

# WASHINGTON STATE PTA ANNUAL REPORT OF THE ASSOCIATION

2021-2022



be

THE CHANGE

FOR STUDENTS  
FOR FAMILIES  
FOR EDUCATORS  
FOR WASHINGTON

Washington State  
**PTA**<sup>®</sup>

*everychild.one voice.*<sup>®</sup>

# PRESIDENTS MESSAGE

Washington State PTA has had another successful year, because like all strong, resilient organizations, we were able to adapt to the changing world around us.



The COVID-19 pandemic was still with us when the fiscal year began, and WSPTA was determined to reimagine our delivery of training and support to the 800+ PTAs we serve. Knowing that many PTAs had brand-new leaders, we added a remote conference, Autumn Leadership Launch, for three days of training, networking, and inspiration. We also greatly expanded our delivery of trainings via monthly webinars, to expand access to as many leaders as possible. Using a data-informed approach, WSPTA recognized the critical importance of our councils in supporting our local PTAs, and began quarterly Council Summits to sustain these crucial parts of our association.

Continuing the goal of removing barriers to engagement, we held a remote legislative assembly that focused on “Coping with COVID.” WSPTA has strong partnerships with many organizations, and we brought together the WA Chapter of the American Academy of Pediatrics, the Office of the Superintendent of Public Instruction (OSPI), the State Board of Education, the Office of the Education Ombuds, the Dept. of Children Youth and Families, and the WA Student Achievement Council to present to our members critical information about how schools and students can recover from the pandemic.

As the oldest and largest child advocacy organization in the state, WSPTA volunteers engage with policy and decision makers at all levels. But WSPTA also represents the voice of parents through active participation in workgroups and committees that advise OSPI or the legislature on all aspects of health, safety, and education of children and youth:

- Action for Media Education
- Highly Capable Advisory Committee
- K-12 Basic Education Compensation Advisory Committee
- Language Access Workgroup
- Online Learning Advisory Committee
- School-based Behavioral Health & Suicide Prevention Subcommittee
- School Safety and Student Well Being Advisory Committee
- Special Education Advisory Committee
- Youth Tipline Advisory Committee

WSPTA also started several special initiatives to expand our organization and make it more inclusive this year. Implementing recommendations made by our internal Diversity, Equity, and Inclusion (DEI) task force, WSPTA created a permanent DEI committee and hired a consultant to conduct a DEI Audit of our policies and practices. We also initiated a campaign of direct outreach to areas of the state with less representation, to tell them about the value PTA brings to students and the entire school community. These long-term initiatives will bring growth and increased diversity to our association, so we can be even better advocates for all students.

Finally, we could not do this work without our staff and over 100 volunteers, so I want to thank them for everything they did in 2021-22 to help WSPTA, as we work toward our vision of making every child’s potential a reality.

*Nancy Chamberlain*  
*WSPTA President*

# BOARD OF DIRECTORS & EXECUTIVE DIRECTOR

## 2021-2023 BOARD OF DIRECTORS & EXECUTIVE DIRECTOR

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Liz Nord,  
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## 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 families, community members, educators, and policymakers as they move from a vision about educating the whole child to sustainable, collaborative actions.

### WSPTA Mission

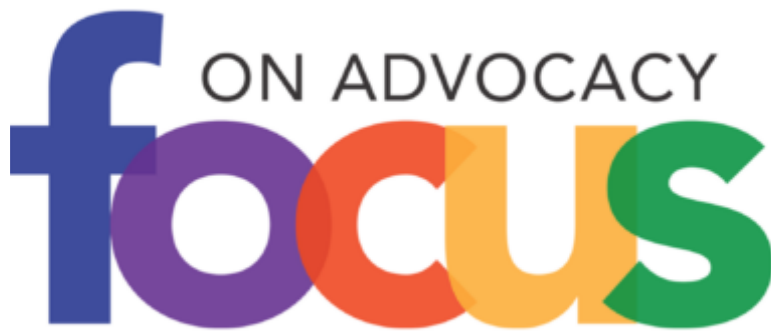
Our mission is for PTA to be:

- 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 to more than 116 years



Greetings advocates!

First of all, I want to thank each and every one of you for being a voice for all children in Washington. By being here today, whether that's virtually or in-person, you are an advocate. Even though we have had more opportunities to connect face-to-face this year, we have not completely returned to "how it used to be" and that's okay. Advocacy is about change, and we have shown that we are able to do that as an organization.

