

ANNUAL
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MEETING

President's Report

The State of the PTA

Nancy Chamberlain
2021 - 2023

Washington State
PTA
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I like to think of the President's Report as a kind of "State of the PTA" speech.

I would say that the state of the PTA is RECOVERING! I hope you feel that way about your PTA too.

I know we will have lots of workshops at next weekend's Spring Conference (May 6-7) that will help your PTA recover from the past 3 years of changes.

Washington State PTA 2020-2023 Strategic Plan

Strategic Vision



In 2025, the Washington State PTA will be a fully sustainable organization providing outstanding customer service to all local PTAs, councils, and members through an improved service delivery structure and critical services available from the state office.

By effectively leveraging technology, all local PTAs and councils will be actively engaged in statewide programs, activities, and events with their leadership participating in a statewide professional development program.

By improving both our brand and perceived value, membership will have increased and diversified to better reflect the families in our state. We will have stronger advocacy at schools, school districts, and the state legislature.

At last year's convention, I shared our 2020-2023 strategic plan. Well, like my term as President, our strategic plan is coming to an end. Here is our strategic vision:

- In 2025, the Washington State PTA will be a fully sustainable organization providing outstanding customer service to all local PTAs, councils, and members through an improved service delivery structure and critical services available from the state office.
- By effectively leveraging technology, all local PTAs and councils will be actively engaged in statewide programs, activities, and events with their leadership participating in a statewide professional development program.
- By improving both our brand and perceived value, membership will have increased and diversified to better reflect the families in our state. We will have stronger advocacy at schools, school districts, and the state legislature

Keep this vision in mind as I report out on WSPTA's activities this past year.

WSPTA Region Directors



Kris Redwood
Region 1 RD



Jessica Smiddy
Region 2 RD



Michelle Weinmaster
Region 3 RD



Jenn Hoskinson
Region 5 RD



Grace Jurado & Heather Hart
Region 6 Co-RDs



Jen Hirman & Hai Evans
Region 7 Co-RDs



Melissa Ebbeson
Region 9 RD

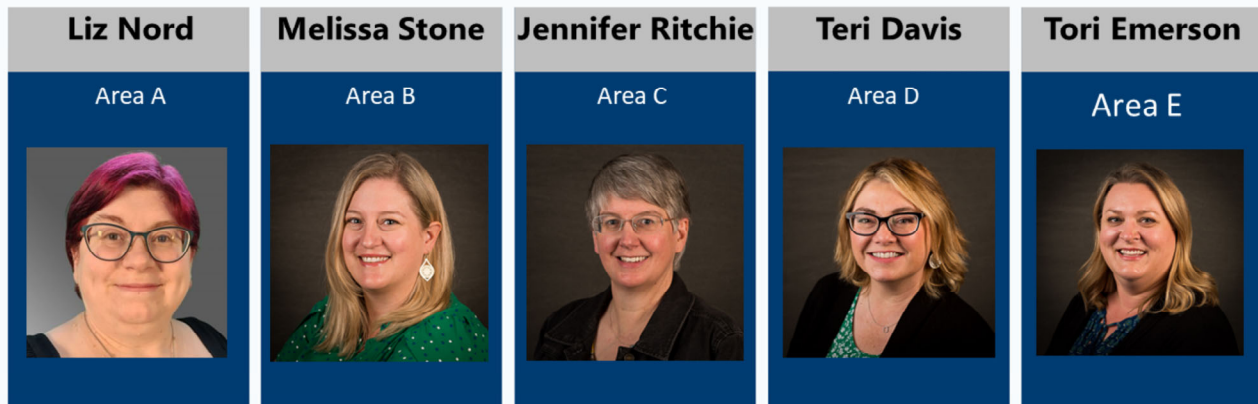
The first part of the vision relates to providing outstanding customer service – and who are these customers – YOU are local PTA and council leaders!

Who is responsible for providing that customer service? Well actually every member of the board of directors and staff, but I want to focus on the folks closest to providing that service “on the ground.”

Our region directors and area vice presidents are the volunteers you are most likely to turn to for support and mentoring. Thank you to:

- Region 1 Director Kris Redwood
- Region 2 Director Jessica Smiddy
- Region 3 Director Michelle Weinmaster
- Region 5 Director Jennifer Hoskinson
- Region 6 co-Directors Heather Hart and Grace Jurado
- Region 7 co-Directors Jen Hirman and Hai Evans
- Region 9 Director Melissa Ebbeson

Area Vice Presidents



In addition to their governance role as board members, Area Vice Presidents guide our region directors; are acting region directors if necessary; charter new PTAs and support local PTAs and councils as needed. In short, they are superstars of the association!

