

ANNUAL REPORT

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www.wastatepta.org



Making Every Child's Potential a Reality

Founded in 1905 in Tacoma, Washington State PTA has been a leading voice for children in Washington for more than 112 years. It is the oldest and largest child advocacy association in the state.

It's a vibrant, active association of people from all walks of life and backgrounds. Devoted, passionate, and dedicated volunteers, our members work together toward a common vision to make every child's potential a reality. We have a lot to celebrate this past year. It was a year of growth and great accomplishments:

- We grew our membership by 2.4% up to over 133,000 members in 875 PTAs across the state
- One of our top legislative platforms (standards for para-educators) was signed into law
- A record number of members testified before the state legislature
- Our members were major contributors to the development of the state's Every Student Succeeds Act (ESSA) Plan
- We improved access and convenience to important leadership training
- We introduced a new STEM-based program to support student success

Our goal is to continue to be the premier child advocacy organization in the state of Washington and the PTA leader in the country for innovation.

Barbara Martin

Barbara Martin

Washington State PTA President, 2015-2017



Member Benefits

Supporting the Whole Child

PTA members have access to important benefits including programs, resources, and updates to support the whole child. Member benefits include connections and networking to share ideas, concerns and experiences; leadership and personal development; and opportunities to develop advocacy skills on behalf of all children.

Members can also take advantage of cost savings through local, state and national retailers and partners. This past year, we added several new member benefits including discounts from:

- Avis, Budget & Hertz Car Rentals
- LeMay Car Museum
- Tacoma Dome
- TicketMonster Perks

Long-time popular benefit providers include:

- FedEx
- Great Wolf Lodge
- Key Arena/McCaw Hall
- Movie Licensing USA (*only state PTA in the nation w/ this benefit*)
- Seattle Storm
- Silverwood Theme Park
- Seattle Sounders FC
- Wild Waves Theme & Water Park

MEMBERSHIP

Membership Grows to 133,000+

Membership in a PTA or PTSA is open to anyone who has an interest in children, families and schools. Members include parents, teachers, students, grandparents, caregivers, foster parents, business and community leaders.

2016-17 was a year of growth for WSPTA with many local PTAs adding more members than ever before. Membership is key to our success and the implementation of new membership strategies helped us grow.

- Chartered 11 new PTAs
- Increased membership by 2.4%
- Grew the number of individual members to over 133,000
- Increased number of PTAs to 875
- Added special interest PTA for Mandarin Chinese community that joined our other 11 community PTAs with special interests and/or that advocate for children with special needs



Our Vision

Making Every Child's Potential a Reality

Our Mission

Our mission is for PTA to be:

- A powerful voice for children,
- A relevant resource for families, schools and communities, and
- A strong advocate for the well-being and education of all children

Whole Child Approach

A whole child approach promotes the long-term development and success of all children. Through this approach, WSPTA supports educators, families, community members, and policymakers as they move from a vision about educating the whole child to sustainable, collaborative actions.

Washington State

PTA[®]

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ADVOCACY

Advocacy For All Children: A Whole Child Approach

The demands of the 21st century require a new approach to education to fully prepare students for college, career, and citizenship. Research, practice, and common sense confirm that a whole child approach to education will develop and prepare students for the challenges and opportunities of today and tomorrow by addressing students' comprehensive needs through the shared responsibility of students, families, schools, and communities.



A whole child approach, which ensures that each student is healthy, safe, engaged, supported, and challenged, sets the standard for comprehensive, sustainable school improvement and provides for long-term student success.

Focus Areas

WSPTA's power is in the grassroots efforts of our members. Members work from a comprehensive legislative platform to address issues affecting the whole child. Our comprehensive advocacy efforts impact the current and

future success of Washington children — and our state as a whole — and include these focus areas:

- Advocacy
- Education
- Family & Community Engagement
- Health & Well-Being
- Safety

Local Child Advocacy

2016-2018 Legislative Priorities

Effective advocacy organizations that achieve long-term success in advancing their platforms consistently mobilize their members and stakeholders to participate in citizen-advocacy. WSPTA is a grassroots organization that does just that. In October 2016, 295 delegate members voted in for a two-year period, these top 5 legislative platforms and supporting issues at its annual legislative assembly:

Top 5 Legislative Platforms

- Social Emotional Learning
- Ample Fund Basic Education
- Closing the Opportunity Gap
- Standards for Para-educators
- Breakfast after the Bell School Breakfast Program



Advocacy, continued...

