



2015-16 ANNUAL REPORT

Washington State
PTA[®]
everychild.onevoice.[®]

Overview

Founded in 1905, the Washington Congress of Parents and Teachers, better known as the Washington State PTA, is the largest volunteer organization in the state, with approximately 131,000 members in 875 local PTAs across the state.

2015-2016 Board of Directors

Barbara Martin, *President*
Leanne Hawkins, *Vice President*
Julie Haase, *Secretary*
Karen Albers, *Finance Officer*
Ray Kusumi, *Family & Community Engagement Director*
Dori Tate, *Leadership Director*
Duncan Taylor, *Interim Legislative Director*
Teri Davis, *Interim Membership Director*
Michelle Nims, *Program Director*
Monika Scotti, *Region 1 Director*
Jane Dulski, *Region 2 Director*
Kimberli Swenson, *Region 3 Director*
Dori Tate, *Interim Region 4 Director*
Kristi Shafer, *Region 5 Director*
Janice Kutzera, *Region 6 Director*
Mary Levesque, *Region 7 Director*
Leanne Hawkins, *Interim Region 8 Director*
Tania Skinner, *Region 9 Director*
Patti DeRusha, *Interim Region 10 Director*
Amanda Shipman, *Region 11 Director*
Connie Andrews, *Region 12 Director*
Karen Albers, *Interim Region 15 Director*

Staff

Kathryn Hobbs, *Executive Director*
Denise Hines, *Corporate Finance Officer*
Amanda Starr-Smith, *Executive Assistant/Projects Officer*
Tatia Vasbinder, *Local PTA Support*
Julie Lichtenberg, *Marketing & Communications Specialist*
Kirk Miller, *Consultant*
Marie Sullivan, *Advocacy & Legislative Consultant*

President's Message



For over 100 years, grassroots advocacy has been the foundation of Washington State PTA (WSPTA) and the hallmark of our legacy of “*everychild.onevoice.*®” Each day we, as WSPTA members, work with great passion advocating at every level on behalf of our kids. These inspiring actions move us towards fulfilling our vision, “making every child’s potential a reality.” It must be realized in every decision we make as the state’s premier child advocacy association.

As PTA leaders, we must ensure that these actions and ideas make a difference. We must feel empowered every day to utilize our passion and expertise to work for the betterment of families and schools. Our community outreach must be positive and inclusive. These combined efforts will continue to produce outstanding collaborations to support our mission. Our leadership will continue to be transformational as we advocate for the “whole child,” ensuring that their well-being and education is our continued focus.

Your all-volunteer board of directors works incredibly long hours, with the help of our WSPTA office staff, to support our leaders and members in every possible way. The past three years we have seen the association go through unprecedented changes. Your state leadership takes very seriously its fiduciary responsibility, being ever mindful of our members’ investment, as it is paramount to the health of our association. The continued combination of sound leadership coupled with prudent business practices and fiscal responsibility will help to ensure our sustainability for many years.

You will find as you read through this report that the association has accomplished a great deal over the past year. Through local PTA support, professional development, grassroots advocacy, membership recruitment, modeling best practices, and more, we strive to equip our local PTAs and councils with the tools they need to run successful nonprofit corporations that improve the lives of families better, while energizing and strengthening schools and communities. You would be hard pressed to find another child advocacy group that has more caring and engaged members, as you, our members, enrich and encourage students and families every day. I couldn’t be more proud to be your president!

I believe that the coming year will also be a year of progress as we continue to strive for excellence, and to achieve our strategic goals. At Washington State PTA, we understand that our steadfast compassion and commitment to all of our children is what defines us, and what makes us stand out from other parent groups.



Barbara Martin
Washington State PTA President, 2015-2017

Class Of...

The work done today helps future generations of children who will grow up to be tomorrow's leaders, who will continue in our footsteps to advocate for the health, welfare, safety, and education of all kids. To demonstrate this idea, the board of directors are listed below with a photo from their senior year of high school.



Barbara Martin
President



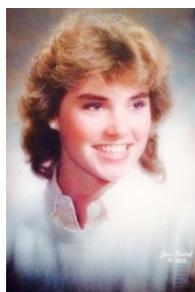
Leanne Hawkins
Vice President &
Interim Region 8 Director



Karen Albers
Finance Officer &
Region 15 Director



Ray Kusumi
Family and Community
Engagement Director



Teri Davis
Membership Director



Michelle Nims
Program Director



Monika Scotti
Region 1 Director



Jane Dulski
Region 2 Director



Kimberli Swenson
Region 3 Director



Kristi Shafer
Region 5 Director



Janice Kutzera
Region 6 Director



Mary Levesque
Region 7 Director



Tania Skinner
Region 9 Director



Amanda Shipman
Region 11 Director



Connie Andrews
Region 12 Director

Photo Unavailable:

Dori Tate
Leadership Director &
Interim Region 4 Director

Duncan Taylor
Legislative Director

Patti DeRusha
Interim Region 10 Director

Recognition at the State Level

2016 Innovation in Associations Award - Washington Society of Association Executives

The Innovation in Associations award recognizes an association that has showcased an outstanding initiative, membership campaign, or communication effort. Washington State PTA was recognized as an association that has taken great strides in innovating and pioneering new functions in membership and communications.