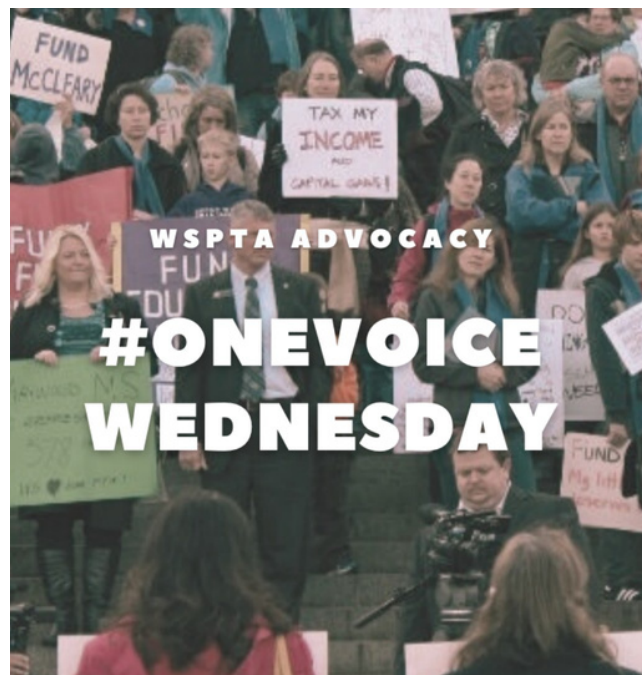
This year we have been able to accomplish many things in our advocacy work. We successfully held another virtual Legislative Assembly where we passed new resolutions and amended others to reflect the changing times. Our new resolutions included topics such as literacy and highly mobile populations while we amended resolutions around simple majority for bonds and state assessments. We were also able to provide additional training for new and experienced advocates as well as hosting panels with student speakers and mental health professionals.

We have also introduced some new things to our advocacy work. This includes launching our One Voice Wednesday social media posts in November and creating a webpage to highlight the work of PTA at the federal level. If you haven't had a chance to check it out, I suggest you do.

We have also added some new resources such as the "Candidate Forum Toolkit" and updated others. In addition to all of things that have been happening, I want to thank the Resolution and Advocacy Committees for all of their hard work. They have been busy testifying on bills during the session, writing action alerts, and writing blogs on important topics that we want members to be informed about such as free and reduced lunch. They have also participated in work groups with our partners reporting back to the committee on things that are happening so we can keep you informed.

Lastly, I want to say that we could not have done anything without you, our members. We know that you have responded to our action alerts to help get legislation over the finish line and worked in your school districts to get out the vote for bonds and levies. Remember that you are all advocates every day whenever you do anything on behalf of children and youth!

*Lizzy Sebring*  
*Advocacy Director*





# FAMILY AND COMMUNITY ENGAGEMENT (FACE)

Family and Community Engagement has changed.

Gone are the days where FACE efforts could rest solely on the series of events held in school libraries before or after school: Moms and Muffins, Dads and Donuts, Parents and Pizza. FACE is so much more than Bingo Nights, Carnivals, Auctions, and the other fun events that serve the families that can come or who have the time, or the money, or the childcare, or the language that allows them to participate.

WSPTA FACE efforts this year have pivoted to a focus on removing barriers and exploring the equitable practices that serve as the foundation for effective family engagement. Our first and most powerful work began in the fall with a search for a professional consulting firm to aid in our organization's first ever Diversity, Equity, and Inclusion (DEI) audit. As our consulting partners complete their work, we will be advancing efforts in all areas of the organization to remove barriers to participation: more translated resources and translation tools, more attention to revising policies and procedures that may inhibit participation, and more opportunities to lift the voices of the traditionally under-represented.

We anticipate outcomes to include shifts in our course offerings and programs as well as training for Local PTAs and Councils in the area of DEI. It is clear that these things are happening already in some regions in Washington, and we are excited to bring that work to the state level to better represent the families and communities that we serve.

We have also convened a state-level committee, as part of the FACE and DEI committees, that serves as a conduit and a resource for our Special Education PTSAs and Councils in the area of supporting families of students with disabilities. This effort is brand new and there is so much to learn. The goals of the committee include website updates and resources shared statewide, increasing the support for PTSAs and Councils who want to increase their work with families of students with disabilities, updates to courses and materials to reflect current language regarding people with disabilities, and a stronger advocacy voice statewide as we work to push forward with equitable access for all in education and in life.

