



# CONTACT

January 2018  
Volume 99 | Issue 1

Now  
seems like  
a good time  
for a  
**fresh  
start**

## IN THIS EDITION

**MOPTA PRESIDENT SHARES HOW TO GET MEMBERS ON THE SAME PAGE**

SPECIAL INFORMATION! #18in18  
[YOUR ADVOCACY HANDBOOK]

**OUR STATE IS GREAT!  
HIGHLIGHTS FROM THE FIELD**

MEMBERSHIP CHALLENGE  
YOUR PTA COULD WIN \$\$

**CREATE & IMPLEMENT SMART GOALS TO  
GROW YOUR MEMBERSHIP**

YOUR INPUT IS NEEDED IN SELECTING THE  
NEW COMMISSIONER OF EDUCATION



# From the Missouri PTA Contact Editor

MissouriPTA MissouriPTA @MissouriPTA



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## Contact Digital Magazine Future Editions:

**February 2018 - Go for the Gold!**  
Send us your stuff by January 20

**March 2018 - Keys to Success**  
Send us your stuff by February 20

**April 2018 - It's Never Really Over**  
Send us your stuff by March 20

## *This year I will . . .*

# Make the most of each opportunity

You'll see in this edition a few areas where we have the statement "This year I will . . ." and it's for good reason - we know each January that you plan your year, you make new goals and you're focused on self-improvement. If you're reading this edition, you're probably also ahead of the curve. That's all great news.

Sure, we want you to get more involved, but we don't want you to do more. We simply want you to focus on key areas that will make maximum impact for you, your school, your unit and our children. So dig in - we encourage you to make the most of your fresh start.



I heard advice recently that you shouldn't wait until you are ready. Because if you wait until you're completely ready, you'll probably never do anything. It made me remember how important it is to take risks, to make progress every day, and to purposefully spend time developing your next step. I know I need to practice this even more than I currently do and I encourage you to do the same. Start something now, even before you think you're ready.

### Start when the idea is just an idea.

I spend many of my days in brainstorming mode. And I come up with some crazy ideas. Some are crazy good and some are crazy terrible. But all of them are worth their time and discovery. Staying in full-thinking brainstorming mode forces me to create and develop tons of ideas and helps me move forward before I'm entirely sure of the end result.

I encourage you to spend a regular amount of time each week thinking up new, crazy ideas. In fact, I want you to schedule that time - it could be your workout time, it could be in the shower, it could be at 4am (when I unintentionally do some of my best brainstorming). You'll start to notice that you look forward to that time and can think more clearly and purposefully with your big ideas.

### Start when the idea scares you.

Recently, a friend applied for a promotion at his current job. His response when asked, "Well, they'll either hire me or hire someone better than me." I was impressed with this thinking and wondered how ready he'd felt when he applied. I'd bet he felt mostly ready to take on a new position like this. If you wait until you're completely ready, you're already too late - for the job, the experience, the chance.

I encourage you to move forward when you feel about half-way ready. You should feel a little scared-excited with what you're planning to do. Once you've figured out this scary step, be purposeful with your time and effort to help make this step happen. You'll start to notice that scared-excited begins to look more and more exciting when you really make progress. And soon you'll be right where you want to be.

### Start when things will get messy.

I love a clean process, it's refreshing to get things done and have them turn out exactly as planned. Do you know what never happens for me? A perfectly neat and tidy process. You know what I've learned over the years? To enjoy the mess. In fact, now I really look forward to it. I know things are going to get messy and disorganized. And that's OK. Because eventually, the same things will get cleaner and organized and totally make sense.

I encourage you to look forward to the mess. Try to do a little something each day. My house is full of projects, my office is full of tasks and I have lists and lists of ideas to start. Each of them have their own life cycle of ideas, mess and success. I know where I am with each item because I focus on a little each day. And I know it will get messy, but I know I'll also make progress. You may only have fifteen minutes - use it. Doing a little bit every single day will make a difference over time.