2016 Membership Olympics Gold Award – National PTA

National PTA presented an opportunity to recognize state PTAs for their membership efforts, which included all states realizing year over year growth through May 31, 2016 as compared to May 15, 2015.

Because of the outstanding efforts of local PTAs, Washington State PTA received the Membership Olympics Gold award, which recognized the year over year growth, **exceeding five percent.**

Due to Your Membership, You Were Represented...

The following is a list of associations and organizations where Washington State members were represented during the 2015-2016 PTA year.

- Childhood Obesity Prevention Coalition (COPC)
- Children's Land Alliance Supporting Schools
- Department of Agriculture – Farm to Schools
- Department of Early Learning Advisory Council
- Department of Health Advisory Committee
- Excellent Schools Now (ESN) Coalition
- Governor's Council for the Healthiest Next Generation
- Learning First Alliance
- Network for Excellence in Washington Schools (NEWS)
- Ready Washington Executive Advisory Council and Committee
- Office of the Superintendent of Public Instruction (OSPI)
 - Anti-Harassment, Intimidation and Bullying Work Group
 - Digital Citizenship Advisory Committee
 - Educational Opportunity Gap Oversight and Accountability Working Group
 - Every Student Succeeds Act (ESSA) Work Committee
 - Quality Education Committee
 - Ready and Successful School Work Group
- Online Learning Advisory Committee
- Safe Kids Advisory Council
- Schools Out Washington
- School Safety Advisory Committee
- Seattle Times Education Lab
- Special Education Advisory Committee
- State Advisory Committee on Gifted Education
- State Board of Education Achievement and Accountability Work Group
- Teacher Principal Evaluation Steering Committee
- Washington Association of Career and Technical Administrators (WACTA)
- Washington Department of Health – CHOICES (Childhood Obesity Cost Effectiveness Study)
- Washington Healthy Youth Coalition (WHY)
- Washington Poison Center Board of Directors
- Washington State – COMPACT for the Education of Military Children
- Washington State Special Education Coalition
- Washington United for Fair Revenue

Financial Report

Statement of Activities and Changes in Net Assets

	Unrestricted	Temporarily Restricted	Total
PUBLIC SUPPORT AND REVENUES			
Membership dues	\$ 779,257		779,257
Conventions, workshops, and conferences	148,368		148,368
Other direct support	85,575	\$ 11,867	97,442
Sales of supplies to local PTAs	68,565		68,565
Investment income	2,757		2,757
Net assets released from restrictions	59,863	(59,863)	
Total public support and revenues	1,144,385	(47,996)	1,096,389
EXPENSES			
Program services	785,063		785,063
Supporting services			
Management and general	351,752		351,752
Membership recruitment	53,934		53,934
	1,190,749		1,190,749
CHANGE IN NET ASSETS	(46,364)	(47,996)	(94,360)
NET ASSETS, beginning of year	1,167,710	68,640	1,236,350
NET ASSETS, end of year	\$ 1,121,346	\$ 20,644	\$ 1,141,990

Statement of Functional Expenses

	Supporting Services					Total Expenses
	Program Services	Membership Recruitment	Management & General	Total Supporting Services		
Salaries & wages	\$ 193,562	\$ 116,416	\$ 1,875	\$ 118,291	\$ 311,853	
Employee benefits & payroll taxes	30,079	31,905	485	32,390	62,469	
Total salaries and related expenses	223,641	148,321	2,360	150,681	374,322	
Board expense	25,118	18,033	5,472	23,505	48,623	
Computer technology and equipment	202,604	6,224	31,323	37,547	240,151	
Conferences, convention & committees	84,476	939	2,516	3,455	87,931	
Cost of goods sold	5,994	502		502	6,496	
Insurance	590	4,602		4,602	5,192	
Miscellaneous	7,058	14,177		14,177	21,235	
Office operations	55,963	41,995	2,618	44,613	100,576	
Postage & shipping	1,603	1,391	185	1,576	3,179	
Professional fees	94,834	94,984		94,984	189,818	
Program costs	23,674				23,674	
Staff expense		2,274		2,274	2,274	
Supplies and other costs	56,493	17,603	9,460	27,063	83,556	
Total expenses before depreciation	782,048	351,045	53,934	404,979	1,187,027	
Depreciation	3,015	707		707	3,722	
Total expenses	\$ 785,063	\$ 351,752	\$ 53,934	\$ 405,686	\$ 1,190,749	

Advocacy

The 2015-16 year was a bit tumultuous for WSPTA's advocacy program. We had a leadership change in the months after our Legislative Assembly in October 2015, which made shepherding our platform through a difficult legislative session challenging.

Yet amidst this turmoil, we had two saving graces. First, our contract lobbyist, Marie Sullivan, did a phenomenal job of helping us to focus on the areas of our platform that we could most effectively execute during a short and contentious session. Second was the outstanding work of several committed and passionate advocates that testified regarding our platform in Olympia.

