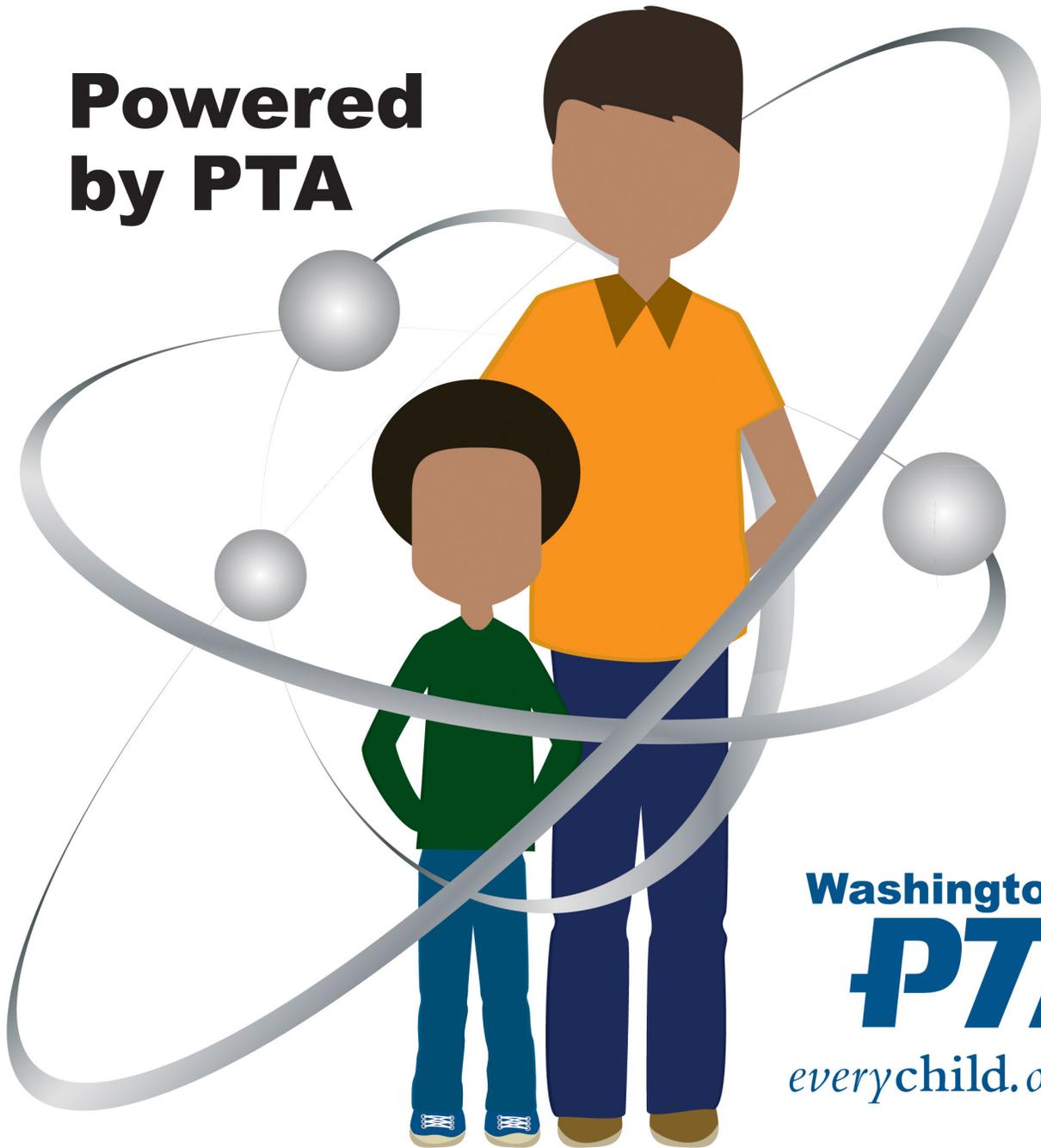


Strategic Plan Update and 2018–19 Annual Report of the Association

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by PTA**



Washington State
PTA[®]
everychild.one voice.

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Area E Vice President

Andrew Estep, CAE
Executive Director



President's Message

Washington State PTA had another great year in 2018-2019! We focused on the legacy and mission of 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.