It's easy to wait until you're totally ready to do anything. It's too easy. Don't let yourself get that complacent. Start before you are ready and you'll start to notice how much progress you can make.

**Workshops that you need!** President Session Treasurer Training Success as PTA Secretary Membership  
Bylaws Legislation and Advocacy Parliamentary Procedure Effective Meetings and many more!



**Save the Date!**

**Friday, April 27 to**

**Sunday, April 29, 2018**

Combined Missouri PTA and Kansas PTA  
Convention in Kansas City.

More information coming soon!





**Dorothy Gardner**  
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**A GOOD TIME FOR A FRESH START.**

**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 Department of Elementary and Secondary Education

## Choosing a Missouri Commissioner of Education

**Due to the actions taken recently by the Governor of removing and reappointing State board members, the State Board currently does not have a quorum and therefor cannot conduct any business. The listed survey and meetings have been put on hold. We will keep you informed if anything changes. Unfortunately, this what happens when politics takes precedence over what is good for all our kids.**

would be appreciated. Click the button below to start this [3-question survey](#).

The [application process](#) for the position of commissioner of education is now open and will close at 4:30 p.m. on Monday, Jan. 8, 2018.

A [public hearing](#) is scheduled for 2-5 p.m. on Jan. 8 to gather public input on the characteristics that Missourians would like to see in the next commissioner. The hearing will be held in the State Board of Education Room on the first floor of the Jefferson Building, 205 Jefferson St., Jefferson City, Mo.

We're conducting a survey on hiring the next Missouri Commissioner of Education, and your input

### President's Checklist - January

- Promote membership drive
- JC/DC sign up drive
- Voter registration drive for April election
- Pass along JC/DC alerts
- Committee reports for finished work
- General membership meeting (if you didn't hold one in Nov/Dec)
- Review awards applications – adjust if needed
- Plan to apply for individual and membership awards due March 1
  - Student Safety Award (\$150 awarded for unit/council)
  - Advocacy Through Legislation – individual and unit/council
  - Leaders Project
  - Advanced Leaders Project
  - Membership award



Getting volunteers to function all on the same page can be a difficult endeavor. You might think after your initial planning meeting that everyone was excited for the year and singularly focused. Next thing you find yourself halfway through the year and you wonder just what happened to all those great intentions and abundant enthusiasm. Common complaints I hear (and have heard for many years so this is definitely not a new problem) – doesn't do their job, misses meeting, won't respond to email or doesn't respond in a timely manner, no follow through, waited till the last minute, makes plans outside of or without the board's approval, ideological differences, and of course all issues surrounding money. It's frustrating! Frustrating because as a PTA leader you've put in the time and effort - altered your schedule, juggled family/work/volunteering, missed out on fun events – but feel like others are not as committed. The weight of the PTA rests heavy on your shoulders. And quite frankly you'd just like to strangle the next person who ditches out on a commitment.

How you react and respond to a conflict or situation that has taken a left turn is within your control. And sometimes the outcome doesn't and shouldn't be a win-win. If a board member simply won't do their job, even after intervening, there is no win for the PTA if that individual is allowed to continue to stay in their place putting a strain on others. It can be hard to have that tough talk. After all they are just volunteers. But a bad volunteer can tarnish all other's image of volunteering. The tough talk needs to happen.

Hijacking by an individual or small group of individuals should never be allowed. PTAs are run by the will of the majority. Just because someone is very passionate about a particular issue or program doesn't mean it has to be addressed or take place. If the majority doesn't decide to take on the topic that should be the end of the discussion. Those who continue to try and force their way need to be reminded that PTA is a democracy and that democracy has spoken. I call this sort of intervention 'blaming it on the bylaws'.

