs of the MOPTA and is the official representative. If it sounds a lot like running a local unit PTA it should. The basics are the same but the breadth and scale is much larger.

I hold monthly executive committee meetings, which are done electronically, appoint and reside on all committees, except nominating, host the Board of Managers meetings, which take place four times

a year, and preside over the annual membership meeting that takes place during convention.

But wait! There's more! As state president, I sit on several committees outside of MOPTA including the Education Roundtable, Center for Education Advisory Committee, Missouri Teacher of the Year Committee, and the National Constituent Association Advisory Committee.

My position also takes me around the state and across the country. I get to visit units and councils, and represent Missouri each year at National Convention and Legislative Conference. Sometimes it seems like a lot but I LOVE it. This is my small way of giving back and perhaps saving the world (even if it's just a little piece of it).



I am not the target audience. With both of my children graduated from school, I am not the parent PTAs are attempting to reach to join their leadership or teachers are looking to recruit for classroom volunteers.

That's not to say I'm uninvolved or disengaged, but my direct connection to the local unit PTAs and schools is separated by life milestones. In all honesty, the target audience is a good decade younger than myself. That's just a sheer fact of life. And it seems everyone has been watching and waiting to see what the rise of the millennials will behold.

There are numerous articles, workshops and think tanks centered around how to target the millennials. It's almost as if this generation is some rarely seen mythical creature. Make any sudden movement and you'll scare them off! Having an adult child who happens to be a millennial I respectfully disagree. They don't scare that easily

and in fact are more prone to grass roots advocacy as seen by the movements that occurred during and after the presidential election.

But, this generation was raised in an environment of fluidity and quick action. Information is consumed instantly and through a direct conduit. If you are waiting for them to come to you it will be a long wait. It is more important now than ever before to employ the 'ask'. The 'ask' should be delivered to where they are – which means a variety of platforms including the face-to-face method we have so easily discarded in this digital age. The 'ask' should be precise and to the point – tell what is needed and how to get it done. And make sure the 'ask' is easily obtainable.

Nothing scares away a volunteer more than asking them to jump into the deep end of the pool. Most prefer to start off by sitting on the edge just dangling their feet in the water. Eventually, some of those dangles will feel comfortable enough to hop on in.

Special thanks to John at **All In Fundraising** for sponsoring MoPTA Board of Managers lunch at our July quarterly meeting. Learn more about their delicious treats and how they can support your school's fundraising needs at allinfundraising.com



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Paula McKinney | Missouri PTA Secretary
You are not alone. Delegate, delegate, and delegate. Your role as a leader is to guide, encourage and facilitate. Gathering assistance is actually a sign of strength not weakness.

Relationships are your best friends. Get to know school staff and PTA members. Some of the best PTA ideas can come out of casual conversations.

Uphold unity at all cost. Personality differences can occasionally stir the pot among volunteers. When differences arise, resist the temptation to choose sides and work to re-align everyone to the common goal.

Let Your Personality Show. You don't have to fill the shoes of the person who was president before you. You are doing great work and there are always many ways to accomplish a task. As long as you move

towards the shared goal, relax, enjoy the ride, relish in the friendships, and let your leadership potential grow.

Think students first. This is the foundation of everything PTA does. Your leadership as the PTA President should have a positive impact on the students, staff, school and community.

Wear a variety of PTA hats before becoming President. Serving in different officer positions or committee chairs will help build your knowledge and leadership skills for President.

Never turn down a volunteer and never forget to say Thank You. When requesting volunteers be specific in your needs. Explain to them what exactly they will be doing. If you have more volunteers than you need, find something for them to do. A thank you note to your volunteers means more than you know.



Top Ideas for Recruiting & Involving Members

Paula McKinney | Missouri PTA Secretary
You have great options to recruit new members, here are my favorites:

Think Positive – Emphasize the positive aspects of becoming a member. Share the fun for everyone who is joining for the same cause.