There is still so much work to do. Because FACE and DEI work are ongoing and present a foundation for literally everything else we do in PTA, we need to lean into the work and do it well. After all, we serve every child with our strong, one voice.

*Shelby Reynolds*

*Family and Community Engagement Director*



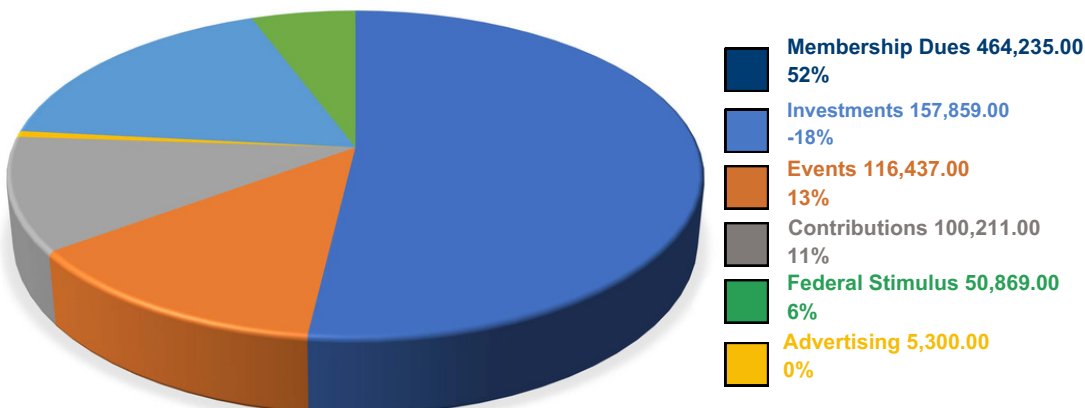
When elected in May 2021, the 2021-2023 board of directors was unsure what to expect. We were in a pandemic and hoped it would end soon. That did not happen, which made this year start with many uncertainties. But, we experienced our local PTA leaders' resilience and their willingness to find ways to move forward. The last year has been challenging as we struggle to find the new normal.

Like local PTAs, providing oversight of the Washington State PTA 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 finance officer to meet our goal of being a well-managed and fiscally sound association. We have had many thoughtful and probing conversations this year, and their contributions were invaluable.

Washington State PTA is still stable – with healthy fiscal reserves, lower expenses, and a clean audit.

Revenues continue to be highly dependent on membership dues. With the pandemic, we saw a significant decline in our membership, as the chart shows it was only 44% of our income last year. We secured a federal PPP loan, and our funds held in reserve generated an unusually high return in 2020-2021. With membership continuing the decline that began during the last recession, Washington State PTA had redoubled our efforts to increase membership and to look to bring in outside sources of revenue.

**2021-2022 Income**  
**\$579,193**



In 2020-2021, 67% of expenses went to providing programs or direct services to our local and council PTAs. Compared to the 2019-2020 fiscal year, expenditures decreased in membership and advocacy due to the decline in membership and the pandemic. As we start to come out of the pandemic and increase our membership, these expenses come back up, but the revenue will also increase. Administrative costs rose, but this was due to staff turnover and hiring expenses.

I want to thank the board, staff, and Corporate Finance Committee for the many hours they gave daily to better the lives of all children across Washington State. It has been an honor serving as your WSPTA Finance Officer.

*Candy Walters*  
Finance Officer

The WSPTA Leadership committee has continued to build on developing the connection between the leadership and our communities this year, and we have strived to transform ourselves into a more inclusive group. Our priority was to expand Washington State PTA's education channels and provide an equitable training platform to all PTA leaders across the state so that their training goals and needs are met. The last two years, with a rampant pandemic, had challenged WSPTA to cater to a new normal of remote operations. This year, we decided to embrace this challenge, treat it as an opportunity and provide about 30 state-wide training webinars that were equitable across all regions. We were able to expand our pool of instructors to include leaders from various regions to deliver training. The main governance training, "PTA & the Law," was revised over the summer and the training was conducted online more than twice a month. In addition to these webinars, our region and council leaders across the state hosted over 30 training opportunities.

WSPTA's inaugural "Autumn Leadership Launch (A.L.L.\*)" was hosted online through the Whova app/portal in September 2021. The goal of these virtual trainings was to provide a state-wide learning opportunity through classes and roundtables to new and returning PTA leaders to help them succeed in running their nonprofit to advocate for the needs of our kids. The A.L.L. was meant to be a complementary experience to what is being offered by the regions and councils and was a big success with over 400 participants.