An event or program can be cancelled. Great intentions at the beginning of the year but no follow through can result in a program or event dropping into your lap with little or no planning backing it up. There are really only two paths at this fork in the road. Take on the program or event yourself – which can mean finding new volunteers to assist or take over. Or cancel. If you must choose cancellation please don't fall into the temptation to throw someone under the bus. Instead choose a general way to inform of the cancellation. Forces out of the PTA's control or lack of volunteers are generally more acceptable and don't reflect poorly on the PTA board.

The second half of the year is typically when volunteers tend to wane. Make sure you are and have been appreciative of those who have put in time and effort the first half of the year. Make it a public display of thanks. Let everyone know how great it is to be a PTA volunteer. Be a PTA cheerleader. This can help assist your momentum through the home stretch and maybe help bypass a situation where strangulation is not an option.



share  
me!  
PACKED WITH PTA  
RESOURCES

# Missouri PTA Advocacy Handbook

Your Resources This Month

*“For what it’s worth: it’s never too late or, in my case, too early to be whoever you want to be.*

*There’s no time limit, stop whenever you want. You can change or stay the same, there are no rules to this thing.*

*We can make the best or the worst of it. I hope you make the best of it.*

*And I hope you see things that startle you. I hope you feel things you’ve never felt before.*

**I hope you meet  
people with a  
different point  
of view.**

*I hope you live a life you’re proud of. If you find that you’re not, I hope you have the strength to start all over again”*

*F. Scott Fitzgerald*





*This year I will . . .*

# Help Raise the Age in Missouri

by Will Wiese | State Advocacy Chair

RAISE  
THE AGE

Did you know Missouri is only one of five states that has not raised the age that someone can be tried as an adult to 18? Society has labeled 18 as an adult. Why have we not done the same with the justice system? Currently children as young as 12 can be held in adult facilities.

We know children do not do well in adult prisons. Not only are they not able to continue with their education but are subject to horrific abuses at the hands of adult offenders.

**Missouri PTA asks all our Units but especially our student members to join the movement.** This is an issue that may affect any of our youth. Missouri legislators listen to what constituents are saying via social media - students, parents and advocates. Your help is important!

**This January join with us as we urge our legislators to Raise the Age and protect the children of Missouri. You can begin the conversation now by posting to social media. #18in18 because 17 is to young. It's time to [Raise the Age MO @molegislature @missouripta](#)**

## Why house youth in juvenile facilities?

**Youth corrections professionals recognize that juveniles are developmentally different than adults and require special treatment.**

- The adolescent brain is not fully developed, particularly the area of the prefrontal cortex which is critical to higher order cognitive functioning and impulse control.
- The subcortical region of the brain, responsible for novelty and emotions, will more frequently take precedent over the prefrontal cortex, responsible for self-control, in an adolescent brain.
- Most delinquent adolescents will "age out" of their reckless and criminal behavior by young adulthood.

**Youth corrections professionals recognize that young people who commit crimes often come from troubled backgrounds.**

- Studies show that 75% to 93% of juvenile offenders have been exposed to some degree of traumatic victimization.
- Youth who witness violence are more likely to have emotional, behavioral, social, and academic problems. This emotional and physical trauma can inhibit effective adolescent brain development.
- Youth who are traumatized are likely to cope with it by becoming aggressive or fighting back.
- Youth corrections programs have the ability to address these problems by providing positive socialization to juvenile offenders.
- Corrections professionals have begun to use therapies designed to teach better decision making and behavior.
- Specific examples that have proven results are Cognitive-Behavioral Therapy, Aggression Replacement Therapy, Functional Family Therapy, Multisystemic Therapy, and Therapeutic Foster Care
- Treatment programs for serious and violent young offenders have been shown to reduce recidivism by as much as 40%.

**Youth corrections facilities across the country have been successful at rehabilitating youth. There are several model programs with proven results that have been replicated across the country.**

- The Missouri Model uses small-scale residential facilities, group homes, and community based non-residential programs. It is focused on finding healthy alternatives to conflict and aggression. The results speak for themselves. The recidivism rates for Missouri are incredibly low. According to 2008 data, only 10% recidivism back into the Missouri Department of Youth Services. In addition, only 7% of youth are committed to adult prison within 5 years. Missouri is also a cost-effective program. The cost is \$94 per all youth in state as opposed to \$104 in neighboring states.