When legislators convened for the start of the 2016 session January 11, everyone expected lawmakers to finish on time or even a little early. However, on March 10, Governor Jay Inslee called a special session 30 minutes after the regular 60-day session ended so that lawmakers could pass supplemental operating and capital budgets. The special session ran for 20 days before the legislature agreed to compromises on budgets and bills, including \$34 million in K-3 classroom facility spending (HB 2380, capital budget) and about \$15 million in K-12 education spending (HB 2376, operating budget). The supplemental K-12 funding included \$3.5 million for beginning teacher support (SB 6455), \$1.75 million for professional development in the 2016-17 school year for paraeducators, and an additional \$3.7 million for students who are homeless or in the foster youth system and to help close the opportunity gap. A net of about \$4 million was appropriated for the charter schools legislation (SB 6194).

Left undone this session were large investments in basic education or K-12 construction, with legislators pointing to investments during the 2015 session and the lack of increased revenue to make increases in 2016. Also proposed but not acted upon were bills to increase beginning teacher compensation by closing a few tax loopholes, extend increased school district levy authority an additional year, allow school districts to build schools outside of the urban growth boundary under certain conditions, and create a "breakfast after the bell" program in high poverty schools.

We are gearing up for next year's session, and we need your help!

The most effective advocacy happens at the most local level, which means we need you to start conversations with the policy-makers in your communities. Not just your legislators, but your mayors, school board members, and city and county councilmembers.

WSPTA Legislative Testimony Highlights

Thank you to the WSPTA members who took time to travel to Olympia to testify on behalf of Washington State PTA.

Total number of bills: 6

Total number of individual PTA members who testified: 9

Total number of times PTA members testified this year: 14

Providing testimony on:

Breakfast after the Bell
(HB 1295)

Basic Education Obligations
(SB 6195)

Access to Higher Education
(HB 2820)

Social Emotional Learning
(SHB 2381)

Training for Paraeducators
(2SSB 6408)

Simple Majority to Pass School District Bond Measures
(HB 1941)



Taya Montgomery (Endeavor Elementary PTSA 2.6.20) testifying on behalf of WSPTA

2015-16 Platform Issues

Top Five Issues

1. Fully Fund McCleary
2. Promoting Social and Emotional Learning
3. Increase Capital Funding
4. Increased Access to Higher Education
5. Breakfast after the Bell

The following bills signed by Governor Jay Inslee, related to the platform issues:

[HB 1345:](#)

Requiring the development of a consistent definition for professional learning.

[2SHB 1408:](#)

Direction of the Office of the Education Ombuds and Education Opportunity Gap Oversight and Accountability Committee to develop a consistent definition and framework of responsibilities for family engagement coordinators.

[4SHB 1541:](#)

Implementation of recommendations for closing the achievement and opportunity gaps from the Education Opportunity Gap Oversight & Accountability Committee.

[E3SHB 1682:](#)

Focus on improving educational and housing opportunities for homeless youth.

[4SHB 1999:](#)

Increased support for students in the foster youth system.

[SHB 2394:](#)

Goal to extend the existing Parent to Parent program to all counties by 2021.

[HB 2597:](#)

Expansion of a plan for recognition, initial screening and response to emotional or behavioral distress in students to include indicators of sexual abuse to be adopted by school districts.



*Governor Jay Inslee signing House Bill 1541
at Aki Kurose Middle School*

Accomplishments in Advocacy

Region 2

The councils lent support to multiple bond campaigns in our school districts and hosted candidate forums. Kirkland Middle School PTSA 2.8.77 held a Backpack Awareness Day. They collaborated with the parents, district teachers and students to work out strategies for decreasing backpack weight. Region 2 was an active participant in both WSPTA Legislative Assembly and Focus Day. About 30 members from Region 2 attended Focus Day and met with legislators.

Region 6

Northshore Council 6.10 submitted a legislative issue around improving educational outcomes for foster children, which has been signed, with funding, by the Governor.

Seattle PTAs raised awareness around school funding and voting, and ultimately saw the passage of both levies this year. Social service programs such as The Works, Food for Schools, and the Community Kitchen continue to serve the real needs of families in our region.

Region 7

During the Spring Training Conference, we heard from legislative representatives, including Representative June Robinson and Senator John McCoy, who support our legislative platform.

Region 8

PTAs in this region exemplify WSPTA's strong focus on advocacy through continuing to provide leadership and striving to maintain and create opportunities to enhance the lives of all children.

2015 Legislative Assembly

The 2015 Legislative Assembly was a resounding success, with a presentation from legislators on capital funding, a presentation on civil discourse, and the passage of two additional platform issues: Career Development and Training for Paraeducators, and Improving Education Outcomes for Foster Children. As it was a single-day event in 2015, the day moved swiftly, but the feedback from attendees was positive overall, and we hope the 2016 Legislative Assembly will build on its success!



2015 Legislative Assembly attendees

Purpose of Legislative Assembly



Members of Region 3 at 2015 Legislative Assembly

Legislative Assembly is the official membership meeting where WSPTA's members determine the endorsed platform for the association. It's a one or two-day event that provides members with the opportunity to learn, discuss, debate, and vote upon the issues submitted through a grassroots member process that align with the mission and vision of WSPTA. It's a chance for members to participate in one of the best examples of the democratic process that exists in the PTA environment.