We had several Area vice presidents doing double (or more) duty as acting region directors:

- Area A VP Liz Nord
- Area B VP Melissa Stone
- Area C VP and acting region 10 director Jennifer Ritchie
- Area D VP and acting director for regions 4, 11 and 12 Teri Davis and
- Area D VP and acting Region 8 Director Tori Emerson

WSPTA Staff

Andrew Estep

Executive Director



Robert Montenegro

Office Manager



Cory Wilson

Events Planner



Tatia Vasbinder

Local PTA Support



I also want to thank our staff in the office who answer your phone calls and emails and provide the solutions to you problems!

- Robert Montenegro
- Tatia Vasbinder and
- Cory Wilson provide that excellent customer service!

So what has that service gotten us this year?

Prior to COVID, we had about 818 PTAs and about 95% were active – that is, they had members. COVID hit local PTAs hard and by the end of June 2021, we had about 25% of our PTAs that went completely dormant.

Last year, we put in place some new support protocols that required more contacts with the PTAs by both volunteers and staff, and I am ecstatic to share that we have over 99% of our PTA back into active status, with over 98% having the 25 or more members required by our bylaws. WSPTA will be getting a gold award at the National PTA Convention for this work supporting our local PTAs!

WELCOME

New PTAs

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South Whidbey Elementary PTA 7.7.15
Stevenson Carson PTA 3.6.37
Talbot Hill PTA 9.11.80
Lutacaga PTA 12.2.26
Weston High School PTSA 7.1.100
La Conner PTSA 8.2.30
Willow Crest PTA 9.2.28
McMicken Heights PTA 9.5.100
Granite Falls Special Education PTSA 7.8.2
Manitou Park PTSA 10.9.130
Bernice Vossbeck PTA 8.4.6
Pioneer Middle PTA 10.8.15
Larchmont PTA 10.9.105

This year we added 6 brand new PTAs and had 7 more re-charter, which means they chose to reaffiliate with WSPTA.

Welcome to all 13 PTAs!

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Membership

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Of course COVID did a number on membership locally, statewide and nationally, but I am happy to say that it is rebounding!

Statewide, we lost about half our members during the 2020-21 fiscal year when so many schools were closed.



Amanda Cabana

November 12th 1976–February 1st 2023



Gone too soon. We miss you Amanda.

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We also lost our beloved membership director, Amanda Cabana, who passed away suddenly a few months ago.

Many local PTA leaders knew Amanda, as she was always willing to directly connect and assist with any issue.

WSPTA board and staff continue to miss Amanda's endless energy and optimism and her infectious laugh.

Membership

31% increase in memberships since June 2021

55% of all local PTAs have earned a membership growth award



Kim Kuhne

Through Amanda's efforts, and those of WSPTA Secretary Kim Kuhne, who jumped in to take over the membership director duties, and the membership committee, **WSPTA has increased membership by 31% since June 2021.**

Importantly, 73% of our PTAs now have online join links. If you aren't sure whether your PTA does, check pta.org >About tab>Join menu.

This year, 57% of our PTAs have earned membership growth awards!

Thank you to all our local PTA leaders who recognize the value of PTA and communicate that to people so they want to join! There is truly strength in numbers, and more members means a bigger voice when we advocate to decision makers.

Advocacy



Lizzy Sebring

First hybrid Legislative Assembly 2022

Testified 47 times

Sent 6021 messages

15 Action Alerts

Passed 42 bills

15 members met with 5 members of Congress during LegCon

ptaadvocacydir@wastatepta.org



Marie Sullivan

Speaking of advocacy, our goal of having stronger advocacy was met in spades this year! Led by our Advocacy Director, Lizzy Sebring and Legislative Consultant Marie Sullivan, and supported by volunteers on the advocacy and resolutions committees, this legislative session was a banner one. Here's how it went, by the numbers:

- First **HYBRID legislative assembly**, where members adopted 13 legislative priorities, 1 new resolution and updated 3 others.
- During the 2023 Leg Session, we **testified 47 times**, had **6021 messages** sent to legislators through our action alert system, and had **42 bills** aligned with our legislative positions pass – a remarkable session and a real victory for the students who will benefit.
- You can get more details about all the bills in the Legislative Session Scorecard on the Advocacy & Legislative Resources page on our website. <https://wastatepta.org/focus-areas/advocacy/advocacy-legislative-resources/>
- There is more work to do, and if you want to know more about our grassroots advocacy, email ptaadvocacydir@wastatepta.org.
- I should mention the window to submit new advocacy positions is open now until June 1 – see our Take Action page on our website for details.
- We also had 15 members from WA participate in National PTA's Legislative Conference and we met virtually with 5 members of congress to discuss PTA national priorities. Shout out to our federal legislative chair, Susan Baird-Joshi for all her work shining a light on the importance of working with our federal decision makers.