Supporting Issues

- Improving Educational Outcomes for Foster Children
- Engaging Families in Student Success
- Post-Secondary/Higher Education Access and Affordability
- Removing Barriers to Implementing ECEAP (Early Childhood Education and Assistance Program)
- Restorative Justice and School Safety

2017 Legislative Session Outcomes

Washington State PTA had several successes in the 2017 legislative session:

- WSPTA was represented by members and parents at all committee hearings on issues of interest to the organization
- Members were professional and knowledgeable and “parent voice” was recognized by legislators as critical to their deliberations
- One of our top 5 legislative platforms, Standards for Para-educators, was signed into law
- One of our legislative positions – Education Outcomes for Foster Children—received broad bipartisan support and the governor’s signature.

Record Number of Members Testified

A record number of members testified before the state legislature this past year. Sixteen members testified on topics ranging from social emotional learning to the governor’s education budget to the school breakfast program called Breakfast After the Bell.



Beth Sigall, WA State PTA, Senate Early Learning & K-12 Committee, testifies 1/19/17



Federal Child Advocacy

Washington State PTA’s child advocacy efforts reach beyond the borders of our state. Numerous federal programs impact the lives of children and families in Washington.

WSPTA Significant Contributor to State’s Every Student Succeeds Act (ESSA) Plan



In December 2015, President Obama authorized the Every Student Succeeds Act (ESSA) replacing what was known as the No Child Left Behind Act. ESSA is the country’s national education law and shows a longstanding commitment to equal opportunity for all students. Every state then had to develop its own state plan for ESSA. WSPTA was heavily involved. We:

- Had four representatives on the ESSA Consolidated Plan Overarching Team/Committee (only parent group invited)
- Had representatives on four work groups (assessments, accountability, family engagement and special needs)
- Encouraged our members to submit comments on the plan

The draft state ESSA plan was released for a 30-day public comment period beginning July 1, 2017, prior to the September 18, 2017 deadline to submit the plan to the U.S. Department of Education.

Statewide Family Engagement Center Grants

In addition to the work on ESSA, WSPTA sent a delegation to Washington, DC in March 2017 to attend the annual National PTA Legislative Conference and to meet with our senators and representatives. We shared the importance of family engagement in education and requested funding for statewide Family Engagement Centers.

Family & Community Engagement

Engaging Families For Student Success

Part of school and family life for more than a century, PTA is the defining organization for family and community engagement. Our members work tirelessly to continue the legacy of advocacy for children, families and communities. In 2016, we:

- Helped develop “Engaging Families for Student Success” as one of WSPTA’s supported issues for the 2017 legislative session
- Developed and presented a cultural effectiveness workshop at the annual convention



LEADERSHIP

Leadership Development: Improving Access & Convenience

Leadership development is one of the cornerstones of success for local PTAs. In response to member demand, the WSPTA leadership committee improved leadership training access and convenience by:

- Creating and delivering several online webinar versions of WSPTA’s most popular trainings that had previously only been in-person trainings
- Administering the online webinar for *PTA and the Law* to over 100 members
- Developing a statewide webinar plan for 2017-18 to supplement in-person training opportunities

Leadership Academy

The annual Leadership Academy awards points for leadership positions held in both PTA and other educational committees, classes presented, conference attendance, and other WSPTA and National PTA events.

The top leaders are called Crystal-level leaders and are knowledgeable and impactful within WSPTA and in their communities, in their school districts, and in Washington State, on behalf of WSPTA. They are mentors who serve by growing others in leadership. Six Crystal-level awardees were recognized at the annual convention in April 2017:

Denise Constantineau
Everett PTSA Council 3.7

Judy East
Family & Community Engagement Director

Juliet Perry
Kent Area PTA Council 9.7

Tania Skinner
Region 9 Director

Janet Stewart
Region 10 Director

Kimberli Swenson
Region 3 Director



PROGRAMS

Programs Develop Strategies Key to PTA Success

WSPTA's goal is to provide new, innovative and effective events and programs to support local PTAs and councils across the state and help them develop strategies key to their success.



(New) WSPTA//Game Development Competition: In early 2017, we introduced this new STEM (Science, Technology, Engineering & Mathematics) program that supports student success for those in grades 9-12. Its purpose is to provide an opportunity for students to use their creative talents by expressing themselves by creating a computer game.

Students were encouraged to individually, or with a team of up to six members, build a computer game based on the theme of "Escape."

- Game of the Year was awarded to one student from Tesla STEM PTSA 2.8.105
- Five team winners were awarded team prizes:
 - Team Gryphon Squad (Gibson Ek PTSA 2.6.60)
 - Team Headquarters (Mt Si High PTSA 2.18.60)
 - Team Ambition (Bellevue International School PTSA 2.3.121)
 - Team Poached Egg (Bellevue International School PTSA 2.3.121)
 - Pixel Panda (Tesla STEM PTSA 2.8.105)

Reflections Student Cultural Arts Contest: This National PTA and WSPTA program provides an opportunity for students to use their creative talents by expressing themselves through their own original works.

