

Building a "New Foundation"... In TODAY's Kentucky PTA!

# Kentucky PTA Bulletin

August / SEPTEMBER 2013



Because of changes in the Kentucky Department of Education's Redbook  
That will affect external support/booster organizations,

Let Kentucky PTA help your Parent Organization  
be compliant with

## KDE Redbook Regulations

PTA was founded in 1897 and has a long history of being a child advocacy association., Many benefits our children enjoy today, such as universal kindergarten and the National School Lunch Program, and others were accomplished as a result of the PTA vision. PTA's vision is to help every child to reach his potential. When you join PTA, you become a part of a network of more than 5 million child advocates on the local, state and national levels. It's the larger connection to the state and national association that makes PTA stand out amongst other parent groups.

### Why be a PTA/PTSA in Kentucky!

1. PTA/PTSAs in KY are already **state and federally tax exempt** under the Kentucky PTA 501(c)3 umbrella at **NO cost**.
2. PTA/PTSAs in KY already use the same **state tax exempt number** as the Kentucky PTA.
3. PTA/PTSAs in KY are required to have a **copy of their bylaws filed in the state PTA office**.
4. PTA/PTSAs in KY receive printed materials regarding good fiscal practice;  
*Money Matters/National PTA and Kentucky PTA Leader's Notebook.*
5. PTA/PTSAs in KY are **provided new unit and officer training**.
6. PTA/PTSAs in KY are required to **submit an annual financial review report**.
7. PTA/PTSAs in KY are supported with a Web-site, Bulletins, Facebook, Office Staff, Leadership Conference, Student Recognition, District Leadership and a Board of Managers.
8. PTA/PTSAs in KY take advantage of the opportunity to purchase the insurance offered through the KY PTA group plan with The Underwriters Group. This policy includes one million dollar liability, \$7500.00 bonding, and coverage for directors and officers for \$337.00 annually.

**Liability & Bonding \$230.00 + Directors & Officers \$107.00 = \$337.00**



If you have questions about any of the above information please contact:

Kentucky PTA at 502-226-6607 or email [kentuckypta@bellsouth.net](mailto:kentuckypta@bellsouth.net)

Thank you! Eddie Squires, Kentucky PTA President



### Acceptance Speech - July 20, 2013

Hello Kentucky PTA, Friends and Family!

Thank you for being here to share our important day of transition into Kentucky PTA! I am honored and humbled; it will be my privilege to serve as the President of the Kentucky PTA for the next two years.

I was raised in PTA; it is in my "BLOOD". For more than forty years I have been involved in PTA, from being a student member, to a local unit member, to serving on PTA/PTSA boards and I have taught workshops at district and state levels.

Many say I have a lot of energy and spirit; I call it having "FUN"... Like many of you, to be a volunteer in PTA, we struggle to find balance in our work lives, personal lives, family lives and social lives. For me, I find myself giving up my social life and personal life, so having "FUN" working in PTA is very important to me. PTA members are contagious! They're unrelenting and unyielding in their quest to make every child's potential a reality! That is why I have always, and will always continue to, serve PTA. I will do the best job that I can as your President, using all the knowledge and experience that I bring with me. I can do it because I know that I have all of you to help me and guide me. Many of you have been supporting me for years: I want to introduce a few people now:

-My Dad, Kenny Squires and his wife Sue. My Dad was involved in PTA in the seventies; he served in many capacities and was even President at one point...

-My Brother, Frankie and his wife Tracy have been by my side at a moment's notice, helping do whatever is needed.

-My Niece Mary Beth and nephew Kenny which is attending the Phoenix School Discovery here in Louisville have always been supportive.

-My high school principal, friend and mentor, State Representative, Charlie Miller... who has for the last 5 years sponsored our hospitality room.

-Then there is my PTA family. Without Sharon, Janice and Susan, I would never have gotten to this point today.

-I must also thank my fellow state board members, both past & present, for being a constant source of humor and inspiration.

-My PTA family has grown to include some National PTA members. I must thank them for sharing their wisdom and knowledge to help Kentucky PTA.

-I thank my personal friends, not all of whom are PTA members, but might as well be for all the time they spend listening to me bounce around ideas and talk about what's going on with education today.

-I need to thank Nancy Galloway and Don Mitchell, the owners of Senior Helpers, of the company I work for.

-I must thank all of you, the members, and the true grassroots of PTA.