With the easing of the pandemic, we decided to pivot and host the annual Convention for 2022 in a new hybrid form. Classes are planned to be offered both in-person and remote with an additional option to view recorded sessions on-demand till a later date. The Leadership Committee worked diligently to create three matrices for the 80+ classes – for the in-person, remote, and on-demand modes. They were also organized into "tracks" to cater to the interests of our leadership community.

As we gradually move to a more conventional mode of operations, the commitment and adaptability of our leadership community has given us a lot of optimism about how future challenges can be met. We should continue to strive to become more inclusive and equitable leaders which will ensure that we truly represent and serve the students and their families in our community.



## Training and Professional Development Opportunities

As the effect of the pandemic waned, we decided to host the WSPTA convention in a hybrid form, while still aiming to provide the best training content to our PTA leaders from across the state and help them learn and grow in their roles and obtain new ideas for their PTAs. Over 80 classes, in all, were offered in-person and remote along with live facilitation using the Whova portal. For the first time, we arranged the classes into tracks to align to the broad interests for our leaders. The lineup and contents have been updated to include new classes and ensure that they are relevant. Classes that debuted this year included "Making the Most of Everyone's Potential," "The Quest for the Productive Meeting," "Council Boards and Administrators," and "Sponsors, Ads, and Grants (Developing Revenue Sources)." The contents of all the other classes have been updated.

The leadership committee arranged the classes across Friday, Saturday, and Sunday so that there are minimal conflicts across tracks and the attendees could strategically choose their classes. This provided our leaders an opportunity to fulfill their leadership training requirements for the 2022-2023 fiscal year, in a more interactive setting. This could not have been possible without all our volunteers and their commitment.

*Jay Pulacode*  
*Leadership Director*



# WSPTA INDIVIDUAL AWARDS RECAP

Each year, the WSPTA honors individuals or groups with awards for their state-level service on behalf of children that furthers the vision and mission of the WSPTA. For the first time, we highlighted all nominees to spotlight the amazing volunteers we have across the state.

The committee noticed a theme in submissions for the Outstanding Educator Award - Educators, School Staff and Administrators going above and beyond during the past couple of years due to Covid. The Outstanding Educator Award is presented to an individual who has exhibited continued and dedicated statewide contributions and efforts to enhance the educational outcomes of all children and youth. Instead of honoring one person, the WSPTA opted to acknowledge the efforts and sustained commitment by educational staff across Washington during the last two years while we battled Covid and all of its impacts with an Educator Moment at Convention to reflect and give thanks.

## WSPTA Award Recipients

- Outstanding Student Advocate: Kellen Hoard
- Outstanding Advocate: Gwen Loosmore
- Friend of Children: Representative Laurie Dolan
- Outstanding Service: Laura Peterson
- Honorary Lifetime Award: Julie Haase

Thank you to the committee: Nancy Chamberlain, Lizzy Sebring, Amanda Cabana, Shelby Reynolds, Jennifer Ritchie, Melissa Stone

*Melissa Stone*  
*Area B Vice President*



## MEMBERSHIP

Making membership a priority, setting goals, showing the value of your PTA, and knowing that "Together we Can," are the driving forces that started this membership year. Membership in 2021-2022 was driven by online join links, QR codes, and thinking outside the box. Many PTAs were still operating virtually as we all were still limited by Covid-19 restrictions. Washington State PTA set a goal of 82,500 members, a 30% increase from last year's membership numbers. We came SO close: we finished 2021-2022 with 80,447 members, 98% of our goal!

To encourage and promote membership, our committee held informational roundtables, shared resources, sent out a monthly newsletter, and posted a helpful hint every Monday.

We also offered five different contests, to help keep up the momentum. They were open to all PTAs in good standing, who met the eligibility criteria of each contest. The WSPTA 21 awarded prizes.

To celebrate growth awards, a digital awards kit was sent to the 502 PTAs who achieved Bronze, 475 PTAs who achieved Silver, 427 PTAs who achieved Gold, and 363 PTAs who achieved Platinum Growth.

The WSPTA Membership committee is proud to honor the five PTAs who achieved 100% PTA Membership, and the 53 PTAs who achieved the 100% Staff Membership!

New this year was a digital award for those PTAs who have achieved continuous growth. As of April 1, there were 27 PTAs who have two years, five PTAs with three years, one PTA with four years, and one PTA with five years of continuous growth.

A goal for the Membership Committee was to add ten new PTAs this year. Thanks to the work of the Growth and Development Committee, and Area VP's. WSPTA added four new PTAs as of April 1 with a handful more in progress.