## What are the benefits?

**Our juvenile justice system is better at holding kids accountable and getting them on the right track. Youth leaving Missouri's adult state prisons are three times more likely than youth leaving our juvenile facilities to reoffend and go back into custody.**

- 93% of 17-year-olds arrested in Missouri in 2015 were accused of nonviolent or misdemeanor offenses.
- Raising the age will not prevent 17-year-olds accused of serious offenses from being prosecuted as adults.
- Keeping 17-year-olds in the juvenile system has been shown to reduce recidivism by up to 34%, according to the Centers for Disease Control.
- Missouri's juvenile justice system has room and resources for 17-year-olds without spending new dollars.
- Even after raising the age, Missouri's juvenile justice system will be smaller than it was ten years ago. Juvenile arrests have fallen by 57.3%; courts are handling 56% fewer delinquency cases; total days in pretrial detention has fallen by 57.9%; and commitments to juvenile secure custody have fallen by 46.9%.
- Across the country, states that raised the age have downsized their juvenile justice systems and lowered both short-term and long-term costs as a result of decreased reoffending.
- When 17-year-olds are arrested as adults, their parents do not need to be told, and do not have a right to be involved in the court process. But in juvenile court, parents play an important role in their children's cases.
- Opportunities vanish for 17-year-olds who are treated like adults. A criminal record creates barriers to education, employment, housing, and joining the military.
- The federal Prison Rape Elimination Act (PREA) requires 17-year-olds to be kept completely separate in adult jails. Non-compliance exposes sheriffs to liability and puts Missouri at risk of losing federal funds. Keeping kids out of adult jails means sheriffs will not have to retrofit their facilities at enormous expense.
- 17-year-olds don't belong in adult jails and prisons. Kids housed in adult jails are 36 times more likely to commit suicide than kids in juvenile detention. Kids in adult prisons face high risks of violence and sexual assault, and they often spend up to 23 hours every day in solitary confinement, leading to physical and psychological harm.



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# Join the Movement...

WE CANNOT VOTE.

WE CANNOT JOIN THE MILITARY.

WE HAVE NOT GRADUATED FROM HIGH SCHOOL.

WE HAVE JUST BEGUN TO THINK ABOUT OUR FUTURE.

WE ARE NOT ADULTS!

**BUT... we can be tried as adults and held in adult prisons.**

Join the student-led movement NOW to change the way we look at youth offenders. You can begin the conversation now by posting the following to social media.

#18in18 because 17 is too young. It is time to

#RaiseTheAgeMO

@molegislature @missouripta @raisetheageMO



*This year I will . . .*

# Have an Open, Ongoing Conversation with My Children about their Digital Safety

National PTA recently released results of a national poll exploring the use of social media and messaging apps among young children. The poll, which surveyed 1,200 parents of children under the age of 13, was conducted in collaboration with Facebook earlier this year through Lincoln Park Strategies. The findings show that the majority of parents allow their children to use messaging apps and social media to stay in touch with friends and family.

"Helping children navigate the digital world has become a crucial element of parenting," said Jim Accomando, president of National PTA. "Through the poll, we explored the prevalence of young children using social media and messaging apps and gauged how they are using these tools. The results make our efforts to empower parents to help their children be safe and responsible online that much more important."

Key findings revealed that:

- 61% of parents said their children under age 13 use messaging apps and/or social media.
- 81% of parents said their children started using social media between the ages of eight and 13.
- 64% of parents whose children under 13 use social media say that it provides convenient ways to keep in touch and keep track of their children when they are not with them; 61% of parents whose children under 13 use messaging apps feel similarly.
- 57% of children who use social media are using their own device, and 58% of children who use messaging apps are using their own device.