Step outside your comfort zone – Reach out and involve people you don't know. Look for ways to involve people who do not make it to meetings or family events.

Welcome New Members Every Way You Can – Welcome new members at meetings, events and in newsletters.

Make it Easy – Include membership forms in your "Welcome Back to School" packet, have membership forms available at every school and PTA event, put membership forms in each staff member's mailbox, and put the membership form online.

Go High-Tech – Reach people where they are. Use Facebook, Twitter, Instagram and more to get your message out there.

Promote your PTA and Membership Year-Round – Create a visible way to show how many members have joined PTA. Have a bulletin board to display PTA activities, benefits, initiatives and accomplishments.

Promote PTA to the Community – Build relationships with influential community leaders (business owners, elected officials, religious leaders) who can influence decisions and help grow your PTA.

Host membership drives and incentives – Host a Back to School kickoff where families can purchase a PTA membership. Everyone who joins at the event has the chance to win a prize.

Say Thank You – Thank new members for joining. Send them an email or make a phone call.

JOIN OUR TEAM

We need you!

Our Missouri PTA leadership team, the Board of Managers, guides and supports the units and councils in Missouri. The Missouri PTA Nominating Committee is looking for more interested, committed volunteers to join our team! We have open positions now and more positions opening in May 2018.

Involvement on Missouri PTA Board of Managers is workable with your schedule.
Tasks and most meetings can be done from your home and are planned well in advance.

Missouri PTA Board of Managers is a great way to make connections and discover new information.
We meet in person four times a year at our office in Columbia (Feb, Apr [at Convention], Jul, and Oct). We keep these meetings as comprehensive and concise - our working groups get stuff done and do it quickly and accurately. Plan on a full, informational and fun day with each meeting (9am-5pm).

Involvement in Missouri PTA doesn't add a financial cost to you.
Mileage is reimbursed for travel (be sure to carpool when possible!)
and we provide lunch and dinner on meeting dates.

You will make friends and love your time with us.
Our state is full of passionate, hardworking PTA parents,
and we know there are some out there that could join us!

Take the next step and consider joining us.
To read about all our positions and submit your Talent Bank Interest Finder Form,
please visit our [Board of Managers page](#) online.

We know you are interested and we want to share information and next steps with you.
To learn more, please contact our Nominating Committee Chair Stephanie Wade at:



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Amy Blakemore
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Our favorites
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Kristina Wilmoth
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GOLD - PLANNERS

Strengths	Needs
<ul style="list-style-type: none"> Organization Planning Reliability 	<ul style="list-style-type: none"> Structure Planning Gradual introduction to change Control
Values	Joys
<ul style="list-style-type: none"> Structure Loyalty Honesty 	<ul style="list-style-type: none"> Structure Planning Task accomplishment (check lists)

BLUE - FEELERS

Strengths	Needs
<ul style="list-style-type: none"> Listening Empathy Understanding Creativity 	<ul style="list-style-type: none"> Kindness Sensitivity Genuineness
Values	Joys
<ul style="list-style-type: none"> Family & Relationships Spirituality The little things in life 	<ul style="list-style-type: none"> Family Doing for others Being understood

GREEN - THINKERS

Strengths	Needs
<ul style="list-style-type: none"> Thinking Analyzing Research 	<ul style="list-style-type: none"> Process time Respect for intelligence Autonomy
Values	Joys
<ul style="list-style-type: none"> Independence Facts and data Intelligence Sarcasm (dry humor) 	<ul style="list-style-type: none"> Thinking Analyzing Sarcasm Having the answers

ORANGE - DOERS

Strengths	Needs
<ul style="list-style-type: none"> Free thinking Can make anything fun (even work) High energy Visionary 	<ul style="list-style-type: none"> Unstructured environments Freedom Fun!
Values	Joys
<ul style="list-style-type: none"> Freedom Activity Adventure 	<ul style="list-style-type: none"> Doing Creating Making things happen Having Fun!

