

POWER OF CONNECTION

Washington State
PTA[®]
everychild. one voice.

**WASHINGTON STATE PTA ANNUAL REPORT OF THE ASSOCIATION
2020-2021**

PRESIDENT'S MESSAGE

Washington State PTA had another successful year!

With the uncertainties surrounding education caused by the pandemic and school closures, we knew that our PTAs needed our help. The research done in preparation for running our virtual 2020 convention, combined with lessons learned by PTAs across the country put us in a position to teach Washington PTAs how to pivot their programs and maintain services at the local level. We called this our "Now More Than Ever" campaign. Specific tools related to health and safety, advocacy, finances, remote learning, running meetings, and programs were communicated to our leaders in a variety of ways. More information was given during our virtual Leadership Conference and summer retreats. This made a difference for them, and these efforts continue as PTAs navigate the reopening of schools.

Advocacy is at the core of our mission. Every two years our members have the opportunity to propose and adopt new legislative priorities, so we needed to create a way of running the event virtually. We built on what we knew from our convention experience and added debate, amendments, and live voting. The result at Legislative Assembly in October was a huge success based on increased attendance and geographical participation as well as a bold, new platform. We used this platform in our remote testimony on a variety of legislation both federally and in Olympia. It was a robust session, and our advocates made a real difference.

In response to a resolution our members passed on dismantling institutional and systemic racism, which included improvement directives for language access, restorative justice, the removal of barriers to special education services and more, the board of directors chartered a Diversity, Equity, and Inclusion (DEI) task force last November. This task force submitted a detailed and thoughtful report with recommendations in May that will be useful in evaluating and prioritizing our next steps towards improvements in these areas.

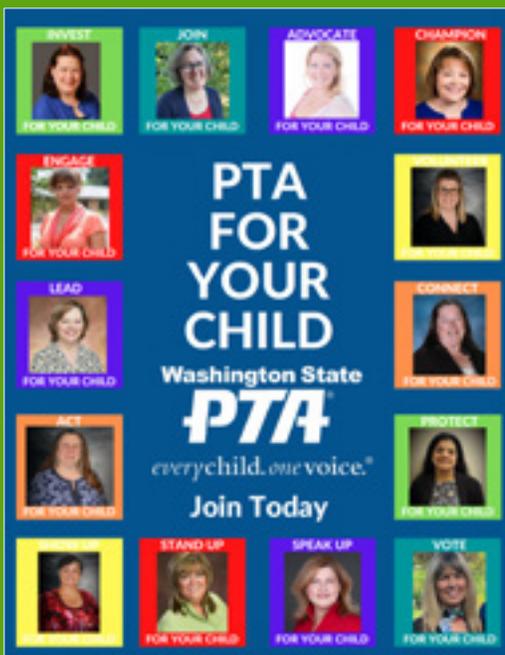
We ended our year with another amazing virtual convention, and were able to elect new officers, debate and adopt bylaw amendments, and offer a large number of training opportunities to our members. Keynote speakers and small group networking rounded out our "Power of Connection" event.



Washington State PTA has been using our collective voice to advocate for children and families for 116 years. Striving towards the vision of making every child's potential a reality is the heartbeat of our work, and I am incredibly proud of the progress we've made during such challenging times. Being the president of this association has been my honor and privilege.

Janice Kutzera
WSPTA President, 2019-2021

2019-21 BOARD OF DIRECTORS & EXECUTIVE DIRECTOR



Janice Kutzera,
President

Kimberli Swenson,
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Jay Pulacode,
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Julie Haase,
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Area A Vice President

Andrew Estep, CAE
Executive Director

WSPTA VISION/MISSION/WHOLE CHILD APPROACH

WSPTA Vision

Making every child's potential a reality.

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 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.

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 116 years.

ADVOCACY

I had the honor and privilege of sharing the innovative work of the 2020-2021 Legislative Team - comprised of members of the Advocacy and Resolution Committees and member submitters of our two-year platform.