-And then there is my mother, Barbara Squires, I follow her legacy of more than 45 years volunteering in PTA and our community. She is my mentor and most of all my best FRIEND!

Back last November I started asking myself "Am I the MAN for this

JOB?" You know I am single and have NO children of my own. I really had to do a lot praying and searching to know what my purpose was in the future of Kentucky PTA. Well here we are here TODAY, and I know I am the MAN for this job. What I do best is Marketing and Networking, so WE are going to SELL, Today's Kentucky PTA together.

We are going to start right now! Marketing and branding are crucial. I would like for us to leave this convention with four branded words. Here we go! Over 117 years ago when PTA was founded, who were the people involved? PARENTS! What was the purpose? ADVOCACY! Who were they advocating for? CHILDREN! Can you believe 117 years later our mission is the same? The fourth word is FUN! Use these four words to stay focused on our mission every day! We all lose when the mission is forgotten!

Yesterday, Dr. Floyd shared with us statistics, problems and goals pertaining to Kentucky education. Our two greatest obstacles are funding and parent involvement. Derrick Byrd gave us the history and accomplishments of PTA. He informed us of National PTA tools available to support our local units.

Membership and Advocacy must be at the heart of all that we do. Without members, there is no PTA, and without PTA, who will speak up for children? We need to stop the loss of local units and members in Kentucky. There is strength in unity. Our voice becomes stronger when we speak together for every child with one voice!

After being elected President Elect two years ago I consulted June Key, our oldest living Kentucky PTA past president. Her best advice was to NEVER forget to do the three "R's": Recruit, Retain, and Reward!

As I perform the duties and responsibilities of my new position, I will have the aid of a wonderful new Board of Managers. Some are previous members and some are coming on as new members, but all possess an eagerness to serve Kentucky PTA and to do good things for children.

Advocacy, Diversity, Male Involvement, Safety in Schools and Nutrition will be the focus programs for the next two years. Membership growth will come through Recruitment and Retention of Local Units. "Strong Communication" and "TEAM EFFORTS" will empower the success of these goals.

I cannot stress enough the important role that all of you play in the educational lives of the children who are our future! The Board of Managers and I will be looking to all of you to help us help kids. We serve you and need you to speak up to let your voices be heard and let us know what is going on in your schools and communities. We all need to network and communicate better so that we can come to a consensus and send clear and concise messages to our legislators. Our PTA history is long and honorable. We need to continue the work of PTA like those that came before us.

Can we do it? I strongly believe that TOGETHER WE CAN by Building a "New Foundation"... In TODAY's Kentucky PTA!



## Executive Committee 2013-2015

President - Eddie Squires

President-Elect - Cherie Dimar

Vice President for Leadership/Outreach - Ed Massey

Vice President for Organization Services - Kelly Capps

Vice President for Programs - vacant

Secretary - Liza Holland

Treasurer - Mary Beth Carter

Legislative Commissioner - Sharon Whitworth

# Kentucky PTA Paul Mason Legislative Advocate for Children Award Winners



*Representative Brett Guthrie, Second District*

Representative Brett Guthrie represents Kentucky's Second Congressional District in the House of Representatives. The Second District is home to Fort Knox, Mammoth Cave National Park, and Abraham Lincoln's birthplace. He serves 21 counties stretching from Owensboro eastward toward Danville and southward to Bowling Green.

Representative Guthrie serves on several committees but most important to us he is serving on House Committee on Education and the workforce. He has quoted that "teachers make a lasting impression on America's young people and are the key to the development of students in the classroom."

He served on the Senate Education Committee in Kentucky. He helped us pass numerous bills that help enhance the education of our children. In Frankfort, he was a leader in education issues, receiving the African American Equity Coalitions' Children's Champion award and the College Boards State Education Leader of the Year.



When we go to Washington in March, these two men always make time during their busy schedule to meet with us to hear our issues about education and health and welfare of our children.

We were very honored to present on behalf of Kentucky PTA to Congressman Brett Guthrie and Congressman John Yarmuth, the twelfth annual KY PTA Paul Mason Legislative Advocate for Children Award.



*Congressman John Yarmuth, Third District*

Representative John Yarmuth is our third district congressman. The third district is best known for Churchill Downs, Slugger Museum, Hometown of Muhammad Ali and our Kentucky Derby.