Due to that focus, and the hard work and dedication of your WSPTA board of directors and staff, we saw success and achievement in every area this year:

Leadership Training, Development, and Support

- Hosted successful leadership events including WSPTA Convention, WSPTA Leadership Conference, and many region conferences and trainings
- Provided more online webinars and training options to meet the varied needs of our PTA leaders
- Created new and updated existing classes, handbooks, and resources
- Provided support for local PTA and council leaders

Advocacy

- Adopted a strong legislative platform that led to a successful legislative session, with positive movement on many of our top issues
- Hosted successful grassroots advocacy events including Legislative Assembly, Focus Day (unfortunately cancelled due to snow), and Advocacy Week
- Encouraged more PTA leaders to testify in Olympia than ever before
- Produced one-pagers for every issue on our legislative platform to allow PTA members and leaders to better advocate for the issues that are meaningful to them
- Increased participation with state-level organizations, coalitions and work groups to advocate for the whole child
- Shared multiple Action Alerts and Informational Broadcasts to keep our PTA members and leaders updated during the legislative session and to encourage them to contact their state legislators on critical issues
- Presented multiple state-level Washington State PTA awards including an Outstanding Educator, Outstanding Advocate Award, and our first-ever Outstanding Student Advocate Award

Membership

- Updated membership materials including the membership theme, awards, contest, classes, and resources
- Increased membership communication, including the brand-new "Membership Made Easy" newsletter and the continuation of our popular Membership Monday social media posts

Programs

- Provided successful student programs including Reflections, PTA Men's Essay Contest, WSPTA//Game Development Competition, and our senior scholarship program (awarding four scholarships totaling \$10,000) and recognized our state-level winners at an annual student celebration event
- Implemented successful local PTA and council programs including Awards of Excellence and Leadership Academy

Family and Community Engagement

- Posted weekly FACE Friday messages on social media to encourage family and community engagement

National PTA

- Fulfilled our National PTA Standards of Affiliation requirements
- Learned from and networked with our fellow state PTA congresses and National PTA board and staff by attending National PTA LegCon, National PTA Convention, and National PTA state leader, state treasurer, and state membership calls
- Applied for a National PTA Advocacy Award and submitted a resolution for consideration by National PTA

Board Governance

- Held multiple board meetings and conference calls to conduct the business of the association
- Provided multiple board trainings and leadership development opportunities
- Donated countless volunteer hours and miles driven

But even with all of that, our biggest accomplishment of the year was hiring and on-boarding our new executive director, Andrew Estep. We could not be more excited about the future of our association, thanks in large part to his leadership and guidance!



Andrew Estep,
CAE

On behalf of the entire Washington State PTA board of directors, I want to convey our thanks to the leaders and members for the work done to support children and youth. It has been an honor and pleasure serving as WSPTA president!

Michelle Nims

Washington State PTA President, 2017–2019

Our Founder



Washington State PTA was founded in 1905 by Abby Williams Hill of Tacoma, an artist who saw the need for an organization to support Washington's children. Thanks to her leadership and vision—and that of thousands of parents and teachers who have carried her vision forward—Washington State PTA has been a leading voice for children in Washington for over 113 years.

STRATEGIC PLAN UPDATE

The WSPTA Strategic Plan has integrated all aspects of our association by weaving advocacy, membership, leadership, family and community engagement, programs and financial responsibility throughout the goals and objectives. We achieve this plan through our actions to support the whole child, driving the continued sustainability of the Washington State PTA.

WSPTA Vision/Mission/ Whole Child Approach

WSPTA Vision

Making every child's potential a reality.

WSPTA Mission

Our mission is for PTA to be

- a powerful voice for all children.
- a relevant resource for families, schools and communities.
- 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.

WSPTA Core Values

Integrity – to aspire to a personal quality of fairness and equity, being honest and truthful, doing the right thing at the right time, for the right reason.

Respect – to ensure that everyone's viewpoint is heard, and to hold in high regard and high esteem, the worth and value of another individual.

Commitment – to be dedicated to the association's mission and vision, engaging in activities that ensure the sustainability of the association beyond one's own desires.