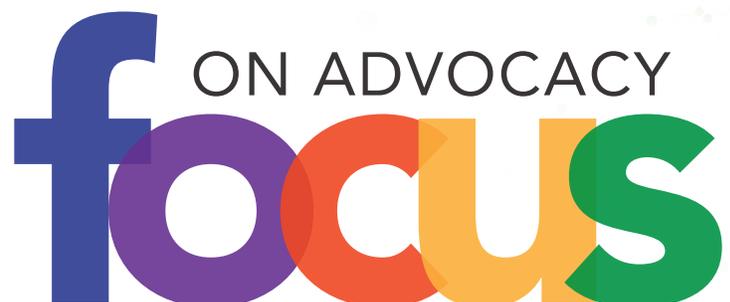
The advocacy team hit the ground running in June 2019 and really didn't let up until May 2021. Holding Legislative Assembly virtually was painstakingly researched by staff and PTA advocacy leaders. The result was higher attendance than ever before and a brand new multi-faceted platform. Once the platform was adopted by members, the team updated resources for informing both legislators and our members. We also held two pre-session webinars featuring the wonderful Marie Sullivan, our legislative consultant.

An entirely virtual legislative session made way for innovation this year. It was exciting to see true statewide participation in testimony. It enlarged our pool of testifiers since the playing field was leveled by video conferencing. Behind each of the actual testimonies is the comparing of the bill tracker to our platform to make sure it aligns. Then there's writing, editing, and re-writing multiple versions just in case the committee chair decides to cut the time short. Everyone on the Thursday night advocacy committee calls had a role to play. We talked about this being an unprecedented year and, for WSPTA advocacy, it truly was. Again and again, the amendments we asked for in testimony or written to legislators were accepted. Minds were changed, based on our advocacy efforts.

As we became more knowledgeable about the processes of the virtual session, we were able to leverage some to our advantage. At one of our meetings, the team thought we could try asking you, the members, to sign in pro for the Lead in Drinking Water bill. Over 600 parent advocates signed in as pro, and it had an immense impact on the bill making it all the way to the governor's desk. We also had meetings bringing parents to talk to the governor about reopening schools. Those meetings plus the record number of WSPTA members attending National PTA's virtual Legislative Conference brought many new parents to advocacy for the first time.

Thanks to all our WSPTA advocates for creating a culture that speaks truth to make sure every child makes their potential a reality.

Sherry Rudolph
WSPTA Advocacy Director, 2019-2021



NATIONAL PTA DIVERSITY, EQUITY, AND INCLUSION ADVOCACY AWARD

Congratulations Seattle Council PTSA on your 2021 National PTA Diversity, Equity, and Inclusion Advocacy Award!

The photo is from National PTA's 2021 LegCon session on Wednesday, March 10. Most notably, Seattle Council PTSA was recognized for their advocacy for an anti-racism policy in Seattle Public Schools. The policy has been the subject of intense interest and discussion by their school board.

Washington State PTA salutes SCPTSA and applauds their tireless advocacy!



FAMILY & COMMUNITY ENGAGEMENT (FACE)

Family and Community Engagement is the foundation of everything we do in PTA. Providing fun programs and events for families and students, helping families navigate the school system, connecting families to community resources, advocating, and creating awareness of issues important to your school, families, and community. These are all examples of FACE that our local PTAs do every day.

At Washington State PTA, the mission of FACE is to proactively listen to and respond to the concerns of our local PTAs and to enlist the participation of families and community stakeholders in meaningful conversations about how PTA can best partner and to address their needs and help students and families prosper. This means re-thinking our methods of communication so that all families, regardless of their nationality and native language, age group, or economic status can actively participate in PTA programs and events and engage as leaders.

We have begun researching translation options so that we can help our PTAs to better communicate with the diverse cultures in their schools to include all families. We are developing a strategy to connect with cultural leaders and stakeholders across the state to evaluate how to ensure PTA provides relevant resources and programs for their communities, as well as opportunities for our diverse parents and caregivers to participate as PTA leaders.

The past year has been full of emotions and changes due to the pandemic and social justice issues. Navigating a suddenly virtual world has been a difficult adjustment, but we have seen the hard work and perseverance of our local PTAs thrive as they have recreated beloved programs and activities and developed new and innovative strategies to engage with their school communities.

Washington State PTA has also been steady at the grindstone, working hard to ensure that our programs are



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accessible and our local PTA leaders are supported through though this new virtual environment. We have listened to and responded to our members concern for equity issues and have created a Diversity, Equity, and Inclusion taskforce so that we can evaluate our association from the ground up and ensure that we are providing a welcoming environment and equal opportunity to all.

While our world seems to be ever more rapidly changing, one thing remains firm. Washington State PTA will always stand on the motto: Every Child. One Voice.