Congressman Yarmuth was born and raised in Louisville, KY where he graduated from Atherton High School and served as the student government president.

Congressman Yarmuth took office in 2003 and currently is serving his fourth term. Following his first year in Congress, he has donated his entire post-tax congressional salary of over \$120,000 to various charities in Louisville. He was instrumental in helping our Binet School PTA get a Life Skills classroom in their school.

He serves on the Committee on Education and the Workforce and has been named the legislator of the Year by the Kentucky Reading Association and "outstanding new member of Congress by the Committee for Education Funding, which is the largest nonpartisan education organization in the nation.

He has actively supported parent engagement in the Elementary and Secondary Education Act because he feels that in order to get students college and career ready, we must have the commitment and support of the parents.



**Terry Holliday**

Kentucky Education Commissioner

## Upcoming School Year Shaping Up To Be A Busy One With Educator Effectiveness, New Science Standards and Legislative Session

The 2013-14 school year is upon us, and one thing is certain: It's going to be an exciting and busy school year for Kentucky public school students, educators and parents.

Many new and continuing initiatives will require the time and attention of the Kentucky Department of Education (KDE), school districts, schools and educators. All of these

efforts support our ultimate goal in Kentucky: college and career readiness for ALL students.

The 2014 Kentucky General Assembly also will convene during this school year, with discussions and decisions on the biennial state budget. As in the past, I will continue to advocate for additional funding and resources for our schools as they undertake major changes aimed at benefiting their students and the Commonwealth.

Here is a quick look at some of the major initiatives and undertakings this coming school year.

### Professional Growth and Effectiveness System

We have elevated the expectations of our students with the Kentucky Core Academic Standards and corresponding assessments, and we have the same high expectations of our teachers, principals and superintendents. The Professional Growth and Effectiveness System (PGES), which will eventually provide all Kentucky educators with standards-based, consistent and fair feedback on their practice linked with personalized professional learning opportunities, is our mechanism for doing that.

PGES for teachers and principals was field tested in 54 districts last year and is being piloted statewide this school year. As part of the pilot, at least 10 percent of the schools in each district will implement PGES. The system is scheduled to be implemented statewide in all schools in 2014-15.

The U.S. Department of Education (USED) recently announced increased flexibility for states around their evaluation systems, and KDE is in talks with USED about when PGES will be included in the state's Unbridled Learning accountability system.

### Next-Generation Science Standards

The Kentucky General Assembly, as part of Senate Bill 1 (2009), mandated new academic standards in all subjects.

At its June 5 meeting, the Kentucky Board of Education adopted new science standards incorporating them in the Kentucky Core Academic Standards.

The Next-Generation Science Standards (NGSS), which were developed by a coalition of experts in Kentucky and 25 other states over the past two years, are internationally benchmarked, rigorous, research-based and aligned with expectations for college and careers. They provide for a deeper understanding of content and application. (For more information about the standards, visit [www.nextgenscience.org](http://www.nextgenscience.org).)

The new science standards must clear the regulatory process before being implemented. A public hearing and comment period was held in July. The Administrative Regulation Review Subcommittee and the Interim Joint Committee on Education will review the standards next.

The NGSS are scheduled to be launched in schools through regional science networks in 2013-14. The networks will prepare teachers to teach the new standards using the same model that was used to prepare teachers to teach the English/language arts and mathematics standards several years ago. The current plan is to assess the new science standards for the first time in spring 2015.

### Arts, social studies standards

This spring, the Social Studies Assessment, Curriculum, and Instruction (SSACI) collaborative, a consortia of 22 states/organizations (including Kentucky) published a framework for new social studies. The Council of Chief State School Officers coordinated the effort with the collaboration of the National Council for Social Studies and 14 other content organizations representing civics, economics, geography, and history.

Based on the framework, Kentucky teachers, postsecondary



## Continued from page 3

educators and social studies organization partners and are writing new standards which will be open for public review when completed. Revisions and edits will be made based on the feedback received, with the final social studies standards document due to be released late this fall.

The National Coalition for Core Arts Standards (NCCAS), a partnership of national arts and education organizations and media arts representatives, is developing the arts standards. A public review of the draft art standards is expected in early 2014, with final standards being released in spring 2014.

Once the arts and social studies standards are finalized, the Kentucky Board of Education will consider their adoption.