Collaboration – to work with one another, to cooperate, and to work and each do their share when on a team, committee, or in working initiatives.

Accountability – to be responsible, answerable for actions taken, to make informed decisions, and providing stewardship by managing the data and information in making decisions.

Pioneering – to be innovative, willing to take informed risks, to provide opportunities and ventures for growth and to be open to and endorse creative ideas.

GOAL #1 SUSTAINABILITY

WSPTA will, through its actions, ensure the continued sustainability and relevance of the association.

WSPTA welcomed the following new PTAs in 2018-2019:

- Stevens Creek PTA 7.6.7 – 07/2018
- Riverbend PTSA 15.2.20 – 07/2018
- Wilburton Elementary PTA 2.3.15 – 07/2018
- Tehaleh Heights Elementary PTA 5.8.5 – 08/2018
- Emerson PTA 6.15.100 – 08/2018
- Sartori Elementary PTA 9.11.25 – 08/2018
- Thorne Creek Elementary PTA 6.15.80 – 10/2018
- Rainier View PTSA 6.15.65 – 01/2019
- Wainwright PTA 10.9.220 – 01/2019
- Lincoln High School PTSA 6.15.485 – 03/2019
- MLK Allstars PTA 11.2.37 – 04/2019
- Greater Pierce Special Needs PTA 5.13.5 – 04/2019
- Magnolia Elementary PTA 6.15.2 – 05/2019
- Timberline Middle PTSA - 05/2019
- Pioneer Elementary PTA 9.2.30 – 06/2019

2018-2019 National PTA Schools of Excellence

- Blaine PTA, 6.15.45, Seattle
- Cascadia PTA (AKA SNAPP PTA), 6.15.324, Seattle
- Daffodil Valley PTA, 5.8.12, Sumner
- Edgerton Elementary PTA, 5.7.4, Puyallup
- Foothills Elementary PTA, 5.9.10, Buckley
- Greenacres Elementary PTA, 15.2.25, Spokane Valley
- Gregory Heights PTSA, 9.5.50, Burien
- Nelson Elementary PTA, 5.3.18, Graham
- Norman Rockwell PTA, 2.8.47, Redmond
- Orca K-8 PTSA, 6.15.285, Seattle
- Peter G. Schmidt Elementary PTA, 4.4.27, Tumwater
- Terrace Park PTA, 7.2.17, Mountlake Terrace.

Charter and Sustain Local PTAs

Washington State PTA helps to guide groups through the steps for each local PTA to become an independent nonprofit business including requirements necessary to ensure compliance with state and federal laws. The process is unique to each potential local PTA, but there are general steps that every local PTA will take to begin chartering. Local PTAs combined in 2018-2019 to recruit 128,000 members to advocate for children and youth.

WSPTA has a “growth and development” committee that has developed resources for region directors and staff to offer support and assistance throughout the charter process. These resources are shared with parent groups to help plan the steps necessary for a successful charter to occur.

Standards of Affiliation (SOA)

To provide support and guidance to our local PTAs and councils, Washington State PTA provides the Standards of Affiliation (SOA) Agreement Checklist to help navigate legal requirements. Completing this checklist will help local PTA and council leaders ensure their independent nonprofit business remains current with all IRS, state, insurance, and PTA requirements. Per the *WSPTA Uniform Bylaws*, a local PTA or council in good standing is one that meets the criteria in the standards of affiliation agreement. Local PTAs and councils are encouraged to include their entire board of directors in this work and to keep their membership up to date with their progress.

National PTA School of Excellence



By enrolling in this program, PTAs and school administrators are making a year-long commitment in identifying and

implementing an action plan for school improvement based on PTA's National Standards for Family-School Partnerships. Those that exhibit improvement are honored as National PTA Schools of Excellence, a distinction that spans two years. Honorees receive celebration tools and automatic consideration for the Phoebe Apperson Hearst Award and a \$2,000 grant for their school. PTAs are encouraged to renew their designation each year, or every other year, to continue to build on their momentum.

The School of Excellence designation will help attract new, action-oriented PTA members who want to focus on the issues that affect our children the most. And being a National PTA School of Excellence will open the door to other honors and opportunities for schools.

“This program is a great tool for schools working on collaboration between school/PTA and school/parents. Well done!”