2016 Focus Day



Students of Schmitz Park PTA 6.15.320

The 2016 Focus Day took WSPTA in a slightly different direction than in recent years, with the removal of the rally on the Capitol steps, and a focus on advocacy training, and building a year-round advocacy program. In addition, we were visited by legislators from both sides of the aisle, and had a great capital budget presentation from the state. The feedback was

extremely positive, with attendees especially appreciating the focus on practical advocacy tips that they could use, not just on a single day in Olympia, but also in their communities and schools, where we all know the most effective advocacy occurs.



Tacoma Council PTA 10.9 members meeting with Rep. Dick Muri at Focus Day

Purpose of Focus Day

Focus Day is intended to serve as a focal point for WSPTA's legislative advocacy. We know that the best advocacy programs are year-round. The intent of Focus Day is not to serve as an end unto itself; rather it's a day to bring WSPTA members to Olympia to sharpen the picture of how our advocacy efforts need to proceed. It's a day of training, education, meetings with legislators, and other activities that help members engage directly in the legislative process.

Federal Legislative Update

Washington State PTA works year round with National PTA to support the National PTA Public Policy Agenda at the federal level. In 2015-2016, there were significant legislative advancements. The most noteworthy was the December 2015 reauthorization of the Elementary and Secondary Education Act (ESEA). This act initially appeared during the height of the civil rights movement to provide laws to increase equity in education and focused on providing more resources to students in poverty. This act was last authorized in 2002 as No Child Left Behind (NCLB). The new legislation is titled: Every Student Succeeds Act (ESSA) and remains focused on providing additional resources to students in poverty with a goal of identifying and working to close opportunity and achievement gaps. In March, Washington State PTA sent a delegation to Washington, D.C. to participate in National PTA's annual Legislative Conference and to attend meetings with our senators and representatives in congress to thank them for their efforts on ESSA and to promote the 2016 National PTA Public Policy Agenda.

The 2016 National PTA Public Policy agenda includes continued work on ESSA specifically around family engagement in education. National PTA had one of 15 seats on the Department of Education rule-setting team for ESSA. They selected a volunteer from Ohio, Lisa Mack to represent PTA. States are currently working on their consolidated plans for ESSA implementation which are due to the Department of Education in the late fall of 2016. Washington State PTA has two seats on the consolidated plan committee and representation on the family engagement and assessments sub-committees at OSPI.

Other issues on the current National PTA Public Policy Agenda include advocacy for reauthorization of the Individuals with Disabilities Education Act (IDEA), Federal Investments in Education, Early Learning and Childhood Education, Child Health and Safety, Gun Safety and Violence Prevention, Juvenile Justice and Delinquency Prevention, Education Technology and Student Data Privacy, and, Postsecondary Access and Opportunity. For more information on these advocacy agenda items, please visit the *Advocacy* page on the National PTA website. We encourage you to set up a meeting with your federal representatives to share how the National PTA Public Policy Agenda impacts your community, your school, your family and your child. For assistance or additional information, please contact Sherry Krainick, your Washington State PTA Federal Legislative Chair: lac@wastatepta.org.

Outstanding Advocate Award

During the 37th Annual Legislative Assembly, the WSPTA also recognized **Sherry Krainick** as the 2015 Outstanding Advocate Award recipient. The Outstanding Advocate Award recognizes and honors an individual for continued and dedicated service to ALL children, and a demonstrated commitment to helping create strong policies relating to the health, welfare, safety, and education of children and youth. Krainick most recently served on the WSPTA Board of Directors as the Legislative Director, 2013-2015.



*Sherry Krainick
2015 Outstanding Advocate of
the Year*

Leadership

Leadership committee members were sought that possessed the ability to build presentations, edit for grammar, translate, meet deadlines, be creative and could construct trainings from just an idea. We were successful! This year's leadership committee consisted of leaders from all corners of the state, including council leaders, current and past board members, and service delivery team members.

From our first meeting to our last we continued to bring ideas to the table, listened to the surveys, and had some difficult discussions in order to continue to build informational resources and training sessions that would benefit our members.

This year's leadership committee hit the deck running. With the adoption of the new *WSPTA Uniform Bylaws*, the leadership committee built a plan to ensure all changes were updated in all of the presentations, handouts and resource materials. This task alone kept the leadership committee busy!

A small task force was built to review, update and improve our growth and development resources and materials that assist region directors in the opening and support of new PTAs.

The growth and development task force worked all year to condense the numerous items into two handbooks, one that would be used by the new PTAs and one that would be a reference guide for the region directors. These resources have already been used to successfully open and support new PTAs.

Moving forward the leadership committee will tackle objectives set forth by the 2020 strategic plan, work on membership growth, advocacy education, leadership development, council officer training and regional trainings.

It is imperative that we continue to listen to our members in areas of leadership growth, encouragement and training. We will work with our members to give them the necessary tools to gain confidence to accept higher leadership positions within our association. The leadership committee will work to help accomplish these items and more moving forward.



The Leadership Academy program recognizes and acknowledges the leadership skills attained by PTA leaders.

The purpose is to build a pool of trained leaders for advancement in Washington State PTA, to encourage good business practices, and to provide peer recognition for the commitment and gift of volunteer time necessary to achieve leadership status.