Missouri PTA President Connect Facebook Group

This resource provides presidents across the state with a networking tool so we can work together to achieve our common goal of helping our children reach their full potential. Share ideas, ask questions, or ask for advice. Send a request to join at <https://www.facebook.com/groups/presidentconnect/>

Each Personality Matters on Your Board

Amy Blakemore | Missouri PTA VP Communications

I recently attended the National PTA Convention. It is similar to our state convention, just on a larger scale. One of the benefits of attending convention is learning from PTA leaders where they share their insight to help you be a better leader. I attended a workshop where three former state presidents walked us through an exercise about knowing and understanding your basic personality type.

A month later I am still thinking about this workshop because the benefit to me was not just knowing more about myself, but being able to understand others better and understand how others see me. We took a **quick quiz** which was based on four colors that tied to different personality types. Once we determined our dominant color, we then divided into our color groups (blue, green, gold or orange) and assessed our attributes. The leaders then discussed re-framing and we compared how we perceive ourselves versus how others perceive us. For example, an orange is an outgoing, people friendly personality. They may think of themselves as fun-loving, assertive and adventurous. However, other may perceive them as irresponsible, scattered, risk takers. A green is analytical, intellectual, and a perfectionist. They might perceive themselves as objective, confident and self-controlled. However, others may find them critical, insensitive and absent-minded.

I mention these two colors because I am a green and the complete and total opposite personality from mine is orange. Oranges are hard for me because they take me outside my comfort zone. I am a planner, they are spontaneous. I like boundaries and don't like surprises. Oranges push the boundaries, are risk takers and they love surprises.

It's very easy to stay in our comfort zones and to work with and recruit people to PTA who are just like us. It is much harder to work with someone who has different ideas, learning style or personality. PTA should be diverse and that includes the variety of people we encounter. Each person brings something new to the table and it takes all of us to make a truly effective PTA. In my local unit, we have orange cheerleaders who are enthusiastic and always have great new ideas. Our nurturing blues are supportive of all and volunteer by serving and doing for others. The greens are working on our Bylaws and keeping track of the finances and details of the unit while the gold President keeps us organized, has a plan and leads the way. The board wouldn't function the same if a piece were missing.








From the team:

Missouri PTA Field Service

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From **Brian Mercer**
 Regional Director, Pony Express

As Missouri PTA Regional Director for the Pony Express Region and District Council President for the North Kansas City School District, I am blessed and privileged to be able to visit PTA & PTSA meetings in the NKC School's, Liberty School's and Park Hill School's District respectively!

It is truly an honor to be able to listen to and share ideas with all the great parents and educators of these districts! I look forward to making these visits in the upcoming 2017-2018 school year and for many years beyond that. Contact me if you need assistance, I'm excited to help.

We need you!
 Missouri PTA Heritage Regional Director
[More Info & Apply Online](#)

Enroll Now to Become a School of Excellence!

Maybe you are looking to step up your PTA's involvement in school improvements. Maybe something meaningful is already happening between your PTA and school, and you would like to see that recognized.

In either case, the [National PTA School of Excellence program](#) offers customized tools to help you to make a substantial, positive impact on school and student success, and to earn acknowledgement for your PTA and school.