- Local PTAs received close to 4,000 entries across the state
- Over 1,000 entries received at state level
- 89 chosen as state-level winners
- 28 entries advanced to national level
- 7 received national recognition



Men's Essay Contest:

Research clearly shows that male involvement positively influences academic success at all levels of schooling. This statewide essay contest explores the important and varied contributions that men make in the lives and education of children – from the children's perspective. The contest:

- Encouraged students to write an essay about a male role model that has had a profound impact on their life
- Inspired positive male engagement
- Awarded 30 student authors as winners



WSPTA Scholarship: In the spring, Washington State PTA offered \$10,000 in scholarships to graduating seniors from Washington state public high schools with an active PTA, who will be starting college (either two-year or four-year) in the fall. The purpose of the scholarships is to recognize outstanding students and encourage them to continue their education after high school. This past year:

- Over 100 applicants applied
- Three \$3,000 scholarships were awarded
- One \$1,000 scholarship was awarded

AWARDS

Supporting Local PTAs Through Recognition



Volunteer Recognition/Awards: Another way WSPTA supports local PTAs is through an awards and recognition program that celebrates the work PTAs do to make a difference in their communities. The purpose is to create a culture of appreciation by encouraging and recognizing individuals, local PTAs, and councils for their accomplishments in promoting the well-being and education of children in the state of Washington. This past year, state-level individual awards were given for:



- Outstanding Advocate – Agda Burchard of Kentlake Community PTSA 9.7.100 (right) is pictured with WSPTA Federal Legislative Chair and Learning Assessment Coordinator Sherry Krainick
- Friend of Children – the Office of Superintendent of Public Instruction
- Outstanding Council of the Year – Northshore Council 6.10
- Outstanding Service – Former WSPTA Board Member Karen Albers

Local PTA and Council Awards of Excellence: The Local PTA and Council Awards of Excellence Awards Program recognizes local PTAs, community PTAs, and councils whose level of effort in specific areas help them make a difference in their community.

Membership Growth Awards: To encourage year-round membership recruitment, membership growth is recognized at various levels as PTAs achieve incremental increases over their previous year’s membership count.





PARTNERS

Partnerships That Support Our Mission

Coalitions

We collaborate with 34 coalitions and community groups that support our mission and vision. We are the voice for children and represent our members at these coalitions. As part of those relationships, these organizations provide our members with information to further enhance the education, health and safety of all children.

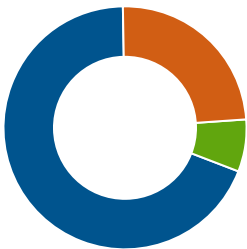
Sponsors

We are extremely grateful to our sponsors whose generous support helps advance our mission to make every child's potential a reality:

- AIM Insurance
- FedEx
- Lifetouch
- Kelley Imaging Systems
- PEMCO Insurance
- Western Washington Franchise Association/McDonald's

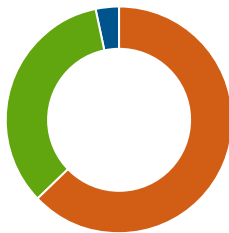
FINANCIALS

Washington State PTA is thriving because of the generous support from members, sponsors, and member benefit providers. Their contributions sustain and grow the programs and services that assist PTAs and children across the state. The board of directors and staff take great care in stewarding the funds entrusted to us. The Corporate Finance Committee works in concert with the executive director to meet our goal of being a well-managed and fiscally sound association.



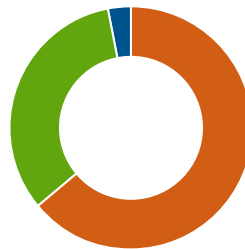
2017 Revenue

■ Program	\$271,574
■ Governance	\$78,541
■ Membership	\$768,906
TOTAL	\$1,119,021



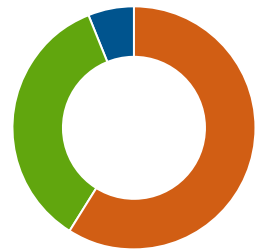
2017 Expenses

■ Program	\$612,152
■ Governance	\$331,995
■ Membership	\$29,814
TOTAL	\$1,107,445



2017 Functional Expenses

■ Program	64%
■ Governance	33%
■ Membership Recruitment	3%



2016 Functional Expenses

■ Program	59%
■ Governance	35%
■ Membership Recruitment	6%