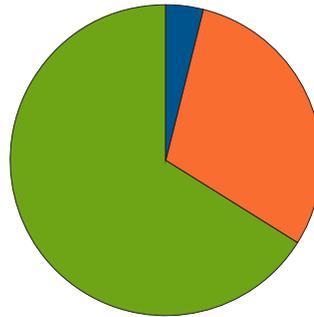
—Stacy Hatch, Norman Rockwell PTA

GOAL #2 FINANCIAL STABILITY

WSPTA will incorporate best business practices and use of viable financial platforms, practices, and process to ensure the financial success of the association.

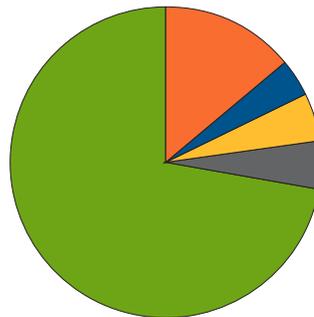
Oversight of our association’s finances is the main job of the finance officer, and I was fortunate to work with a dedicated team of staff and volunteers over the past several years. This team is called the corporate finance committee or “CFC”.

In July of 2018, the CFC drafted three main goals for the fiscal year. The first goal was to create a reusable library of short educational articles for treasurers. With the help of our communications team, these were shared on social media and in our newsletter, and more are scheduled for the upcoming year. The second goal was to update the finance officer and CFC job descriptions and communicate these more clearly for future leaders. President Nims assisted us with this project, and we now have a great working document not just for our committee, but for other roles as well. Finally, we had meaningful, transparent discussions regarding our budget and policies, and proposed amendments to the board of directors. The board reviewed and agreed with the proposals. In addition to those goals, and with the help of the leadership director, we created new money handling best practices resources for local leaders and offered webinar learning opportunities to reach as many people as possible.



2018–19 Expenses \$926,774

- Program Services 66%
- Management & General 30%
- Membership Recruitment 4%



2018–19 Income \$1,020,169

- Membership Dues 72%
- Events 14%
- Contributions 4%
- Programs 5%
- Investments 5%

I am proud of the work we accomplished, and I truly enjoyed my term as finance officer.

Janice Kutzera
Washington State PTA Finance Officer, 2017–2019



**We do not inherit the Earth
from our Ancestors, we
borrow it from our children.
— American Proverb**

**Children represent
the future,
encourage, support
and guide them.
—Catherine Pulsifer**



GOAL #3 LEADERSHIP

WSPTA will ensure leadership and management skill sets for members as they lead into the future.

Leadership Academy Washington State PTA

The annual 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 WSPTA, to encourage good business practices and to provide peer recognition for the commitment and gift of volunteer time necessary to achieve leadership status.

The top leaders are called Crystal-level leaders and are knowledgeable and impactful within WSPTA and in the communities, in their school districts, and in Washington state, on behalf of WSPTA. They are mentors who serve by growing others in leadership. This prestigious award is celebrated annually at the association's convention.

2019 Leadership Academy Awardees

Crystal Level

Nancy Chamberlain
Janitzia Pizarro
Sherry Rudolph
Monika Scotti
Lisa Shank
Amanda Shipman

Gold Level

Heidi DuPuis
Michelle Rylands
Theresa Tenney

Silver Level

Victoria Emerson
Kandy Schendel

Bronze Level

Sydney Costello
Linda Farnsworth
Melanie Uptgraft
Sara Wendell
Robin Zaback

The leadership committee was hard at work during the 2018 – 2019 year. Our priority was to expand Washington State PTA's education channels and bring information to PTA leaders across the state in the way that works best for them. With that in mind, the group expanded WSPTA's use of recorded trainings, adding several classes to the website for quick and easy access, any time. We created a year-long schedule of webinars so that leaders could access a variety of training, including PTA and the Law, from the comfort of their own home. In-person training is still available across the state, but the use of webinars and recorded training allows leaders to attend on their own terms, at the time and in the place that is right for them. The leadership committee also wanted leaders to be able to download and use forms and materials right away, so we added a variety of new print-and-use options to the leadership materials on the website.