### **Supporting a higher compulsory attendance age**

In July, more than 96 school districts opted to raise their compulsory attendance age from 16 to 18 starting in the 2015-16 school year, thereby paving the way for the policy to be implemented statewide no later than the 2017-18 school year.

KDE will be supporting and assisting districts as they prepare for this change and is committed to helping all districts implement or expand programs aimed at identifying and assisting students stay in school until they graduate or turn 18.

I encourage districts that have not done so already to raise their compulsory school attendance from age to 18 rather than wait.

### **Kindergarten screener**

This year, all incoming public school kindergarteners are being assessed with the Common Kindergarten Entry Screener. The data collected from this screener gives kindergarten teachers specific knowledge of what their students know and can do at the beginning of the school year is especially helpful in guiding instruction. The screener is aligned to Kentucky's School Readiness Definition and Early Childhood Standards.

The screener was administered to almost 32,000 incoming kindergarteners as part of a pilot last year.

Of those, only 28 percent of students in the pilot were ready to succeed without some additional supports.

I can't stress enough how critical it is that early learners are exposed to high-quality learning environments and developmentally appropriate experiences at home, in child care settings and in preschool to ensure their success in kindergarten and throughout their school experience. School readiness is the beginning of the continuum toward college/career-readiness, which is the goal for all our students.

### **2014 Kentucky General Assembly**

Our Kentucky educators have done tremendous work in the last few years. With the implementation of the Kentucky Core Academic Standards, new assessments, a new accountability system and professional learning that supports all of that, we have asked educators to do much more with a whole lot less.

Going into the 2014 legislative session, we will be looking for your support first and foremost on increased and adequate funding. While the Kentucky Board of Education has yet to settle on its legislative priorities for the upcoming session among the things up for consideration are:

- restore SEEK to 2008 levels
- provide additional funding for Internet and broadband access to all school districts
- restore flexible focus funding from the current level of \$90+ million to the 2008 level of \$150+ million.

Many more initiatives and efforts are underway at KDE and in Kentucky's schools and districts, but I hope these highlights give a glimpse of the work that is taking place. None of this work would be possible without the ongoing work and innovation of educators and the support and collaboration of parents and the community.

We are doing great work in Kentucky - work that is gaining the Commonwealth national attention, and, more importantly, benefitting our students. Please join me in continuing this work in the 2013-14 school year, and ensuring that all our students are college- and career-ready.

*everychild.onevoice.*<sup>®</sup>

# What's Happening In Your District?

## 12th District

12th District is excited to have newly elected officers.

- President - Stephanie Oerther -  
502-319-6727 / 12thdistrictptaky@gmail.com
- Secretary - Alberta Cohorn
- Treasurer - Lisa Cook -  
502-603 0192 / tadpole62198@hotmail.com

---

## 13th District

13th District has a new president - Bekki Livingston -  
925-487-6551 bekipta@comcast.net Training for  
Reflections chairs was held on August 26 and 27.

---

## 14th District

Listed below is the schedule of events for 14th district  
PTA

- October 28, 2013 - 14th district local unit  
Reflection drop-off at Durr Library in  
Independence, KY. 5:30-7:30PM
- November 2, 2013 - Reflection Open House  
noon to 2 PM
- November 2, 2013 7 PM Reflection Celebration at  
Campbell County High School
- February 20, 2014 - PTA Officers Volunteer  
Appreciation Dinner
- April 24, 2014 - 6PM Awards Celebrations Stephens  
Elementary PTA

---

## 15th District PTA in Jefferson County

### **Clothing Assistance Program (CAP)**

Each year, thousands of JCPS students are helped through CAP. The program was established 41 years ago by the 15th District PTA in order to combat ongoing problems with truancy. Numerous students were not attending school because they did not have appropriate clothing. All students referred to CAP provides a new uniform shirt, uniform pants, belt (if they go to a uniform school), five new pairs of underwear and five new pairs of socks. The entire family can shop our Family Room and leave with a bag of clothes for school, play and work.

This needed assistance would not be possible without the help from our local PTAs. Because the program is staffed entirely by volunteers, every school's PTA is scheduled to help CAP twice during the school year for a three hour shift. The volunteers may

be asked to sort and hang donate items as well as assist any families who might be at CAP on that particular day.

In order to replenish the supply of clothing in our Family Room and used Uniform Room, we ask each local unit to sponsor a clothing drive during the year. Gently used clothing, belts, hats, gloves, jackets, and coats as well as monetary donations are welcome.