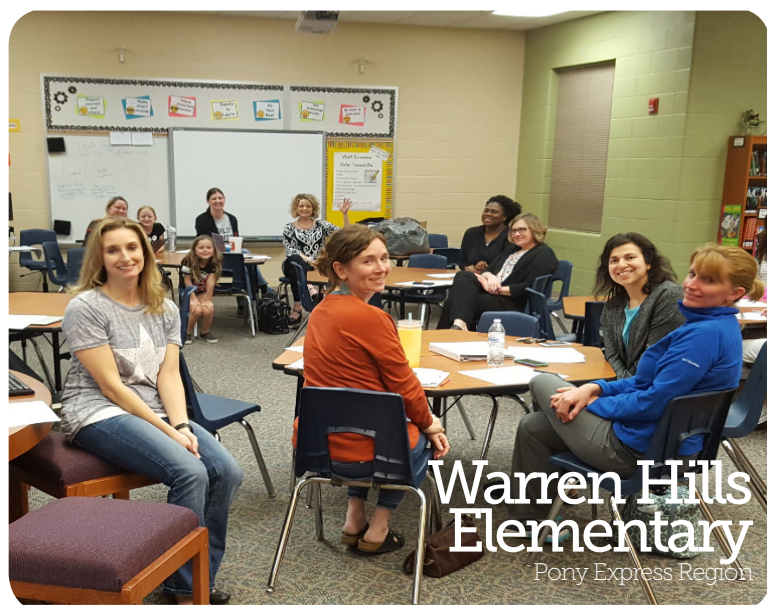
ENROLL NOW at www.PTA.org/Excellence and learn more by watching our [PTA Live!](#) about the program on Facebook.



Nashua Elementary
 Pony Express Region



Winnetonka High School
 Pony Express Region



Warren Hills Elementary
 Pony Express Region



Davidson Elementary
 Pony Express Region

From the team:

Missouri PTA Legislation & Advocacy

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As VP of Legislation and Advocacy I am the federal legislative chair and a delegate to National Legislative Conference. I encourage our members to join JC/DC and create and manage all JC/DC Alerts throughout my term. I prepare testimony for state and federal bills and either submit it via email and/or in person during public hearings. I serve as the lobbyist between legislators and MO PTA fostering relationships and promoting our positions on key legislation. I coordinate with and help individuals on our Resolutions Committee draft Resolutions or Position Statements to be brought to our membership at our annual convention. I work with members of my department (State Legislation Chair and Advocacy Chair) to develop the MO PTA legislative priorities annually.

Legislation and Advocacy is my passion. I have seen what PTA can do and know what it is capable of doing. My biggest motivators are my four children. I know if I (and all of us as parents and grandparents) do not work to ensure

the welfare and safety of our children and to obtain quality public education, our children will not be competitive on a global stage and prepared for the future they all deserve.


Often times units and councils overlook this key function of the PTA out of lack of knowledge or the work of running the local unit or council. Legislation and Advocacy are the heart of PTA and one of the key reasons why PTA is so relevant and important today. We are one of the largest child advocacy organizations in the world. PTA's voice does matter, it does influence and even creates laws for our most valuable resource, our children.

Public Education is under attack from individuals and groups that want to create state and national vouchers, legislators who want to drastically cut funds and falling revenue sources for funding. PTA needs advocates; PTA needs YOU! Please join with us and add your voice to mine, to MO PTA to National PTA for the children of the United States.

Do you have a Legislative Chair?



A Legislative Chair is a very important member on your PTA team. With MO PTA and National PTA this position is not difficult. National PTA has created an Advocacy Toolkit as a step by step guide to help you along the way. MO PTA is also here to help. The first step is to register for MO PTA JC/DC. This will allow you to receive our important Action Alerts. When you receive these alerts we will tell you what to do and whom to contact for each alert. We also provide verbiage to use when creating emails, letters or phone calls. For our Leg Chairs we also provide our monthly Bill Watch List so you can keep your Unit or Council up to date on legislation in Missouri. All you have to do is customize the unit or council information at the top of the report and distribute it to your members. Are you ready to get started or want to learn more? Contact Carla Wiese the Vice President of Legislation and Advocacy to get started at carlaw@mopta.org.



Join PTA in our commitment to #StopCutsToClassrooms

Federal funding for public education programs has remained at 2% of the federal budget for decades, despite the increase in public school enrollment and the rising cost of education resources and services.

This disparity between funding levels and actual costs means the federal government has essentially enacted cuts to classrooms.

The federal government's deadline to fund the government for the next year is Sept. 30, 2017. If you would like the United States to have a strong economy powered by a well-educated workforce that can compete on the global stage, then stand with four million parents, teachers, students and community leaders as we demand that Congress #STOPCutsToClassrooms and invest more than 2%

in public education before the next fiscal year begins on Oct. 1, 2017. [Sign the petition](#) to share your voice.