Kimberli Swenson
WSPTA Family & Community Engagement Director, 2019-2021

FINANCE

WSPTA has faced and overcome many challenges during my term as Finance Officer, as the pandemic affected every aspect of PTA function. Despite declining membership and needing to shift to virtual events, WSPTA continues to be in good financial condition, with healthy reserves and a clean audit for fiscal year (FY) 2020.

WSPTA has continued the multi-year trend of reexamining operations to lower expenses, while continuing to prioritize advocacy and programs and services to leaders and members. Overall, WSPTA has lowered expenses by 22% since 2018.

In FY 2020, WSPTA saved costs by moving to a right-sized office, enabling upgrades to technology for staff. This facilitated a nearly seamless transition to remote work and allowed our staff to continue its outstanding support of PTA leaders. WSPTA shifted to a virtual convention and legislative assembly in 2020, which decreased costs but greatly increased participation, due to the lower barriers for attendance. Providing trainings and direct service to PTAs virtually have also reduced our travel expenses, while increasing interactions with local PTA and council leaders.

On the revenue side, WSPTA continues to be dependent on membership dues, which represent 74% of our total income. The pandemic has made the existing trend of declining membership worse. In FY 2020, total membership slipped 10% from FY 2019, as did revenue from dues. As of 03-01-2021, statewide membership has declined to about 53% of FY 2020, so revenues will be down sharply in FY 2021. However, WSPTA has followed the advice we give local PTAs – have a prudent reserve for rainy days. WSPTA will weather this storm.

WSPTA has made a goal to increase non-membership dues-related sources of revenue. Last year, we couldn't have exhibitors at our virtual convention, but our sponsors continued to support our mission, for which we are grateful. With the new virtual conference platform, we can once again host exhibitors.

Just like in local PTAs, providing oversight of the finances is NOT up to one person! The Corporate Finance Committee is a group of board and non-board volunteers who work with the executive director and me to meet our goal of being a well-managed and fiscally sound association. We have had many thoughtful and probing conversations the past two years, and I truly appreciate all their contributions.

One of our priorities is to make running a PTA easier, so we are constantly improving our trainings and resources. There were major updates to the trainings and handbooks for treasurers and the Managing Your Nonprofit PTA training, and other resources were revised for the digital age.

It has truly been an honor serving as your finance officer these last two years.

Nancy Chamberlain
 WSPTA Finance Officer 2019-2021



**2020-21
 EXPENSES
 \$736,124**

- Administrative 33%
- Advocacy 12%
- Communications 8%
- Governance 7%
- Membership 29%
- Training 11%



**2020-21
 INCOME
 \$839,425**

- Membership Dues 44%
- Events 1%
- Contributions 9%
- Advertising 2%
- Investments 37%
- Federal Stimulus 7%

LEADERSHIP

"We're here for a reason. I believe a bit of the reason is to throw little torches out to lead people through the dark."
— Whoopi Goldberg

Whoopi's words hold power for all of us who have been stretching our leadership skills to serve our communities this year. WSPTA has been "throwing little torches" to our members and families in new and exciting ways, leveraging technology, and rethinking how we grow our leaders. If anything, the COVID pandemic has given us a new platform for connecting with one another in community to learn and share in partnership across the state.

Our pivot in 2020 to move to virtual platforms to deliver trainings and connect with each other across the state has completely transformed how we provide support and growth opportunities to experienced and new leaders. Our region directors and service delivery teams provided over 50 online learning opportunities for local and council leaders this year, breaking somewhat from the traditional model of an in-person conference each fall. This effort really drives home the idea that we are always learning and growing.

Our success with virtual trainings and meetings has also allowed us to provide resources and supports for councils and local PTAs in using technology for their own practices. We've reimagined financial reviews, retreats, and meetings.

The most incredible opportunity we have is in the hosting of our annual convention, which is virtual again in 2021. This year we offered almost triple the number of sessions at convention, including some amazing guest presenters on several timely topics, such as mental health, diversifying your PTA, and meeting the challenges of a virtual world in supporting secondary students and families.



As we continue to move through our "new normal" and learn more about how we can leverage technology to reach a broader audience, we cannot forget the importance of voice in our leadership. While we have made great efforts to diversify our WSPTA leadership, now more than ever, we need to seek out and lift the voices of some of our most underrepresented groups so that our future training and leadership programs can truly support those that we serve: families and students.