If you are ever in Louisville and want to see the program or donate we are located at 319 South 15th Street in Louisville KY 40203.

---

## 26th District

District 26 -including NE units in Boyd, Greenup, Carter, Lawrence Counties and their Independent schools - is planning an evening Town Hall Meeting (THM) and need input from its local PTA unit leaders. Presidents, please call district president, Brenda Martin at 606-571-0917 and email Issues of concerns and best days for THM this fall to bdrumartin@hotmail.com. If your district has hosted a THM, I would appreciate your input as well. Visit our website at <http://26pta.webs.com>.

Congratulations to Russell Primary School (RPS) PTA on its Membership Awards received at the KY Leadership Convention! It was attended by their outstanding President, Heather Pack, and 1st Vice-President, Dawn LeMaster. RPS PTA has the largest number of members in our district!

Brenda Martin, PTA President of District 26-NEKY, was honored to serve as an official blogger for the National PTA (NPTA) Convention in Cincinnati. Visit <http://debateandswitch.wordpress.com> to read some of her posts about the convention, Bullying, the Emerging Minority Leadership (EML) Conference and Otha Thornton's installation. There you will find other articles relating to Security partnership with US Dept. Of Ed with PTA, Staff Appreciation, Advocating and more! Brenda also serves as an NPTA Social Media Ambassador.

## Creating a QR Code

Want to drive traffic to your website, Facebook, Twitter, Pinterest, Google+ or other pages? The easiest way to drive traffic to your site is through the use of a custom QR (Quick Response) Code. You can create a custom QR Code in less than 5 minutes and best of all, it is free!

There are a variety of free QR Code Generators online. You just need to do a search and you will find an abundance of them. My personal favorite is Unitaglive ([www.unitaglive.com](http://www.unitaglive.com)). The best thing about this website is that you can adjust the colors, the shape of the code and you can embed a logo into the code.

People are familiar with seeing QR codes and if you have a smartphone, it is easy to download a free QR Code reader app. There are many apps to choose from and I do not personally have a loyalty to any one app. I have used a variety of scanner apps on my phone and they have all worked brilliantly. If you create QR Codes, you will need to use a few different apps to test it out before you share it with the public. You want to be sure it really works.

Below are some samples of QR Codes that I created for the KY PTA. I completed these in less than 10 minutes for all of the codes. They are easy to create and as you can see, they can be customized a variety of ways.

Get social!



Website



Pinterest



Facebook

## Calendar of Events

### September

15 ... Kentucky Early Bird Membership Payment Due

24 ... Kentucky Kids' Day

### October

15 ... Kentucky Membership Payment Due

21-31 Red Ribbon Week

### November

1-2 .. Advocacy Training by Kentucky PTA

15 .. Kentucky Membership Payment due

18-22 American Education Week

*Kentucky PTA President-Elect,  
Cherie Dimar,*

*Kentucky PTA President,  
Eddie Squires*

*Kentucky PTA Past President,  
Teri Gale,*



*Kelly Capps,  
Cherie Dimar,  
Eddie Squires,  
Derrick Byrd*



## Web Addresses:

14th District PTA:	<a href="http://www.14pta.org">www.14pta.org</a>
15th District PTA:	<a href="http://www.15thdistrictpta.org">www.15thdistrictpta.org</a>
16th District PTA:	<a href="http://www.fcps.net/partners/pta">www.fcps.net/partners/pta</a>
Kentucky PTA:	<a href="http://www.kypta.org">www.kypta.org</a>
National PTA:	<a href="http://www.pta.org">www.pta.org</a>

# ADVOCACY and WHY IS IT IMPORTANT TO YOU

## What is advocacy?

Anyone who speaks for another is an advocate. PTA is an advocate for children and their families on a wide variety of child-related issues in the areas of education, health and well being, and parent involvement. The purpose of advocacy is to communicate to decision makers to inform, educate, persuade or increase the level of awareness about an issue. Decision makers include elected and appointed officials, legislative bodies, school boards, SBDM Councils, and judges.

Every PTA member can be an effective advocate.

- Keep informed about the issues.
- Choose issues important to your membership.
- Build support of members for your cause.
- Learn to work together.
- Recruit new members
- Take risks
- Retain your commitment to change.