The committee created a fresh look for the WSPTA Leadership Conference. The large-group leadership seminar brought perspectives on topics requested by leaders across the state, including conflict management and mediation, goal setting, customer service, and how to have challenging conversations. Region meetings provided time for local leaders to meet and set their yearly goals.



The committee created a class matrix for the 2019 Washington State PTA Convention that included nearly 70 class sessions. Over 40 classes were reviewed and updated to ensure that each class was current and appealing. Seven new classes were presented at convention this year: I'm In Charge – So Now What? Six Steps for New Leaders, an overview of effective leadership transitions; Change: Powered by PTA, detailing the process and power of local PTA advocacy; Sponsors, Ads, and Grants: Developing Revenue Sources, an in-depth look at fundraising options; Programs, Events, and Fundraisers: Development and Management, a look at building new PTA programs and events; Revive Your Programs to Engage Your Community, to help PTAs bring family engagement to the forefront of their work; Volunteer Appreciation: Avoid Burnout and Keep People Engaged, to provide ideas for keeping PTA volunteers happy and engaged; and Speak Up! Tips for Public Speaking, to build leaders comfortable with the public speaking part of their jobs.

Julie Haase

Washington State PTA Leadership Director, 2017-2019

2019 CONVENTION

The 106th Annual WSPTA Convention was back in SeaTac, Washington. The convention theme was “Powered by PTA”, and attendees discovered their PTA Power! Attendees were challenged to take this PTA Power back to their local PTAs or councils to continue the excitement and inspiration after convention.



Recognition

Students were recognized from our WSPTA Reflections program, PTA Men’s Essay contest, and our scholarship program.

Local PTAs and councils were recognized with membership awards and Awards of Excellence. This year’s Outstanding PTA of the Year was also announced.

Congratulations to Cedar Wood PTA 7.3.3, winner for the elementary division; and HM Jackson High PTSA 7.3.95, winner in the secondary division!

The following state-level awards were given out:

- Outstanding Advocate – Heidi Bennett
- Outstanding Educator - Dr. Michelle Reid, Northshore School District Superintendent
- Outstanding Service – Leanne Hawkins
- Outstanding Student Advocate – Mitchell Klein
- Honorary Life Membership – Rollie Cox



Learning

There were eight class sessions with a total of 64 class options, both position and mission specific, with a total of 10 brand new classes.



Association Business

The 2019-2021 WSPTA board of directors were elected and installed.

For the office of...

- President: Janice Kutzera
- Vice President: Julie Haase
- Secretary: Tania Skinner
- Finance Officer: Nancy Chamberlain
- FACE Director: Kimberli Swenson
- Leadership Director: Shelby Reynolds
- Membership Director: Kim Kuhne
- Program Director: Sharon Pfeiffer
- Area B Vice President: Sherry Rudolph
- Area C Vice President: Kandy Schendel
- Area D Vice President: Connie Andrews
- Area E Vice President: Angela Steck

Delegates also passed seven amendments to the *WSPTA Uniform Bylaws*.



Inspiration

The Washington State and National Teacher of the Year, Mandy Manning, shared some very inspiring words and stories with our attendees.

Leslie Boggs, National PTA President-Elect, also gave an inspirational keynote address.



Networking/Coaching

Attendees had the opportunity to meet and network with their council, region and state leaders.

Back by popular demand were the PowerUp coaching sessions. Attendees needing advice or an opportunity to brainstorm had the ability to get feedback and input from experienced PTA leaders from across the state.

GOAL #4 FUTURE VIEW

WSPTA will align and integrate strategies of state-level mission support and impact functions.

Washington State PTA understands that for every child to reach their potential, we must engage our members to advocate for laws, policies and systems that support all aspects of health, safety and education for children and youth, from preschool through post-secondary education. At the 2018 WSPTA Convention, delegates approved a bylaws change from legislative director (and committee) to advocacy director to more accurately reflect the scope of our work. While we have a robust legislative program, WSPTA advocates in many ways and with decision-makers at all levels, not just legislators.