Leadership

Autumn Leadership Launch

26 statewide webinars and roundtables

14 PTA & the Law

80 training opportunities

First state to implement Thrive on-demand LMS



Jay Pulacode

Now I want to take a moment to talk about our leadership development program.

WSPTA has made a concerted effort to bring more and better trainings to more areas of the state during the last several years. Using what we learned during COVID, we have greatly increase our delivery of remote trainings. We have begun a fall training event, **Autumn Leadership Launch**, to provide training opportunities to leaders who may be elected after our Spring Conference. We also expanded our statewide webinar program. This year we have **hosted 26 webinars or roundtables**, presented the required **PTA & the Law 14 times**, including 5 in person classes; and had an **additional 80 training opportunities** across the state at our events and through region and council trainings.

But that's not all. We will be **the first state PTA to have our own area on National PTA's learning management system** called Thrive. This will provide training in modules so members can learn while waiting in the school pick-up line or for the track meet to end. Attendees at our Spring Conference will be the first to gain access to on-demand learning system.

Thanks to Leadership Director Jay Pulacode and her team for making all of these training opportunities available and accessible to more members!

Programs

39 PTAs submitted Standards of Excellence

17 Leaders earned Leadership Service Awards

18 teams participated in the Game Dev Competition

56 entries for the WSPTA Essay contest

93 students applied for a Scholarship

Over 700 entries in Reflections



Laura Peterson

WSPTA has also utilized new technology to make it easier to apply and be a judge for our various programs. Programs Director Laura Peterson manages a six different programs:

- **The Standards of Excellence program** recognizes PTAs for the work they do. This year, we had 39 PTAs make submissions. WE KNOW there are more of you doing great things in your school & community, so please apply next year!
- We will be recognizing 17 PTA leaders for moving up in the **Leadership Service Awards** at our Spring Conference.
- Our **Game Development Program** had 18 submissions, 9 from HSs and 9 from MSs
- Our **WSPTA Essay Contest** had 56 entries this year.
- The Student Programs Celebration on April 24 was recorded and will be on our website soon; winners read their Essays and the games were featured.
- We had 93 submissions for our **HS Scholarship** and we awarded 4 \$2500 scholarships this year.
- And of course the big program is **Reflections**, with over 700 entries, a 10% increase ; 29 went on to National PTA.
- The April 27 Reflections Celebration featured a slide show of the top award winning students and their artwork, This was recorded and will be available on our website.
- We also saw a 20% increase - over 100 entries - for the Reflections Theme Search.
- Thank you so much to Laura and all the chairs of the individual programs. Countless hours are put in to bring these PTA and student programs to life!

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Family and Community Engagement

New Special Education Committee

- 2 Listening sessions
- 2 Roundtables
- New workshop
- New Focus Area on wastatepta.org

Diversity, Equity and Inclusion Committee

- Resources
- DEI Audit Report



Shelby Reynolds

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Last, but not least, we have done a number of things in the area of Family and Community Engagement.

- Under our FACE Director, Shelby Reynolds, WSPTA added a **new Special Education Committee**, which hosted 2 statewide listening sessions for non-special ed PTA leaders; hosted 2 round tables for leaders of special education PTSAs; created a new workshop for Spring Conference; and a new special education focus area of our website with lots of resources for parents and PTA leaders alike.
- We added a **Diversity, Equity and Inclusion committee** last year. It has been working on creating resources for local PTAs, while awaiting the completion of the DEI Audit we talked about last year. That review is now complete, we have the final report and recommendations, and the current and incoming board of directors will be reviewing the report and talking about next steps. Stay tuned!

Executive Committee

Angela Steck

Vice President



Candy Walters

Finance Officer



Kim Kuhne

Secretary



Shelby Reynolds

FACE Director



A final shout out to the rest of the executive committee:

- Vice President Angela Steck
- Finance Officer Candy Walters
- Secretary Kim Kuhne and
- The Board's representative, known as the 5th member of the Executive Committee, Shelby Reynolds

I am grateful to have taken this journey with you!

It has been the privilege of a lifetime to be President during the last two years. Even with the disruptions that COVID brought us, we still stuck to our vision and did the very best we could the Be the Change we wanted to see in this association and for our families and students that we serve.