## How are PTA positions developed?

All PTA positions are derived from voted positions. The Kentucky PTA Legislative Platform and resolutions are approved each year by delegates at the state convention. All legislation supported or opposed by the Kentucky PTA is based on the voted positions of the Kentucky and National PTA.

## PTA: A Voice for All Children and Youth

Children can't vote. Lawmakers, whether they serve in state legislatures or the U.S. Congress, listen to voting blocks. Because children can not vote and are therefore not heard, PTAs across the country exist as their voice. Whether they are trying to ensure children are immunized against disease, have access to a quality education, or protected against school violence, PTA members make themselves heard - everychild.onevoice.

Add you name to the KY PTA legislative contact list by contacting Sharon Whitworth, KY PTA legislative commissioner at [Sharon.Whitworth@jefferson.kyschools.us](mailto:Sharon.Whitworth@jefferson.kyschools.us).

## Come Join Us for a Grassroots Advocacy Training Session

On November 1-2, 2013, we will be having a grassroots training with PTA members on how to effectively communicate with the legislators. You will learn how to talk to legislators, how to find information about bills that will be introduced, how to write letters to your legislators and your newspapers, and how to build an advocacy campaign.

We need your voice to be heard! Believe me, you will go away ready to work hard for issues that are affecting our children. Cost is \$50.00 per person. That will include 1 night hotel room (two to a room), dinner on Friday and lunch on Thursday.. We will be accepting the first 25 people who sign up. Below is the registration form for our training!



**Speaking up for Children**

**An Advocacy Training for PTA/PTSA Members**

Presented by Kentucky PTA

**\*Special Visit to the Capitol at 1:00 p.m. on Friday (Optional)**

**Friday November 1, 2013 6:00 p.m.-10:00 p.m.**

**Saturday November 2, 2013 9:00 a.m. -2:00 p.m.**

**Kentucky PTA Office -- 148 Consumers Lane -- Frankfort, Kentucky 40601**

Registration: \$50.00 includes:

Materials

Supper on Friday / Lunch on Saturday

One night's lodging- two in a room

Register early – Limit 25 people per session

Deadline October 25, 2013

**Confirmation, location and complete agenda will be sent to members who have signed up after the registration deadline.**

**\*Special Visit to the Capitol at 1:00 p.m. on Friday (Optional)**

-----  
Make checks payable to Kentucky PTA. Send to Kentucky PTA, P. O. Box 654, Frankfort, KY 40602-0654

Name \_\_\_\_\_ PTA Position \_\_\_\_\_

PTA/PTSA Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_, KY Zip \_\_\_\_\_

Phone (h) \_\_\_\_\_ (w) \_\_\_\_\_ (cell) \_\_\_\_\_

E-mail \_\_\_\_\_

Person to contact in case of emergency: \_\_\_\_\_

Relationship \_\_\_\_\_ Phone # \_\_\_\_\_

Kentucky





## Dear PTA Leaders:

Sports have been, and continue to be, an important part of a well-rounded education for our children. Engaging parents and community leaders on ways to help kids stay safer and healthier as they head back to sports this fall is a goal of [National PTA](#). Please share this information with your Coaches and Athletic Directors. Also, be on the lookout for a special email from Commissioner Goodell next week to kick off this important initiative

This year, we have teamed up with the [National Football League](#) to launch a “[Back to Sports](#)” partnership to focus on youth health and fitness. This fall, PTA leaders across the country will educate their communities on youth wellness—from concussion education to NFL PLAY 60 tips on nutrition and staying active by hosting “[Back to Sports Nights](#).” The “[Back to Sports](#)” initiative marks the first time National PTA has

partnered with a sports organization, and NFL Commissioner Roger Goodell’s appearance at the PTA Convention this summer in Cincinnati is the first time a sports commissioner has addressed PTA constituents at the event.

I am so passionate about safety in sports that I agreed to serve on the advisory committee for [USA Football’s Heads Up Football](#) campaign, which teaches proper tackling technique. I challenge our leaders to get as excited as I am about this new partnership. I would love for every PTA Congress to have at least five of their units host a Back To Sports Night. Take the lead in making sure that Back to Sports stations, including [NFL PLAY 60](#), hydration education, [Heads Up Football](#), and concussion education stations, are set up at local PTA meetings. Remember that when children take part in sports, they experience benefits in many areas of their development, including self-discipline, emotional control, improved school grades, time management, leadership and self-esteem. Let’s do our part to make sure that they stay as safe as possible.