What Can You Do as a PTA Advocate to STOP Cuts to Classrooms

- 1. Take Action:** [Sign the petition](#) requesting that more than 2% of the federal budget be reserved for public education.
- 2. Join the Conversation:** Join other education advocates in Funding Fridays on Twitter, Facebook and other social media platforms to raise awareness that 2% of federal funding for public education is inadequate ([Social Media Toolkit](#))
- 3. Spread the Word:** Use the #STOPCutsToClassrooms campaign toolkit in your newsletters, on social media and during meetings with elected officials to amplify our message ([Campaign Toolkit](#))



6 Keys to Engaging Families in ESSA

Parents and their children are the consumers of our nation's public education system, and parents have always been essential partners in education. However, they haven't always been included at the decision-making table. This has caused confusion, mistrust and backlash when new initiatives—whether at the federal, state or local level—have been considered and implemented. The Every Student Succeeds Act (ESSA) provides a unique opportunity for parents and families to give their input and to hold states and districts accountable for their children's educational experience.

National PTA has identified six critical ways states, school districts and schools should be engaging parents and families as part of ESSA or any new education initiative. [6 Keys to Engaging Families in ESSA](#) (We suggest you print this resource on legal size or tabloid size paper)



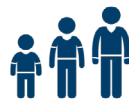
Representation

Any education committee, working group or taskforce must include parents who solely represent the parent voice. While other members may also be parents, a parent representative's sole responsibility is to be an advocate for parents and families. This is the only way to ensure committees or working groups are reflective of those who will be most impacted by changes in education policy or practice—students and parents.



Transparency

States, school districts and schools should provide clear timelines for the development of new education plans or initiatives, identify specific opportunities for parents and families to be involved, and publicly post and distribute this information in a variety of ways. Communications about the ESSA implementation process should include who's involved, specific opportunities for families and community members to participate, and how input and feedback will be incorporated.



Equity

The needs and abilities of parents and families are not all the same. States, districts and schools must ensure any barrier to engagement—such as time, location, language or disability—is addressed. This means that opportunities for engagement must be held at various dates times and locations, and materials must be translated into at least one language other than English. Locations and materials must also be accessible for family members with disabilities. Decision makers must also host events at family-friendly locations—for example, a government building may not be centrally located or the most welcoming for all parents and families.



Information

Most parents are not experts in education policy, but they are experts on their children. It is important that information about the law is explained in simple terms. At the most basic level, parents want to know how ESSA affects their child, their education and school, and what they can do. It is important to provide families with greater context about how new plans or programs will impact current practices. Materials should be no longer than three written pages, and other mediums should be used to provide clear and concise information to parents and families.



Accessibility

States, districts and schools should provide multiple opportunities and avenues to get parent and family perspectives, including online surveys, webinars and other multi-media presentations and in-person events. When considering in-person events, education leaders should go where parents are, instead of making parents come to them. In addition, stakeholders should look for ways to partner together to bring a diverse set of advocates to the decision-making table. Providing several opportunities for parents and families to share their insight will ensure new policies and programs reflect the needs of all students.



Feedback

Systems and structures need to be put in place for parents to provide regular and ongoing input and feedback, and decision makers need to listen when parents share their thoughts. If families are included throughout all stages of the ESSA implementation process, they will understand how it relates not only to their child, but to every child in the community, the state—and across the country. ESSA is just the starting point for education leaders to engage parents and other stakeholders on education issues.

Approved Resolutions & Amended Position Statements

Following are the approved resolutions that were adopted by the voting delegates at the 2017 National PTA Convention in Las Vegas, NV.

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. At the July meeting, MO PTA Board of Managers adopted the following two Resolutions.