Part of the power of PTA is our reputation with public policy makers. As the oldest and largest child advocacy organization in the state, WSPTA is seen as THE voice of the families and students in Washington, and we are called on to bring that parent voice to a wide variety of workgroups and coalitions that work toward fulfilling our mission, including: Childhood Obesity Prevention Coalition, College Promise Coalition, Early Learning Advisory Council, Expanded Learning Opportunities Network, Graduation — A Team Effort Partnership Advisory Committee, Language Access Workgroup, Learning First Alliance — LFA, Network for Excellence in Washington Schools — Board of Trustees, Online Learning Advisory Council, OSPI School Day Task Force, Ready WA, Safe Kids Washington Advisory Council, School Safety and Student Wellbeing Advisory Committee, Sexual Health Education Workgroup, Social Emotional Learning Committee, Special Education Advisory Council (SEAC), Teacher Principal Evaluation Program Steering Committee, WA State Dept of Health Technical Advisory Committee — Immunizations workgroup, WA State Governor’s Healthiest Next Generation Advisory Committee and WHY Coalition (WA Healthy Youth)

Washington State PTA is also one of the few state PTAs with a true grassroots advocacy agenda: our policy positions come from members, who take their passion to make changes for kids and turn that into a proposal for either a short-term legislative issue or

long-term legislative principles or resolutions. The advocacy committee, resolutions committee and board of directors carefully vet the proposals, but then members get the final say during the exciting and dynamic process of debate and voting at legislative assembly.

In 2018–19, members adopted two new legislative principles in the category of Health and Well-Being of Children and Youth, which further broadened the scope of our advocacy work:

The WSPTA shall identify and initiate education and action on public policy that protects and promotes the health and welfare of children and youth. The association shall support:

- Evidence-based policies that reduce or reverse adverse health effects of indoor or outdoor environmental conditions
- Reduction or elimination of all forms of violence to ensure safety of students, staff and communities

Members also adopted seven new resolutions and revised one at WSPTA Convention and legislative assembly: Best Practices — Recess and Physical Activity, Equitable Access to Highly Capable Services, Improving Outcomes for Foster and Homeless Youth, Improving Outcomes in Special Education, Mitigating the Health Effects of Climate Change, Sexual Violence and Harassment Prevention and Survivor Supports, School Nutrition (revision) and Universal Design for Learning.

At legislative assembly, members also adopted a brand-new legislative platform, which set our priorities for the 2019 and 2020 legislative sessions:

Top 5: Social Emotional Learning, School Construction and Simple Majority for Bonds, Prevent Gun Violence, Strategies to Address the Teacher Shortage and Strategic K-12 Investments to Close Gaps

And also supported issues: Best Practices for School Meals — Lunch, Best Practices for School Recess, Engaging Families for Student Success, Fund Paraeducator Training, Increase Access to High-Quality Preschool, Raise the Age of Tobacco and Electronic Nicotine Delivery Systems to 21 and Safe School Plans and Emergency Preparedness

Once we have our priorities, the real work of advocacy begins. The advocacy committee produced one-page policy papers for all 12 issues on our platform, to aid members and legislators in understanding the policy problems and solutions we propose. With guidance from our legislative consultant Marie Sullivan, who works directly with legislators on behalf of WSPTA, our members gave testimony 46 times on bills aligned to our positions during the 2019 legislative session.

This grassroots presence in Olympia made a HUGE difference — we saw 8 of our 12 legislative priorities, including 4 of our top 5, have 18 bills pass into law in the 2019 legislative session! Member testimony was instrumental on bills, and several of our suggested amendments found their way into bills that are now law. For example, every school and district must have a student/family reunification plan and communicate that plan to families, staff and emergency responders - a simple idea that was added to the new school safety law due to WSPTA member testimony!



Although our annual Focus Day for in-person advocacy in Olympia was canceled due to “Snowmageddon,” members still let their voices be heard through participation in our virtual advocacy campaign, Advocacy Week, when prewritten action alerts are sent out each day. Legislators received hundreds of messages, keeping WSPTA priorities in the front of their minds as they took their votes in committees and on final passage of bills.