Through the poll, parents also reported wanting to help their young children use social media and messaging apps responsibly – nearly nine in 10 say that they monitor their children's online activities. More than half

of parents said they would not allow their children to use social media and messaging apps without monitoring tools. However, parents reported they'd like to have a greater say in their young child's use of social media and messaging apps: nearly three-quarters of parents whose children use messaging apps indicated that they want more control.

Despite online safety concerns such as bullying, parents believe messaging apps and social media can help keep their children safe and can provide good tools for learning. Poll results also show that connecting with family is the primary reason parents allow their young children to use messaging and social media apps.

- 68% of parents agreed that messaging apps help them connect as a family.
- 69% of parents said their children use social media to communicate with relatives such as grandparents and cousins.

"As parents, we want our children to connect, learn and have fun through technology, and at the same time, stay safe," added Nathan R. Monell, CAE, National PTA executive director. "Learning about how families are using social media and messaging apps is a critical component to helping them take advantage of the opportunities that the tools offer while building good digital habits and ensuring children have the skills they need to be responsible in the digital world."

As part of National PTA's ongoing digital safety efforts, the association encourages families to have open, ongoing conversations about devices and technology use and establish ground rules together using [The Smart Talk](#). National PTA remains committed to helping parents empower their children to become smart digital citizens in an increasingly connected world.

Photo credit from [magdeleine.co](#)

## Where Does National PTA Stand on Private School Vouchers?

National PTA advocates for the improvement of public education for all children and to guarantee public funds are not diverted to any private school choice proposal and/or voucher system.

National PTA also opposes tax credits and deductions for elementary and secondary school tuition and other education-related expenses for public and non-public school students.

Our association believes that private school choice systems have detrimental effects on our public school systems. Public dollars must remain invested in public schools for the benefit of all students and the future of our nation.



# Missouri Bill Watch

## *This year I will...* Sign up to be part of the JC/ DC Network

100th General Assembly of MO  
Legislature begins in January.

If you have not signed up to  
be a part of Missouri PTA's [JC/  
DC network](#) please take a few  
moments to do so now.

This session will be very active  
with charter schools and  
vouchers again being proposed  
for Missouri.

In addition to these Missouri  
PTA will be working to Raise the  
Age and for meaningful school  
safety legislation.

Presidents and legislative chairs  
will begin receiving legislative  
reports in January to help you  
keep track of key legislation.

### The filing period for new legislation has begun.

Below you will find four bills Missouri PTA feels are  
very important in the upcoming session. You can  
follow all the bills Missouri PTA is watching in the  
[advocacy section of the Missouri PTA website](#).  
Please remember to sign up for our action alerts and to  
participate in each alert we send out. Advocacy is one  
of PTA's most important functions and ensures that  
the children of Missouri receive the best education  
possible while protecting our public schools statewide.

#### Missouri HB 1255 - Nick Schroer SB 793- Wayne Wallingford

*Requires children under the age of 18 to be prosecuted for  
most criminal offenses in juvenile courts unless the child is  
certified as an adult.*

**Missouri PTA supports these bills.** These are the bills  
that we are starting our student advocacy campaign  
around this month. It has been PTA's long held  
position to support efforts and legislation that prohibits  
the incarceration of youth in adult facilities.

#### Missouri HB 1248 - Patricia Pike *Adds powdered alcohol to provisions relating to intoxicating liquor.*

**Missouri PTA supports this bill.** Powdered alcohol  
contains 55% alcohol. A percentage much higher than  
beer (3-10%), wine (8-14%) and the most common  
spirits (Tequila 40-50%, Vodka 30-50%, and Whisky  
40-53.3%). But unlike the liquid forms of alcohol,  
powered alcohol is easily concealed by youths and can  
be mixed in a manner making the end product more  
harmful to youths.

Powdered Alcohol can be sprinkled onto food  
products, taken as a pill, snorted, and mixed with  
alcohol making it even more potent and inhibiting  
the user's ability to fight off alcohol poisoning. It can

also be mixed with caffeinated beverages resulting  
in a dangerous mix of a depressant and stimulant.  
This bill would label powdered alcohol an intoxicating  
substance and will help prevent the ability of youth to  
purchase this substance.