Approved Resolutions for National PTA

- [Healthy Sleep for Adolescents](#)
- [Sale, Resale, and Destruction of Firearms](#)

Amended Position Statements for National PTA

- [Rights and Service for Undocumented Children](#)

Missouri Budget 2018

After many months of work, June 30th Governor Eric Greitens signed the budget for 2018. This budget cuts more than \$250 million dollars in spending to offset the shortfall on revenue Missouri has seen over recent years.

In terms of early, elementary and secondary education the budget cut spending for this by \$15 million dollars. This decreased spending will force school districts across the state to examine their current transportation costs and may result in smaller numbers of students transported by bus and fewer routes. This will impact the safety of our children with an increasing number of students having to walk or find other means of transportation.

Funding for public elementary and secondary schools was increased \$48 million to a total of nearly \$3.4 billion and hit funding goals outlined in state law for the first time since fiscal year 2009.

We applaud this funding by Missouri especially with President Trump calling for massive cuts to public education in the federal budget.

From the team: Missouri PTA Programs

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We need you!

Missouri PTA Reflections Chair
[More Info & Apply Online](#)



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Lexis Wade

Missouri PTA Student Rep
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Missouri to Offer New Career and Technical Education Certificate for Students

From Missouri Department of Elementary and Secondary Education.

To help Missouri meet its goal of preparing all high school graduates for success, the State Board of Education approved requirements for a new career and technical education (CTE) certificate that students can earn in addition to a high school diploma. The requirements were developed in consultation with the state's CTE advisory council. Students must meet all of the requirements in order to earn the certificate. Visit [this link](#) for the Department's official release.

POLL: Shape Family Engagement at PTA

National PTA's **2020 Strategic Vision**

includes a goal to advance family engagement across the nation by establishing a Center for Family Engagement. To do so, we will be spending the next few months [gathering input from members](#) about our vision, definition and strategy for supporting family engagement at PTA. We would like to hear from you!

Finding Quality Child Care

From Missouri Department of Elementary and Secondary Education.

A new school year often means finding new child care arrangements for out-of-school hours or for children too young to attend school. Child Care Aware® of Missouri offers a free service to help families [find child care programs](#) that meet their needs. Visit the website to [learn what to look for](#) when selecting a child care program and what [questions to ask](#) during your visits to help you decide which program is right for your child.

Reflections Theme Search Contest

National PTA sponsors the Reflections Theme Search Contest annually to determine a future Reflection program theme. Students from across the country submit ideas and local Missouri PTA units are encouraged to participate and include this as a part of the Reflections Program.

The [Theme Search Form](#) can be easily customized and downloaded to copy for distributing. **Completed forms are submitted to Missouri PTA by October 31st.** Five concepts will be selected and advanced to National PTA. The national winning theme will be selected in January 2018. The student will receive \$100 from National PTA and recognition at the Annual Convention.

Hints to students when developing their theme idea or concept:

The Theme is unique, inspiring and unlike past program themes; focused without being too narrow or too broad; clear, concise and appropriate for all grade levels; applicable to all arts categories; relevant in 2 years and promotes PTA values. Past themes and duplicate entries are not considered.

PTA Leader Checklist This Month

Host a Back to School event

Kick off membership campaign

Hold General Meeting

- Report of the annual review committee
- Report End of Year Financial report
- Report on filing of 990
- Present budget and vote (if not previously done)
- Explain the importance of membership
- Explain how the PTA will communicate with members
- Committee chairs introduce committee
- Outline goals
- Amend bylaws if needed

E-learning course – Membership basics & Reflections Leaders Training

Part of a council? Attend or designate individual to represent

Attend regional or local PTA trainings

Fill out applications for awards due 9/1 (in the Members Only Section of the website)

- Outstanding Council Newsletter Award
- Outstanding Unit Newsletter Award
- Gold Seal Award Application
- Blue Seal Award Application
- Council Achievement Award Application
- Outstanding Unit Website Award
- Outstanding Council Website Award
- Male Engagement Awards (\$150 awarded)
- Health Wellness and Safety Education Award (\$150 awarded)
- Parent Education & Engagement Awards (\$ varies depending on [State Budget](#))



STEM + Families

The 2017 National PTA STEM + Families Math Grants, sponsored by Mathnasium, will award local PTAs \$1,000 to host a STEM + Families Math Event at their elementary school this fall.