Some of the many new laws aligned to WSPTA long- and short-term positions include:

- Creation of the Social Emotional Learning Work Group in statute and formal adoption of the SEL framework by OSPI;
- Passage of comprehensive bills to address the teacher shortage issue and improve school safety;
- Additional levy authority and protection of Local Effort Assistance for school districts struggling to provide student-focused enrichment programs;

- Funding increases for students receiving special education services, and a focus on inclusionary classrooms for students with disabilities;
- Adoption of legislation to address gun violence
- Funding for demonstration sites to prove the concept of 20-minutes seated school lunch;
- Funding for two days of training in the Fundamental Course of Study for paraeducators, starting with the 2019–20 school year;
- Expansion of the opportunities for income-eligible preschool students
- Raising the legal age to use tobacco and/or vape products to 21;
- Delinking of high school assessments from high school graduation;
- Increasing access and affordability of post-secondary through the new Washington College Grant Program and expansion of the College Bound Program eligibility;
- Establishment of a Career Connected Learning Program.

More details on specific legislation aligned to WSPTA positions can be found in the 2019 End of Legislative Session Report on the Advocacy web page.

Advocacy does not just happen in Olympia — every day decisions are being made in cities, school districts and schools, so knowing how to engage with school boards and city and county councils is instrumental for seeing WSPTA priorities actually make a difference for children and youth. Recognizing that, WSPTA focused on training our local PTA and council leaders and members to advocate locally. WSPTA presented advocacy training at convention, legislative assembly, region conferences, and has trainings that can be customized for local PTA meetings.

Local PTAs and councils are doing outstanding work advocating on the PTA mission all over the state. WSPTA recognized those local advocacy efforts through the Advocacy Awards of Excellence. The award winners for 2018–19 were:

Mercer Island Council PTSA (Gold) — for their work around preventing gun violence

Bellevue Council PTSA (Gold) — for their student advocacy campaign

Northshore Council PTSA (Silver) — for the candidate forum for legislative districts 1, 45 and 46

Finally, WSPTA recognizes that policy work is not a sprint, but a relay race, where PTA members both do the work of advocacy and mentor the next generation of advocates. WSPTA had the pleasure of honoring the decade plus work on behalf of all the children and youth of Washington State by bestowing the Outstanding Advocate Award to Heidi Bennett.

Nancy Chamberlain
Washington State PTA Advocacy Director, 2017–2019

GOAL #5 COMMUNICATIONS



“Leadership News” is a weekly e-newsletter sent to all PTA leaders in Washington state.

This message communicates tips, important dates and other pertinent information to help leaders in their volunteer work.



Membership News” is a quarterly e-newsletter sent to all PTA members in Washington state. This message communicates information regarding advocacy, student programs, member benefits, etc.



“Membership Mondays” are a Facebook regular throughout the PTA year.



“Membership Made Easy” is a monthly newsletter to membership chairs and stakeholders that offers updates, tips, and inspiration for year-round membership efforts.



The “Convention Newsletter” debuted in March 2019 and was sent weekly to registered convention attendees. This vehicle brought information on all things WSPTA Convention – registration, speakers, association business, classes, tips, etc. directly to members inboxes up to the week of convention and a post-event wrap up.

WSPTA will use social media, communications and marketing plans as a collective resource and management tool to enhance the WSPTA story.

WSPTA is a forward-thinking association built on the core value of pioneering. This core value is key in building strategies that provide relevant and engaging content today, as well as pushing the boundaries for new platforms, new ways to package information, and new ways to share the WSPTA vision and mission.

An association is more than a logo or slogan. A brand captures how the organization is perceived and how the organization wants to be perceived. An organization’s brand is built on feelings, perceptions, and performance by those who are impacted by the organization’s actions.

The brand of the Washington State PTA lies within its vision and mission.



Scope of WSPTA Communications Channels

Website

The WSPTA website, www.wastatepta.org, is the main repository of information and resources for the organization and is updated regularly.

An important component of our website is the WSPTA Blog. Blog posts are used to communicate information from an advocacy standpoint, as well as timely leadership tips and features.