#### Missouri HB 1639 - Dan Stacy *Establishes the Missouri Empowerment Scholarship Accounts Program.*

**Missouri PTA opposes this bill.** The Missouri  
Empowerment Scholarship Accounts Program is  
a particular concern for PTA because this program  
would create an account that would allow taxpayers  
to make a qualifying contribution to an educational  
assistance organization and claim a tax credit, as  
described in the act. The tax credit is for one hundred  
percent of the amount of the contribution. The tax  
credit may be carried forward for four years and may  
be transferred, sold, or assigned. The scholarships  
will be used in private schools effectively creating a  
voucher system in Missouri.

#### Missouri HB 1668 - Kathryn Swan *Creates an educational savings plan for K-12 educational expenses.*

**Missouri PTA opposes this bill.** The Missouri  
Empowerment Scholarship Accounts Program is  
a particular concern for PTA because this program  
would create an account that would allow taxpayers  
tomake a qualifying contribution to an educational  
assistance organization and claim a tax credit, as  
described in the act. The tax credit is for one hundred  
percent of the amount of the contribution. The tax  
credit may be carried forward for four years and may  
be transferred, sold, or assigned. The scholarships  
will be used in private schools effectively creating a  
voucher system in Missouri.



When students are engaged,  
involved and invested; it makes an  
incredible difference for everyone.  
Every Single Day.

That's why we need you.



**Missouri PTA is seeking a volunteer to fill the State Student Involvement Chair immediately.** This rewarding volunteer position oversees the student involvement opportunities and initiatives of Missouri PTA. You'll get great encouragement and support, will have a leader to guide you with your responsibilities and supporting PTA leaders - parents, teachers and students - across the state.

This position will help grow your skills and offers a rewarding volunteer opportunity. Here are the basics for this essential coordinator position:

**You might be a good fit for the Student Involvement Chair if you are resourceful, personable, innovative and responsible.**

In this position, you spend time providing information to units that wish to become PTSAs, developing ideas and coordinating resources for students to become more involved in PTA/PTSA. You work with student reps to plan student workshop activities and promote student participation in Missouri PTA.

This is a great leadership position for you - to express interest, you can [Apply Online](#) or contact Chistine Kent at [membership@mopta.org](mailto:membership@mopta.org) for more information.



*This year I will . . .*

# *Join the team and serve as a Regional Director.*

***Consider applying for an open  
Regional Director position now.***

*The Missouri PTA Regional Director position is a great way to make connections and discover new information. You meet and help units and councils in your area. And you get great training and resources from Missouri PTA. Our state is full of passionate, hardworking PTA parents; it's energizing what we accomplish together.*

*The Regional Director position is great for someone who is personable, organized, responsible and efficient. You will make friends, develop relevant skills and build confidence through your position as a Regional Director.*

*Take the next step and consider joining us. To express interest in the Regional Director position or apply online, visit our [Board of Managers webpage](#) or contact Sarah Day at [sarahd@mopta.org](mailto:sarahd@mopta.org) to learn more.*



Leaders Project  
Feature Article

Wilder Elementary PTA | Ozark Region

Here to help  
Regional Director



Tori Sallee  
Missouri PTA Ozarks  
Regional Director  
[toris@mopta.org](mailto:toris@mopta.org)

# STEAM Night learning brings lots of smiles

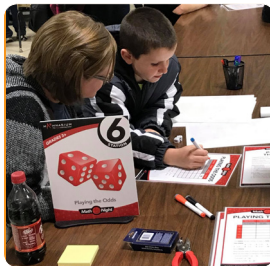
Kelly Burton | Wilder Elementary PTA



Last summer, after finalizing plans to launch a STEAM Club at Laura Ingalls Wilder Elementary School in Springfield, first grade teacher Danielle Moss found out about the National PTA STEM + Families Math Night Grant, sponsored by Mathnasium. She submitted an application and was thrilled when Wilder was announced as a recipient, one of only 35 elementary schools nationally. After connecting with Scott Kinsey from Mathnasium of Springfield, they decided to add an art, technology and engineering component to the math night, complementing the existing STEAM focus and building on excitement within the school.