Shelby Reynolds
WSPTA Leadership Director, 2019-2021

WASHINGTON STATE PTA HONORS AWARD RECIPIENTS AND INSTALLS NEW OFFICERS AT 108TH ANNUAL CONVENTION

Washington State PTA held its second virtual convention May 18-23 and accommodated over 800 attendees with participants covering all regions in the state as well as participants from across the country. Each day attendees could attend professional development webinars using a video conferencing application which worked through a virtual events platform. The app provided a myriad of engagement options as well as access to all webinars, meetings, and event materials.

Convention attendees were able to participate in over 90 sessions, affording them the opportunity to learn about position-based skills, managing a nonprofit business, diversity and inclusion, advocacy and so much more. In addition, attendees could sign up for one-on-one coaching sessions to help them with specific issues and participate in several separate social networking and game activities.

The business of the association was conducted on Saturday, May 22. The delegates approved three amendments to the *WSPTA Uniform Bylaws*. In addition, candidates nominated for the WSPTA board of directors were elected, and they were installed during the final general session of convention.

Each general session included highlights from our student programs: Reflections, WSPTA Essay Contest, and the WSPTA Game Development Competition. Also featured were keynote and inspirational speeches by leaders in the field sharing messages about diversity and inclusion. Awards for local PTAs, councils, and individuals were presented. WSPTA awarded their prestigious honors to individuals for Outstanding Advocate, Susan Baird-Joshi; Outstanding Service, Michelle Nims; Honorary Lifetime Membership, Connie Andrews and the Friend of Children Award was given to the team at the Governor's Office of the Education Ombuds.



Outstanding Primary PTA
Mark Twain Elementary PTSA 2.8.65



Outstanding Secondary PTA
Skyview Middle School PTSA 6.10.69



Lifetime Membership Award
Connie Andrews



Outstanding Advocate
Susan Baird-Joshi



Outstanding Service
Michelle Nims

MEMBERSHIP



Membership in local PTAs was driven by two main factors for 2020-2021: the strength of the relationship with school administration and the ability to lead PTA virtually. Overall, membership in WSPTA finished at near 60% of the total for the 2019-2020 school year. Even with the declines, many local PTAs in Washington had success in growing their membership numbers over last year. Successful PTAs have stated repeatedly that they were able to achieve their goals because their school administrators gave them full support in how they reached out to parents, through school emails, handouts at grab-and-go events, and encouraging staff to become members. Many local PTAs also credit setting up methods for people to join online and being able to host meetings and activities online as the reason why they saw growth this year.

The WSPTA Membership Committee worked to encourage local PTAs to stay active while working around COVID-19 restrictions on in-person interactions. Weekly Membership Monday Facebook posts and monthly membership newsletters, "Membership Made Easy," advertised National PTA's new membership marketing materials and materials from WSPTA and National PTA on how to successfully lead PTAs virtually. These tools helped PTAs adapt to holding membership, board meetings, and other activities online.

To keep the positive energy high, three membership contests were held in 2020-2021. They were open to any PTA that was in good standing and met the specific eligibility requirements for the specific contest. To be eligible for the first contest, local PTAs needed to have the required 25 members entered in the membership database by October 31. For the second contest, local PTAs needed to have earned any growth award to qualify. For the final contest, local PTAs needed to add seven members between March 1 and April 15. For each contest, a winner was chosen from each of the five areas of the state from those PTAs that met the qualifications. In total, 15 PTAs won prizes.

The WSPTA Membership Committee recognizes the local PTA that have earned the 100% Membership and 100% Staff Membership Awards by the March 15 deadline. This year, four PTAs earned the 100% Membership Award, and 46 local PTAs earned the 100% Staff Membership Award. These awards were earned by PTAs that had school administrators actively advocating for the support of their PTAs.