2015-2016 Crystal Level Recipients

- Cheryl Child
- Teri Davis
- Jenny Forbes
- Julie Haase
- Dawn Peschek
- Laura Peterson
- Alicia Veevaert
- Erin Simon



WSPTA State Presidents (L-R) Barbara Martin (2015-17), Heather Gillette (2013-15), Laura Bay (2007-09), Scott Allen (2009-11), and Linda Hanson (2005-07)

Accomplishments in Leadership Training



Region 1 Fall Conference

Region 1

During the 2015-16 PTA year, region 1 was able to offer training opportunities in Bremerton, Mason County, South Kitsap, North Kitsap, and Jefferson/Clallam County.

Region 2

Two regional conferences (Back to School and Mid-Winter) and five PTA & the Law classes were hosted by the region. In addition, the six councils also offered great training ranging from basic board classes to completing required 990 tax forms.



Region 2 Fall Conference



Region 3 Fall Conference

Region 3

We have provided support to local PTAs throughout the year answering questions, helping through transitions when officers needed to step down, providing mediation through difficult situations, and providing individual training as requested.

Region 4

This year region 4 had a large fall conference that gave many PTA leaders a head start on a successful PTA year. The PTAs of region 4 continue working to build future leaders, encouraging membership growth, and work collectively with their schools for the betterment of students and their communities. The region rounded out the PTA year with a spring conference that was able to help many PTAs with the transition process.

Region 9

Leadership development was offered in a variety of ways for the leaders in the region. Fall Conference was a huge success in September. PTA & the Law was offered three separate times. Individual leadership development presentations were offered in each council for the convenience of local PTA leaders.

Region 15

Based on last year's success, we offered workshops on membership, awards, and committee and legal document notebooks, and customized training for PTA boards, upon request. As a result, almost 78% of the region 15 elected officers were trained this year.

Why the Emphasis on Leadership Training and Professional Development?

For board members, it is the fiduciary responsibility to manage the corporation in the best interest of its members as a whole. To run programs and handle budgets responsibly, knowledge of the applicable state and federal regulations is key to operate a nonprofit, tax-exempt, charitable corporation.

Training is what helps to give local PTAs credibility. It is part of the Standards of Affiliation requirement and enhances our professional development.

Training opportunities provided by the Washington State PTA include:

- PTA and the Law workshops,
- Region conferences, and
- Classes offered during the annual convention and Legislative Assembly.

Membership

Why Join?

The reason for joining PTA our vision “Making every child’s potential a reality” – and our mission to be “a powerful voice for children; relevant resource for families, schools and communities; and a strong advocate for the well-being and education of all children” – remains the same. Thanks to the executive director seeking partnerships, we have been able to offer a variety of membership incentives to reward our members and provide fun perks and benefits.

New PTAs in 2015-16!

Federal Way Special Education PTA 9.4.130

John Sedgewick PTSA 1.8.15

Lynden Middle & Senior PTA 8.4.35

Northwood PTA 2.9.25

Timber Ridge Elementary PTSA 2.18.10

The 2015-16 PTA year has been an exciting year for WSPTA membership with the roll out of our new membership database, PT Avenue. With the new program we can keep track of paid members and non-paid members, email these members as a whole or smaller group (parents, teachers, board members, etc.) through the database and run a variety of reports. We also have the option to allow an ‘Online Join’ feature promoted on our WSPTA website.

Our team of region membership chairs is committed to encouraging local PTAs to retain current members and recruit new members. We have met several times this year via conference call to share our progress and goals, and brainstorm ways to support our local PTAs.

This year we changed the way we recognize membership growth. Instead of rewarding a Silver Award, for 5% increase over last year, only at the end of October, we are now celebrating that 5% growth at any time it is achieved! 5% growth in January, March or May is just as valuable to the health of our association at that time as it is in October. And Gold and Platinum awards are also recognized as they are achieved, not just in January and May. PTAs can celebrate their growth year-round and continue to grow their PTAs year round, knowing they will be recognized for their growth.

We have had two membership incentive campaigns this year; the “Lucky Leap Year” contest in February encouraged PTAs to add 29 new members during January – February, or increase by 29% over last year, or grow by 29 members over last year.



Felida PTA 3.7.13 leaders during a member campaign.

With multiple ways to enter the contest, we had more than a hundred entries. The second membership campaign (mid-April – mid-May) encouraged growth in all PTAs to help us meet our membership goal by convention in May. We need an ‘April Shower’ of members, so we can celebrate with ‘May Flowers’ and provided prepared campaign materials for easy rollout in the local PTAs.

We have had twelve PTAs recognized for 100% Membership Award; six PTAs recognized for achieving 75% or greater membership, ‘Sapling’ Award; twelve PTAs achieving 50% or greater membership for ‘Seedling’ Award and 61 PTAs recognized for 100% Teacher Membership Award.

Sponsors

Many thanks to the continued support and generosity of our sponsors.



Membership Benefits

Membership benefits are available to all Washington State PTA members.



Fundraising Opportunities

The Washington State PTA works with vendors to bring an array of fundraising opportunities to leaders in a local PTA or council.