After weeks of planning, the event took place on December 7th and included 11 activities for students and their families to complete together: 9 math games provided by Mathnasium, an art/technology activity where students made a bracelet or ornament using binary code as a guide, and an engineering challenge using marshmallows, toothpicks and spaghetti. Families were challenged to complete 10 of the activities, which earned students a fun goodie bag and parents the chance to win numerous prizes, including gift cards and Mathnasium gift certificates. There was also cookies and popcorn on hand for all participants, giving families a chance to take a break together while enjoying a snack.

In total, more than 100 Wilder students and around 150 parents and other family members took part in the educational fun, a great turnout for the first year. The evening was made possible by the more than 50 people from the community and the incredible Wilder staff who served as volunteers for the evening – not one parent from the school had to volunteer that evening! Feedback on the event has been very positive: students enjoyed the games and having the chance to interact with their teachers outside of the classroom, while the parents got new ideas for educational activities to do at home.



Leaders Project  
Feature Article

Springfield Council of PTAs | Ozark Region

Here to help  
Regional Director



Tori Sallee  
Missouri PTA Ozarks  
Regional Director  
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# Annual SCPTA Legislative Rally supports members' understanding of current issues



In November, Springfield Council of PTAs extended invitations for elected local, state and federal officials representing our school district to participate as panelists in our annual Legislative Rally hosted in conjunction with Missouri PTA. PTA has a successful history in advocating for children locally and nationally and we were pleased to discuss current issues affecting our children.

Our purpose for hosting this event was to provide the opportunity to increase our members' understanding of the democratic process and the issues affecting children and schools. All state and federal legislators in the Springfield Public Schools area were being given an equal opportunity to participate in this event.

The event was a question and answer forum. Each panelist was given equal time to give a brief introduction and a response to each question posed by Dorothy Gardner, MoPTA state president, who served as the moderator.



This membership year 10 new members is all your unit needs in order to be eligible for the Membership Challenge. Every unit who increases their total number of PTA members (a combination of both business and individual members) by 10 over last year's membership numbers will automatically be entered into a drawing for \$75 dollars. Ten lucky units will be the winners.

Units who increase their total number of PTA members by 20 will also be entered into a drawing for \$150. Five lucky units will be winners.

Units who increase their total number of PTA members by 30 will also be entered into the grand prize drawing for \$250. Two lucky units will be the winners.

*This year I will ...*  
**participate in the  
Membership Challenge**

Where should you find these members? Sure, you can reach out to those parents in your school who have yet to join and parents new to the school. **But also, reach out to individuals who haven't been or are not traditionally seen as PTA members.** These could be grandparents, aunt, uncles, parents whose children have already graduated, business associates, and friends. Let them know why PTA is important and ask them to support not just your unit but all children nationwide.

Over the past 120 years PTA has been instrumental in helping to solve some of the biggest issues facing America's Children. Many of the structures all children benefit from today – child labor laws, universal kindergarten, the National School Lunch Program, and the Juvenile Justice System – were accomplished as the result of PTA members' advocacy.

PTAs are run and governed by volunteers at the local, state and national level. When we say we are non-profit we really mean it!

PTA is a grassroots advocacy organization. Our voice comes from our members.

PTAs are operated with open and transparent procedures. Protocols are put in place to make sure each PTA is operating according to best practices for a non-profit.

PTA collaborates with other organizations and departments both statewide and nationally to make sure issues important to children are seen as a priority.

PTA is diverse and open to everyone.

PTA is focused on parent and community engagement with our school. The impact of true engagement has a lasting impact. We are not a fundraising machine.