Local PTAs that earned 100% Staff Membership for 2020-2021 were:



- Clear Creek PTSA, #1.3.13
- Pine Crest Elementary PTA, #1.3.18
- Sunnyslope Elementary PTA, #1.8.10
- Progress PTA, #15.2.40
- Tesla STEM PTSA, #2.08.105
- Eagle Rock Multi-Age PTA, #2.16.12
- Stillwater PTSA, #2.16.24
- Carnation PTSA, #2.16.5
- Cascade View PTA, #2.18.7
- Medina PTSA, #2.3.57
- Somerset PTSA, #2.3.80
- Issaquah Valley PTA, #2.6.11
- Maple Hills PTA, #2.6.15
- Apollo PTA, #2.6.3
- Briarwood PTA, #2.6.5
- Challenger PTA, #2.6.6
- Peter Kirk PTSA, #2.8.45
- Mark Twain PTSA, #2.8.65
- Lacey PTA #4.4.10
- Nelson PTA, #5.3.18
- Thompson PTA, #5.3.20
- Carson PTA, #5.7.3
- Pope PTA, #5.7.42
- Edward Zeiger PTA, #5.7.79
- East Ridge PTA, #6.10.14
- Kenmore Elementary PTA, #6.10.20
- Sunrise PTA, #6.10.42
- Woodin PTA, #6.10.50
- Woodmoor PTSA, #6.10.52
- Skyview Middle PTSA, #6.10.69
- Canyon Creek PTA, #6.10.7
- Martha Lake PTA, #7.2.80
- Tambark Creek PTSA, #7.3.12
- Cedar Wood PTA, #7.3.3
- Mill Creek PTA, #7.3.37
- Silver Lake PTA, #7.3.45
- Forest View PTA, #7.3.7

- Heatherwood Middle PTA, #7.3.71
- Gateway Middle PTSA, #7.3.72
- Henry M. Jackson High PTSA, #7.3.95
- Sunnycrest PTA, #7.6.42
- Twin City PTA, #7.6.46
- Island View PTA, #8.2.25
- Fairwood PTSA, #9.7.15
- Horizon PTA, #9.7.21
- Sawyer Woods PTA, #9.7.57



Local PTAs that earned 100% Membership for 2020-2021 were:

- Eagle Rock Multi-Age PTA, #2.16.12
- Medina PTSA, #2.3.57
- Maple Hills PTA, #2.6.15
- Peter Kirk PTSA, #2.8.45

Growth in membership is always celebrated in PTA, since an increase in membership means an increase in outreach and advocacy as PTAs speak for every child. Even with decreased membership across the state, many PTAs were still able to earn growth awards this year. Bronze growth meant the PTA had at least one more member than last year. The Silver growth award meant the PTA had 5% more members than last year. The Gold growth award meant the PTA had 10% more members than last year. The Platinum growth award meant the PTA had 20% more members than last year.

MEMBERSHIP (CONTINUED)

Special recognition goes to the PTAs that have had at least three years of growth, including this year. Those PTAs are:

- Everett Special Education PTSA, #7.3.110 has grown their membership four consecutive years of growth
- Orcas Island PTSA, #8.2.40 has had three years of growth
- McClure Elementary PTA, #11.2.45 has had three years of growth

The goal for the Membership Committee was to add ten new PTAs in the 2020-2021. Thanks to the work of the Growth and Development Committee, WSPTA added seven new PTAs as of April 1:

- Innovation Lab High School PTSA #6.10.90
- Ruby Bridges Elementary PTSA #6.10.9
- Quil Ceda Tulalip PTA #7.4.30
- Lochburn Middle PTSA #10.4.105
- MLK Dreamkeepers PTA #6.15.10
- Northshore Family Parent Cooperative PTSA #6.10.100
- Bowman Creek Elementary PTA #9.2.25

Finally, the WSPTA Membership Committee continued to offer input to staff for improving the ease of use for the

membership database. Committee members also helped coach many PTAs in getting set up to sell memberships through the database.

Thank you to the leaders that helped with the WSPTA Membership Committee for 2020-2021: Kim Kuhne, chair, Amanda Cabana, Diane Pickrel, Teri Davis, Connie Andrews, Krystle Street, Carey Falter, Melissa Ebbeson, and Katie Mascio. The Growth and Development Committee was represented by Tania Skinner and Julie Haase.

Kim Kuhne
WSPTA Membership Director 2019-2021



PROGRAMS

Wow! What a year this has been. When I was elected as Program Director, I never thought that we would still be in a remote world by the end of my term. This past year has brought some unique challenges but also showed how resilient we can be. WSPTA offers programs for students to showcase their talent and awards for PTAs so they can share all the great things they are doing.

This year we took all the WSPTA programs and awards virtual. There were some bumps along the way, but we saw some amazing students and PTAs embrace the change and shine. We knew that participation could be a struggle with students and PTAs not in their buildings, but we still had over 800 students participate in the student programs and over 20 different PTAs participate in the Awards of Excellence. Overall, even with the new virtual requirements participation was on par with what we had last year.