Services Provided to Local PTAs and Councils

AIM Insurance

Discounted insurance policies provided by AIM Insurance offer a complete protection plan designed specifically for local PTAs: General Liability, Accident Medical, Bond, Property, and Officers Liability.

Movie Licensing USA (MLUSA)

Local PTAs are able to show movies legally at their school for any learning and non-learning activity at any time.

PT Avenue Membership Database

PT Avenue provides PTAs and PTSAs with user-friendly cloud-based database to help make the most of volunteer time and resources.

Programs

Accomplishments in Programs

Region 2

The Reflections art program had great participation from most of the PTAs and all of the councils in our region. Not only did the councils provide specialized training and kick off events, they also held wonderful celebrations. In total, 48 participants from Region 2 were recognized at the state level and 12 went on to represent WSPTA at the National PTA Reflections competition.

Region 5

All of our councils and many non-council PTAs participated in the Reflections program resulting in; three Awards of Merit, three Awards of Excellence and three Outstanding Interpretation awards at the state level. We have very talented kids!

Region 9

Reflections programs were offered at several schools in each of the councils as well as in our non-council area in region 9. Seven students were recognized at state for their entries, three of which moved on to the National Reflections program.

Region 11

A big accomplishment was volunteerism. Volunteers from other PTAs offered to help a struggling PTA in the region.

Local PTA and Council Awards of Excellence

New name and logo for this program this year! We are excited to have added two brand new awards this year – Advocacy Award of Excellence and Family and Community Engagement Award of Excellence. In addition, the Honor PTA Award was replaced with the new “Platinum Level” to the Standards of Excellence Award. The WSPTA Local PTA and Council Awards of Excellence program allows our local PTAs and councils to celebrate their accomplishments, successes, and hard work, while also finding out where they can improve service to their membership.



National PTA Reflections® Program

This year’s NPTA/WSPTA Reflections® program was a huge success. The theme was *Let Your Imagination Fly* and the number of entries received at the state level increased over last year. We were able to celebrate the students that placed at the state level at our WSPTA Awards Celebration in Bellevue, as well as at convention in Yakima. Reflections allows WSPTA to support the arts, which is found to have a direct correlation to student success.



Effie Tutko (Sammamish High School), National PTA Reflections® Program Outstanding Interpretation recipient for Dance Choreography (*Everybody Rules Their World*), was presented with her award during National PTA’s convention in Orlando, June 30 – July 3, 2016.

PTA Men’s Essay Contest – Men Making a Difference

The winners this year were recognized at our WSPTA Awards Celebration in Bellevue, as well as at convention in Yakima. Our essay contest recognizes the important contribution men make in children’s lives and their education. A writing contest with a theme about male engagement supports not only student literacy, but also reinforces the importance of parent and community engagement and how it improves the “whole child.”



WSPTA//Game Development Competition

This new computer game design competition is under development and we hope to launch next year for our high school PTAs with the possibility of adding middle school and elementary divisions in the future. This can be an individual or team project and will be in the September through March timeframe. This new student competition has a STEAM focus as it includes all aspects of game development including game design, programming, audio design, artwork, character development, and much more!

Family and Community Engagement

Family and Community Engagement (FACE) in Washington State PTA has taken a leap forward in its efforts to educate, support and celebrate PTAs that are making their communities stronger and more inclusive.

To educate and support our leaders, the FACE committee collaborated with the leadership committee in developing trainings and a new resource handbook to help incorporate family engagement and inclusion into their programming and advocacy.

Washington State PTA's FACE committee collaborated with the Program Director to develop a Family and Community Engagement Award of Excellence to promote and celebrate family and community engagement by recognizing PTA programs, projects, and activities that increase family and community engagement and involvement.

Highline Special Needs PTA held its 2nd Annual Resource Fair to distribute resources to over 150 families of students with disabilities. They partnered with their district, other local PTAs and various special education committees and coalitions in surrounding cities. Their resources included information from insurance providers, local therapists, libraries, extra-curricular activities such as art and sports, and specific disability awareness and advocacy organizations.

The Gildo Rey Elementary PTA in Auburn has supported numerous initiatives for students, families and staff, including grant-writing for a new playground, contracting with a local Nike store for free PE classes, and planning math and literacy nights. The PTA changed the school culture from a divided community to one that is welcoming, with ever-increasing family involvement. All event publicity and presentations are in both Spanish and English. Their board consists of officers who speak English, Spanish, and both. Their multicultural night is hosted as a collaboration between the school and the PTA.



Multicultural Night at Gildo Rey Elementary PTA 9.2.36

Finding the money and available speakers are two common road blocks for local PTAs attempting to provide effective parent education programs. The Lake Washington PTSA Council 2.8 grants program is a collaboration between council, district and local PTAs and provides equity across the district making it possible for any PTA to provide quality family education programs, regardless of cost or volunteer constraints. "Embracing Diversity and Fostering Inclusive School Communities," "Internet/Social Media Safety and Digital Media for Parents," and "College Readiness" are some of the programs that have been presented.

Accomplishments in Family and Community Engagement

Region 2

Family and Community Engagement activities in Bellevue and Issaquah featured new programs which aimed to break down cultural barriers that exist for multi-lingual families to feel part of the school and district community. The goal was to assist families in understanding the American school system and the importance of school and family connections.