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

- Burchell McGhee**  
Missouri PTA Diversity Outreach & Engagement  
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- We need you!**  
Missouri PTA Student Involvement  
[More Info & Apply Online](#)

**This year I will . . .**  
**Share the value of PTA membership**

PTA membership is something that tends to dwindle as the school year progresses, but guess what?! Members can join ALL YEAR LONG! Remind parents in your school community that their New Year's Resolution should be to join PTA! **Shake it up! Think outside the box! It's a fresh start!**

PTA membership is critical for a thriving, healthy PTA. Membership does not have to be something introduced only to the community at the beginning of the school year. Membership should continue throughout the year as you have events, Book Fairs, fundraisers, etc. The start of the new year is a prime example to introduce membership to those in your school community who have not yet joined. Suggest "New Year's Resolutions" to join, "The PTA 'hearts' the school" around Valentine's Day, "Spring in to the PTA" throughout March, the possibilities are endless and the results can be amazing!

We're about half-way through the school year and your PTA has had an impact all through the first semester. Who wouldn't want to be a part of that?! Create an opportunity for new meeting attendees, new volunteers and new committee chairpersons. Focus on the future and the things coming up this semester, things like Staff Appreciation, Field Day, Spring Carnivals. Reiterate to your community how important your PTA is to the school, and how the goal continues to be an impact on the students. **Keep it fresh, keep thinking, keep collaborating, keep pushing for new members!**

Specific	Measurable	Achievable	Realistic	Timely
<b>S</b>	<b>M</b>	<b>A</b>	<b>R</b>	<b>T</b>
<b>G</b>	<b>O</b>	<b>A</b>	<b>L</b>	<b>S</b>
<b>What do you want to do?</b>	<b>How will you know when you've reached it?</b>	<b>Is it in your power to accomplish it?</b>	<b>Can you realistically achieve it?</b>	<b>When exactly do you want to accomplish it?</b>

**This year I will . . .**  
**Create & Implement SMART Membership Goals**

Now that the new year is providing us with a fresh start to our membership goals, don't forget the S.M.A.R.T. way of working toward more members. PTA.org also has [e-learning](#) courses that you can use to refresh your tactics or try something new.

towards our state goal of 50,000 members! We are close but not quite there yet.

Remember that everyone in your unit can ask someone if they have joined a PTA yet. And that we welcome family members, friends and neighbors. If someone supported PTA once, there really isn't any excuse not to continue to support PTA forever, even if the kiddos have all grown. We all need to be working

Whatever your plans are for the rest of the year, try to make your goal targets by March, so that you can apply for some membership awards before their deadlines. But even after you have applied for those awards, keep working on those memberships. Everything counts till the end of the school year for our state goal of 50,000 members, so don't stop, always keep asking. We can do this, all of us, together!

**Membership Award Focus**  
You can get more information and your application forms [online](#).

**Student Membership Award**  
20% increase over previous year of student memberships

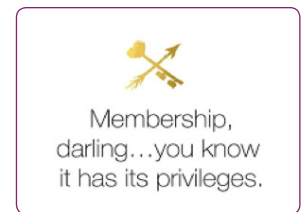
Units may earn this award by achieving an increase of 20% or more in total student memberships by March 1st over the previous year's membership totals.

**Business Partnership Award**  
20% increase over previous year of business memberships

Units may earn this award by achieving an increase of 20% or more in total business memberships by March 1st over the previous year's membership totals.



For more information, contact our Membership Chair at [membership@mopta.org](mailto:membership@mopta.org).





In the PTA Shop this month:  
**PTA Thank You Greeting Cards**

Those who can, do.  
Those who can do more,  
**VOLUNTEER.** If there are  
parents and educators that “do  
more” be sure to thank them!

**Missouri**  
**PTA**<sup>®</sup>  
**Online Store**

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PTSA ROCKSTAR



PTA Logo / Classroom



Thanks! PTA Goddess



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