I look back over the past few years that I have been involved in PTA and realize that while this past year has been a challenge, we also found a new way to reach out to students and PTAs that allows them to participate in ways they never did before. As we start working our way back to what I call the new normal, I believe that we will be able to take these new skills and tools and continue to make WSPTA programs bigger and better.

I could not have done any of this without the amazing group of committee chairs and committee members that have helped support WSPTA programs all year long. I also want to thank the WSPTA board of directors and the WSPTA staff for their support this year. Taking everything virtual was a big task, and they were with me the entire way. It has been such a great honor to service as your WSPTA Program Director, and I look forward to seeing these programs continue in the future.

Candy Walters
WSPTA Program Director, 2019-2021

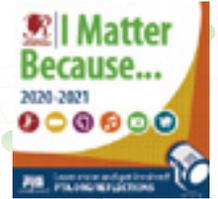
STUDENT PROGRAMS

Students across the state participate in a number of Washington State PTA programs and events. From inspiring works of art to creating board and video games to writing heartfelt essays and so much more, our students are an ongoing source of inspiration.

A special congratulations to Johan Novak from Odle Middle School PTSA for receiving the Outstanding Interpretation Award in the category of Music Composition with his piece

called "Legacy". Only one student per category, across all PTAs, is selected to receive the Outstanding Interpretation Award.

Washington State PTA also offers scholarships to graduating seniors from Washington state public high schools with an active PTA. Four \$2,500 scholarships were awarded in 2021.



AWARDS

Washington State PTA's individual and group awards programs are designed to honor the time volunteers devote to PTA and to build pride, participation in and awareness of WSPTA.

The WSPTA Leadership Service Award encourages leaders to build their portfolio of leadership development and leadership positions.



All levels are recognized with a certificate and a pin. Crystal awardees are recognized annually at the WSPTA Convention each spring. The Crystal-level awardees are as follows.

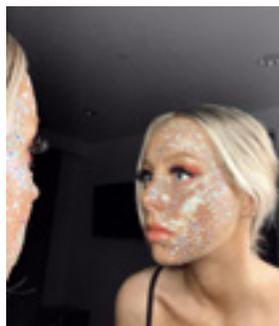
Amanda Cabana | Victoria Emerson | Kim Kuhne
Jay Pulacode | Kandy Schendel
Angela Steck | Candance Walters



These awards give recognition for outstanding efforts and motivate local PTAs and councils to provide quality service for and involvement of their members.

PTAs can submit applications for the following awards: Advocacy Award of Excellence, Family & Community Engagement Award of Excellence, Outstanding Communication Strategy, Outstanding Newsletter, Outstanding Website, PTAs Taking Significant Action, and Standards of Excellence.

Applying for these awards helps local PTAs, PTSAs and councils benchmark their efforts and become resources for other local PTAs, PTSAs and councils. Awards and programs also help build awareness of the WSPTA mission and focus.



AREA VICE PRESIDENTS

The Year of “Mask Up and Show Up!”

We have all been masked up for over a year now. Throughout this past year, many may have also felt—at least periodically—as though we were “masked” or stifled with how to keep the business of PTA moving forward. So, what did PTAs and councils do? They showed up! They kept going! As your WSPTA area vice presidents (AVPs), it was **incredible** for us to observe PTAs coming through extremely difficult, challenging times with such high-level commitment and dedication. We could not be prouder of our PTA leaders for their resilience, messages of hope, inspiration, ideation, and problem solving with care and yes, even humor! They forged ahead by holding virtual PTA meetings, attending our region and state PTA trainings and roundtables, reaching out for advice, seeking out creative ways to do business, and providing opportunities for your

community, despite the challenges. **THEY are truly our heroes.**

As state PTA area vice presidents, we have worked with all 13 regions and their respective region directors, their service delivery teams, and the region PTA/PTSA councils to fully support our local PTA leaders. It has been our pleasure to serve these past two years. As we passed the baton on June 1 to the AVPs elected during convention, this 2019-2021 AVP team ended our two-year term truly believing that the best is yet to come.