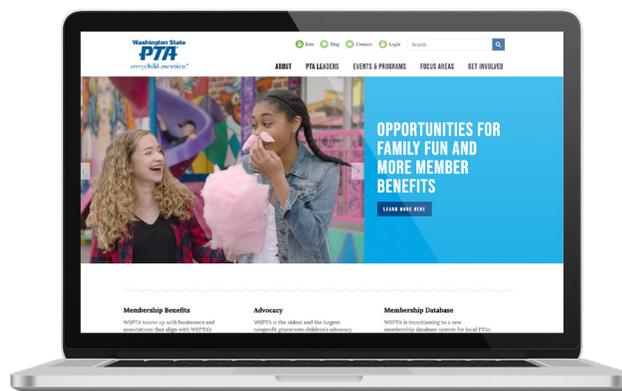
Social Media

The purpose of social media use in our association is foremost to engage and connect with our leaders and members.

WSPTA uses Facebook, Twitter and YouTube on a regular basis to communicate a wide variety of information.

Other Communications

Targeted email messages are also used on an as-needed basis to call attention to a specific issue or announcement.



GOAL #6 TECHNOLOGY

WSPTA will use technology as a collective resource and management tool.

It is both the strength and weakness of technology that it evolves so quickly. Determining when to invest the time and energy into a new platform can be challenging. Trying new things and adapting to the changing needs of members from all generations continues to be important to the association.

Offering resources and information that is easily accessible by smartphone will remain an important goal. Content will need to be searchable, easily accessible, more visual and parsed in smaller segments.

Membership Database



The power of PTA is in its members. WSPTA is pleased to provide a membership database system as part of the value of being an affiliated PTA. This tool allows PTAs to know exactly who each of their members are and to reach out to them directly.

WSPTA remains one of the few state constituent associations to utilize an electronic membership card. This allows members to save the card to their phone and use when accessing a number of membership benefits.

Through the membership database system, each local PTA can customize the “welcome” message that accompanies each membership card. In addition, they can send messages through the system regarding events and programs as well as renewal notification for membership. This system brought online in 2015 has reduced the time required by volunteers to maintain and update their member records.

STUDENT-CENTERED PROGRAMS

National PTA Reflections Program

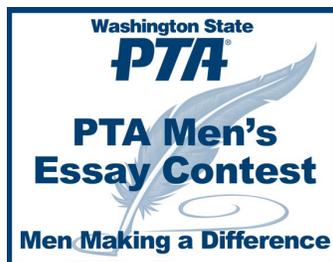
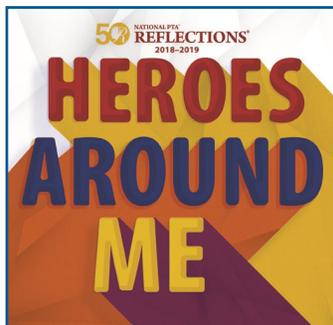
This year's National PTA/Washington State PTA Reflections program was a huge success. The theme was “Heroes Around Me”. The awards ceremony took place on April 20, 2019 at Issaquah High School. Fun was had by all at this annual heartwarming event showcasing this year's student achievement in the arts.

PTA Men's Essay Contest

For the 15th year, Washington State PTA conducted a statewide essay contest so that young people could describe, from their unique perspectives, how males in their lives make positive differences for them. Essays were scored based upon the Common Core Standards for Writing and by content of the essay. 56 students entered this year's contest. The winners were showcased at the awards ceremony held at Issaquah High School on April 20, 2019.

WSPTA Scholarship Program

Washington State PTA offers three \$3,000 scholarships and one \$1,000 scholarship 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 scholarship may be used to offset the cost of tuition, books, supplies, room and/or board. Students are required to have a GPA of at least 3.4 (on a scale of 4.0); attend a school with an active PTA/PTSA; and answer an essay question.

WSPTA //Game Development

The WSPTA//Game Development Competition is a STEM-based program, introduced in 2016, to encourage and support student success. Students in grades 9-12 (or 7 and 8 grade students as part of a larger group of 9th graders or older) attending a school with a PTA in good standing may participate and share their knowledge of computer science based on an assigned theme. The purpose is to provide an opportunity for students, either individually or in teams of up to six members, to use their creative talents and express themselves by developing a computer game. Students' submissions are judged in the following areas: game of the year, arts and animation, game design, programming (code), and audio design. The 2018-2019 theme was “Time.” The awards ceremony was held April 20 at Issaquah High School.

SPONSORS AND PARTNERS

Partnerships that Support Our Mission – The Whole Child

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



Member Benefits

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.

Coalitions

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



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