Welcome to:

- Katherine G Johnson Elementary PTA 5.3.22
- John Hay Elementary PTSA 6.15.160
- Maritime PTSA 9.5.295
- Issaquah Special Education PTSA 2.6.13

Remember that membership is year-round, and growth awards are achievable through the end of the year. Let's keep growing together!

*Amanda Cabana*  
*Membership Director*



# PROGRAMS

I can't believe it's been a year since I was elected! I feel like I'm still learning something new every week about being your program director. We still faced some challenges with finding the perfect online submission platform this year, but all student and PTA award entries were submitted online. I've been making a list of things that need to be updated or edited on our awards forms so hopefully things will be clearer and easier next year for all of you. I have enjoyed watching our PTAs and councils coming out of the dark of the pandemic to serve their families in person for the first time in two years. I have seen such creative programs being delivered and some of these program pictures will be shown during convention (yes, I've been watching your Facebook pages).

At the beginning of the year, I urged you all to increase your promotion of student programs, and it worked. This year we saw record number of WSPTA essay entries, over 140, and an increase in game development submissions including our first ever board game entries. Reflections' numbers were about the same this year at 623 and we advanced some fabulous entries to National PTA.

Please remember to have your PTA number visible on all your documents and social media. This number is needed for all student submissions and it is your personal PTA identifier. It should be easy for the public to find. For those of you that are submitting for awards next year, remember to read the directions carefully. Also note, that since convention will be held in April next year, award submissions will be due a month earlier (February 1 for student programs and February 15, 2023 for PTA awards)



 NATIONAL PTA®  
**REFLECTIONS®**



We had over 45 different PTAs and councils participate in the various Awards of Excellence this year (almost double of what we had last year). Regions represented included Regions 2, 4, 6, 7, and 10. We still need to make some adjustments to the online submission system but most are getting the hang of it. I mentioned earlier that I have been looking at PTA Facebook pages to see how they found a new way to bring the FUN to students, families and staff. Be sure to check out the little slideshow in the recognition area to see what great ideas they came up with. If you want to make sure your PTA event makes it into the next showcase, email me a picture of the event at [ptaprokdir@wastatepta.org](mailto:ptaprokdir@wastatepta.org)

I want to give a HUGE shout out to my volunteers. I could not have done any of this without the amazing group of committee chairs and committee members that have helped support the WSPTA programs. Several members stepped up last minute to fill roles vacated due to family emergencies. I also want to thank the WSPTA board of directors and the WSPTA staff for their support this year. Having to switch online platforms, deal with staffing changes and navigating virtual award ceremonies has been no easy task.

In summary, our local PTAs and councils have risen up to the new normal of PTAing after a pandemic. I'd like to encourage even more of you to apply for at least one award next year. It would be great to see more regions represented. Keep up the great work of promoting the student programs.

*Laura Peterson*  
*Program Director*

# AREA VICE PRESIDENTS

We want to first and foremost give a huge thank you and congratulations to all of you! This past year, we've seen countless PTAs and leaders re-start and keep their PTAs going. For PTAing in a pandemic, you all are rockstars. Thank you for continuing to uphold the mission of PTA and push on for all kids!

As your area vice presidents, we have been honored to work with you and help our local PTAs and councils by participating in a variety of activities. Many of us have been helping as acting region directors until those positions can be filled by future interested leaders.

One of our main goals has been to connect our local leaders and provide support for our councils and service delivery teams. To that end, we have been a part of the development of the new Council Summits occurring quarterly. We also help with training opportunities through our WSPTA webinars, PTA & the Law trainings, the new Autumn Leadership Launch (A.L.L.), holding regional trainings and retreats and participating in the new FACEtime Roundtables.

Now that in-person opportunities have begun to be an option, we have also been working to get out and connect, in person, with our PTA leaders by holding PTA in the Park events, Coffee Chats (in person and online), and meet and greets around the state.

It is also exciting to report we are currently working with our region directors and council leaders in various areas and either have, or are in the process of, chartering five new PTAs this year! The process has also begun in the chartering of two new councils in two regions.

It has definitely been a busy time for everyone, and we look forward to continuing on as your biggest fans and cheerleaders as we all enter a new PTA year!

*Liz Nord, Area A*

*Melissa Stone, Area B*

*Jennifer Ritchie, Area C*

*Teri Davis, Area D*

*Tori Emerson, Area E*

*Area Vice Presidents*

## 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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