*Carrie McKenzie, Area A | Jay Pulacode, Area B
Kandy Schendel, Area C | Connie Andrews, Area D
Angela Steck, Area E*

WSPTA Area Vice Presidents, 2019-2021

COMMUNICATIONS



WEBSITE

The WSPTA website, wastatepta.org, is a digital venue to reach and engage PTA leaders and members. Over 92,000 visitors access our website annually for governance and

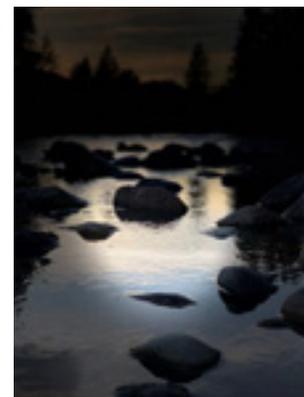
leadership resources, events, and relevant content on advocacy, safety, health, and well-being.

Annual traffic to our website breaks out as follows:
Sessions: 159,453 | Average session duration: 2:15 min.
Page views: 353,016 | Unique Page views: 290,420

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.



EMAIL COMMUNICATIONS

E-Newsletters are heavily utilized to communicate specific information for members, leaders and to promote WSPTA signature events.



Leadership News, the weekly e-newsletter sent to over 4,600 PTA leaders, is designed to relay timely and topical content to be used as leaders go about the daily business of running a successful nonprofit corporation.

Average Open Rate*: 43.31% | Average Click Rate*: 11.33%

* (Industry Average Open Rate: 17-23%; Industry Average Click-through Rate: 8.5%)

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

SUMMER 2020 INITIATIVE: PTA. NOW MORE THAN EVER.

NOW MORE THAN EVER

a special newsletter to address emerging concerns



Soon after the 2020 Convention, Washington State PTA President Janice Kutzera led an effort to build on the energy and lessons from the Convention to prepare local and council PTAs in our state for the fall of 2020. This is a report on that work.

Due to the rise of COVID-19, school buildings closed in mid-March and were closed for the rest of the 2019-2020 school year. It was clear that, whatever happened over the summer, the 2020-2021 school year would not be normal. The impact on students, families, and our PTAs would be dramatic. To address this, five goals were set.

GOALS

- To use recorded webinars from the convention and live webinar events to train local PTA leaders through the summer and into the fall.
- To review, then promote existing resources that were particularly relevant to this initiative.
- To gather success stories from across the state and use them to develop success strategies to share with local PTAs via our website and other media.
- To support and help local and council PTAs to advocate for their students and schools to ensure an equitable education for all.
- To find new ways to promote membership to families, parents, and leaders; and new and updated strategies for membership drives - especially ways to virtualize member benefits and enrichment options.

Each of the five state directors (Membership, Leadership, FACE, Program, Advocacy) worked with other committee chairs to establish then accomplish objectives to meet these goals. The planning team included:

- Janice Kutzera, President
- Julie Haase, Vice President
- Nancy Chamberlain, Finance Officer
- Shelby Reynolds, Leadership Director
- Kim Kuhne, Membership Director
- Kimberli Swenson, Family and Community Engagement Director
- Candy Walters, Program Director
- Angela Steck, Area E Vice President

This ad hoc team was staffed and supported by:

- Andrew Estep, Executive Director
- Heather Gillette, Marketing and Communications
- Barbara Martin, Marketing and Communications

LEADERSHIP DEVELOPMENT

Working with the region directors and the leadership committee, Shelby Reynolds led the effort to leverage the lessons learned at the convention and to implement training through the summer and into the fall.

MEMBERSHIP

Working with the membership committee and office staff, Kim Kuhne worked to remove barriers to membership that included improvements to the membership database.

COMMUNICATION

The Marketing and Communication staff team, Heather Gillette and Barbara Martin, channeled the work of the other groups into a new newsletter, a new webpage and onto social media.

RESOURCES

Julie Haase led an effort to review current handbooks and other resources to determine what should be updated to reflect and address the new reality.

FAMILY AND COMMUNITY ENGAGEMENT

With the support of the FACE committee and others, Kimberli Swenson gathered and shared information on virtual engagement options.

PROGRAMS

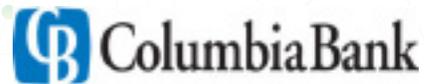
Working with office staff and student celebration committee chairs, Candy Walters set up online systems for student submissions.

ADVOCACY

This group, led by Sherry Rudolph, focused on two areas: preparing for a virtual legislative assembly and empowering local and council PTAs to advocate for their students at the school and district levels.

PARTNERSHIPS THAT SUPPORT OUR MISSION

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



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