To be considered, have your local PTAs submit a completed application [online](#) (We also have the application [in Spanish](#)) by Aug. 31 at 8:00 p.m. Do you have questions about the process, the application or what a Math Event looks like?

Register now, visit PTA.org/STEM or email Programs@PTA.org.

PTA Back-to-School Kit

The **2017-2018 Back-To-School Kit** is now live! As always, it's jam-packed with tools, resources and information specially designed to help you run your PTA. The kit is also completely digital and mobile-friendly, meaning you can view it from your phone, tablet or other mobile devices—perfect for the on-the-go PTA leader!

We encourage you to share the tool kit with all of your board members.



From the team:

Missouri PTA Membership

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We need you!
 Missouri PTA Student Involvement
[More Info & Apply Online](#)

Missouri PTA is a medium state with over 45,000 members for the 2016-17 year. Our goal for the 2017-18 year is 50,000 members.

them to join either your PTA or any PTA near them. We are all on the same team, PTA, and when we work together, we can do so much more.

We will be focusing on student memberships and business memberships in the upcoming months. We also hope to hear from those units who showed increased membership over the past year to share their success stories and also their shortcomings.

I often hear that individuals don't know where to go to join PTA - be that person to invite them, get the signs and tables up at every event possible to get the word out. Be the warm smile to say, "You belong right here." I also hear a lot of individuals say that they don't have children in school anymore. Invite them to join your PTA or any PTA if they still feel passionate about helping not just their child but all children. That's one of the things that PTA is really all about anyway, helping all children achieve and reach their fullest potential.

When looking for members, go with those that you already had join from last year. Those are members who already understand the importance of PTA. Even if those members moved on to another school, city or state, invite

We need you! We have an opening for Student Involvement Chair.

Interested? The Student Involvement Chair Provides information to units that wish to become PTSAs.

Develops ideas for student activities to help them become more involved in PTA/PTSA.

Maintains database of topics of current interest to students.

Works with student representatives in planning student workshops activities.

Promotes student attendance and participation in Missouri PTA events.

Promotes the National PTA Youth Advocate Award.

Serves on the convention evaluation committee and other committees as assigned.

This is a great leadership position for you - to express interest you can [Apply Online](#)



Your 2017-2018 Back-to-School Kit Is Here!
 The [2017-2018 Back-To-School Kit](#) is up and ready! As a hardworking volunteer for your PTA, we know this year's kit will help make your upcoming school year a complete success. To register, visit [PTA.org/BTSKRegister](#) and if you have any questions, email BackToSchool@PTA.org. THREE things you should know about the 2017-2018 Back-to-School Kit:

1. National PTA completely revamped the PTA Leaders (formerly PTA President), Finance and Membership sections to make them even more user-friendly than before.
2. When you register for this year's kit, you'll get a Recruitment Tool and a poster-sized Calendar of PTA events. National PTA will mail them at the end of July.
3. The website is mobile-friendly so you can use it on your smart phone, tablet or laptop from anywhere you have an internet connection.

Back-to-School Resources for Kindergarten
 From Missouri Department of Elementary and Secondary Education.
 Many families have questions about requirements for starting kindergarten in Missouri and about what to do to prepare children to start school. Here are some helpful links regarding [age](#) and [immunization requirements](#), as well as [four things](#) kindergarten teachers want parents to know.

Membership Award Focus: Early Bird Award
First dues payment mailed by August 31st. This award is designed to encourage units to get an early start on their membership drives and to promptly send the state and national portion of their dues to the state office. All unit officers and board members should have paid dues for their first meeting in order to conduct business according to Article VII #Section 1 of the bylaws. So that means that every active unit should easily be getting this Early Bird Award just by turning in those members from the board!