Region 3

Region 3 hosted a free Family and Community Engagement Fair for local PTAs. The event provided Clark County citizens with a connection to health, safety, and emergency service resources. Local PTAs were invited to host activities, promote their PTAs, and raise funds. We had a life flight helicopter land, a police K-9 demonstration, fire trucks, police cars, ambulances, an American Red Cross Blood Drive, and a Clark County Food Bank Food Drive.

Grant Opportunity for Local PTAs

Thanks to the generosity of The Coca-Cola Company Health and Well-Being Grant, the Washington State PTA awarded grants to local PTAs and councils for programs, projects, or activities focusing on the health and well-being, nutrition, physical fitness activity, safety, or education, in supporting our children to have healthier lives.

Football with Dads | \$500 Grant

Football with Dads was a successful physically-engaged activity that ran each Wednesday for four weeks, at no cost to the participants. Students, dads, and other male grownups were split into teams and met for practice; the program concluded with a final game during the final week.

Family Fun and Fitness Event | \$500 Grant

During this fitness event, families were active together and gain valuable health information. Activities included an obstacle course, a healthy meal, jumping rope, Go Noodle, Pinball Knockdown, and Zumba. Community groups involved included: Hoops for Hope, Metro Parks, Heart Association, YMCA, Poison Control of Washington, Washington State University Extension, and the Red Cross.

Health & Wellness Program | \$500 Grant

A Health and Wellness program was implemented by the PTA, with integral focus points which included education and training on nutrition, body systems, portion control, how to analyze food labels, differences in food choices, hands-on activities, etc.

Fitness Program | \$500 Grant

Students and families of students were invited to participate in a year-long fitness program, meant to encourage family engagement through physical activity.

Physical Fitness Equipment | \$500 Grant

Additional school physical fitness equipment was purchased for indoor activities in fall and winter and the creation of a program to increase social skills, balance and motor skills, and an overall program for all students.

Lifelong Sports Engagement | \$500 Grant

To educate and encourage the adoption of lifelong sports engagement in students, this local PTA established a Running Club, participated in Walk-to-School and Bike-to-School months, and encouraged healthy life choices.

Positive Playground Experiences | \$500 Grant

Following a 2014-16 WSPTA Top Five Issue regarding social and emotional learning, this PTA implemented positive playground experiences, “by employing social emotional learning and a tool to provide an environment for a variety of games, positive play in the school environment, health and well-being positive choices.”

Lifelong Health & Fitness Appreciation | \$500 Grant

The funds granted to this PTA gave the opportunity to provide an appreciation for lifelong health and fitness with numerous programs. Programs included a daily exercise program, the creation of a “milestone program” to recognize students who compete in and complete in 10k runs, and the initiation of increased community outreach.

Year-Round Health & Fitness Program | \$500 Grant

During the year-round health and fitness program, motivational tools were introduced to encourage students to record the number of steps taken per day and to reinforce the importance of physical fitness every day.

Fun Run | \$250 Grant

The Fun Run activity was created to teach elementary-age students the value exercising, healthy food choices, and encouraging students to have fun.

2015-16 Award Recipients

Canyon Creek PTA 6.10.7

Outstanding PTA of the Year – Elementary Division

Advocacy and family and community engagement is central to their mission and goals and is demonstrated in their focus on playground safety and art education, as well as their participation on various school district advisory committees and their active leadership roles at the council level.

Lake Washington PTSA Council 2.8

Outstanding PTA of the Year – Secondary Division

Strong programs support their local PTAs including a parent education program, an annual special needs resource fair, a Reflections community event, an Emergency Preparedness committee and handbook, monthly "You Rock" awards recognizing local PTA accomplishments, and partnerships with community organizations on a food backpack program, food drive, and more.

Laura Bay

Honorary Lifetime Award



As the Washington State PTA president (2007-09), Bay focused on developing leadership potential at all levels of PTA and facilitated the search and hiring of a new executive director. During her tenure as president, she led the collaboration with other organizations in the passage of Engrossed House Joint Resolution (EHJR) 4204 – Simple Majority Initiative. She also provided testimony before state senate and house committees, led a rally on the Capitol steps, and dedicated her efforts in a statewide PTA campaign which led to the signing of HB 2261 (Basic Education Funding) with fellow education stakeholder organizations. Prior to serving as state president, Bay served on the Washington State PTA Board of Directors for six years as region director, secretary, and leadership director.

Dr. Bill Keim

Outstanding Educator of the Year



Dr. Bill Keim has served as the executive director of the Washington Association of School Administrators (WASA) since 2013. Prior to joining WASA, Bill served 11 years as superintendent of Educational Service District 113 in Olympia, providing support to 44 school districts and 70,000 students. Before his tenure at Educational Service District 113, Bill served as superintendent in the Mercer Island and Cascade School Districts; and his career has included positions as curriculum director, principal, teacher, and several international experiences.

Gary Kipp

Outstanding Educator of the Year



Gary Kipp joined the Association of Washington School Principals (AWSP) as executive director in September 2003 after nearly 30 years as a teacher, assistant principal and principal. The majority of his time as principal was focused at the high school level, where he spent 20 years leading Mark Morris High School (Longview School District). Before that, he served as assistant principal at Cascade and Monticello middle schools, also in Longview. Before transitioning to AWSP, he also served as an assistant superintendent for Evergreen Public Schools in Vancouver.

Heather Gillette

Outstanding Service



Heather began her PTA journey in 1995 and served at the local PTA and council levels until 2012. She began her region and state journey in 2006 as a Region 2 service delivery team member. She joined the board of directors in 2010 and served as Region 2 director, leadership director, and WSPTA president. She continues to serve by chairing the policy task force, responsible for a state policy update, and serving on the communications task force. Additionally, she chairs a committee creating a brand new WSPTA game development competition for high school students and serves the National PTA as a field service committee member.

Scholarship Recipients

How Has Volunteering Within Your Community Helped You; Today and Into the Future?

WSPTA Scholarship Program

During 2015-2016, the Washington State PTA offered three \$3,000 scholarships and one \$1,000 scholarships to graduating seniors from Washington State public high schools, with active PTAs, who will be starting either a two-year or four-year course of post-secondary education in the United States.

Over 140 applications were received, representing a 70% increase from the previous year.

Scholarship Criteria

The applicants were each judged on the following items:

- Grade Point Average (GPA)
- Volunteer Activities
- Essay Question Response

“Service is important to me for many reasons; one reason is that it lets me give people the gift of education. Growing up with an incredible array of schools, teachers, and institutions, I saw firsthand how extracurricular learning played a vital role in maintaining intellectual vitality.”

Arjun Kumar

Skyline High PTSA 2.6.70
\$3,000 Scholarship

“I volunteer to inspire my peers to adopt an attitude of selflessness and compassion as a way of life. I believe that every person has the capacity to improve the quality of life of others...We are all part of a community, and its success relies on the actions of its citizens. Ripples of positive change can quickly make waves with lasting influences.”

Kaitlyn Hill

ITech Preparatory PTSA 3.7.125
\$3,000 Scholarship

... (Mother Daughter Glamour Day) taught me the value of acting solely for the benefit of other people and the amazing way it can make you feel...that paying attention to the littlest things can carry a huge impact.”

Paxtyn Merten

Mountlake Terrace High
PTSA 7.2.170
\$3,000 Scholarship

“In the present and in the future, the confidence I have derived from volunteerism has strengthened my expression as an artist and a writer, and will continue to shape my morals, challenge my mind, and propel my ongoing pursuit of a career in biomedical illustration.”

Sophia Maggio

Everett High PTA 7.3.85
\$1,000 Scholarship

2016 Annual Convention

The 103rd Annual WSPTA Convention saw a decent turnout, as the event was held on the eastside of the state for the first time since 1993. The convention theme was a time to: get **inspired** with amazing ideas to use in your PTA, **cultivate** new ways to make your PTA stronger together, and learn how to **educate** others about the great benefits of a PTA in your school

Professional Growth and Development

Attendees had the choice to attend one of two professional development sessions, designed to empower volunteer leaders.

STEM for Every Child: How the Museum of Flight Inspires and Prepares Students for Their Future!

Attendees in this session learned about the many educational programs offered to children in grades pre-K through 12, as well as professional development experiences for teachers.

Engaging Families, Resolving Conflicts Through Collaboration: The Governor's Office of the Education Ombuds

During this session, the Governor's Office of the Education Ombuds (OEO) answered questions regarding school concerns and how parents and educators can best engage in change. In the latter half of the session, the OEO addressed concerns (in English and Spanish) on topics such as bullying, attendance, and school safety.

Keynote Speakers

Laura Bay, National PTA President



Prior to her election, she served a two-year term as secretary-treasurer and served on the National PTA Board of Directors as well as the finance, field service and organizational viability committees. Bay is a passionate advocate for education and children's issues and believes that PTA is the organization which actively supports and promotes parent, teacher and

community involvement in child, and education issues.

Nathan Gibbs-Bowling, 2016 Washington State Teacher of the Year

Nathan currently teaches AP Government and Human Geography at Lincoln High. Nathan believes that education is the greatest transformational force for individuals and communities. He strives to make the impossible become possible for his students. His students are actively engaged in the democratic process and pass the AP exam at a rate three times the district average.



Newly Elected State PTA Officers

Elected to the state PTA board during convention were:

Judy East, Family and Community Engagement Director
Janice Kutzera, Finance Officer
Julie Haase, Leadership Director
Duncan Taylor, Legislative Director
Teri Davis, Membership Director
Dori Tate, Secretary

Area Vice Presidents

New this year is the addition of five area vice presidents, each elected to assist with region directors:

Monika Scotti, Area A (regions 1 & 6)
Jane Dulski, Area B (regions 2 & 5)
Sharon Pfeiffer, Area C (regions 9 & 10)
Amanda Shipman, Area D (regions 3, 4, 11, & 12)
Michelle Nims, Area E (regions 7, 8, and 15)

Nominating Committee

In addition, the following individuals were elected as the at-large members of the state PTA nominating committee:

Karen Albers
Lynnette Butler
Laura Peterson

Vision

Making every child's potential a reality.

Mission

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



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When you join your local PTA, your voice joins tens of thousands across Washington and millions across the United States as advocates for all children.