I’m counting on you to spread the word to all of your units and encourage them to host a [Back To Sports Night](#). We want to ensure that our new NFL partners know the value of collaborating with Today’s PTA. For more information on how local units can register to host a [Back To Sports Night](#) with the support of NFL resources, please visit [www.nflevolution.com/backtosports](http://www.nflevolution.com/backtosports).

Otha E. Thornton Jr.  
National PTA President

# Enroll by September 30 for the National PTA School of Excellence Program



Is there something meaningful happening between your PTA and school partner that deserves recognition? Are you looking to step up PTA's involvement in school improvements? Show your community that something really important is happening at your school – something that extends beyond the building and into the homes of families who feel welcome and prepared to support their child's education and overall well-being.

We are pleased to announce the **National PTA School of Excellence program**, which celebrates the partnership between PTA leaders and schools to enrich the educational experience and overall well-being of all students

## **What does it take to be recognized as a National PTA School of Excellence?**

It takes a joint commitment of PTA and school leaders who want to work together to engage families in a meaningful way that supports one of three key areas: **education, health and safety, and arts and cultural exploration.**

Once you have that, National PTA makes the rest easy for you with this step-by-step process:

1. Enroll your PTA between May 1 and September 30, 2013 at [PTA.org/Excellence](http://PTA.org/Excellence) or via phone at 800-307-4PTA (4782). You will receive the *Getting Started Guide*, which describes program components, including your first steps to gather feedback from families and set goals with your school partner.
2. Conduct a Family-School Partnership Scan and share your results with National PTA.
3. Receive a customized *Roadmap to Excellence* containing recommendations that respond to your specific results from the Family-School Partnership Scan.
4. Complete the National PTA School of Excellence application before June 1, 2014.
5. Celebrate your excellence! All National PTA School of Excellence recipients will receive a toolkit to support celebration activities.

In addition to local visibility, your PTA and school will gain national and statewide recognition as a National PTA School of Excellence. On top of that, your PTA will be considered automatically for the **Phoebe Apperson Hearst Award**. This is National PTA's highest honor recognizing effective family engagement strategies and includes a **\$2,000 grant**.

## **Enroll Today!**

Visit [PTA.org/Excellence](http://PTA.org/Excellence) or call 800-307-4PTA (4782).

## Membership is Key

Back to school time is a very important time to have your membership campaigns in motion! Always remember during your campaign that members are the most important part of your PTA/PTSA. Members are the key – the key to success, to parent involvement, to advocacy and to empowerment!

Many schools have wonderful ways to get “parents” involved. Remember the P in PTA does not just stand for parents, but also grandparents, aunts, uncles, friends, and neighbors. Many people help us raise our children and we want them to be involved in PTA.

Check out the Membership Blog on the National PTA site for ideas on how to involve more of these important people in our schools <http://www.ptanewsroom.org/onevoice/>. Please take time to watch the video by Grindstone Elementary in Berea, OH. It is full of great ideas you can incorporate into your PTA. Also, on the National website you will find information regarding Membership Cards.

<http://www.pta.org/members/content.cfm?ItemNumber=3721>. You can sign-up for a Membership Card Webinar where you will walk through the card

activation process and Staples staff will discuss all the details of **PTA’s new Staples discounts!** Additionally, you can find membership card resources, including printing templates and FAQs.

### **Don’t forget the Back to School Drawing!**

You will be placed in a drawing if you have over 100 members. So, please send in your membership dues and lists to the Kentucky PTA office as soon as possible. There is also an **Early Bird Drawing** for schools who have equal to or greater total membership from last year by September 15<sup>th</sup>.

### **Last but, not least...**

A PTA in good standing must send in at least 1(one) dues payment by October 15<sup>th</sup>. This is important because you must be a school in good standing to keep your IRS non-profit status and to be eligible for State awards and scholarships!

Keep up the great work!

## Kentucky PTA Kids’ Day 2013

Kentucky PTA Kids’ Day is Tuesday, September 24, 2013. It is a special day set aside by Kentucky PTA just for our students.

All children are special in many ways, yet too often we forget to tell them. Many children in our world do not have someone telling them they are special often enough to help them feel really good about themselves. Kentucky PTA Kids’ Day was established to change that for as many of Kentucky students as possible. It reminds us to let all the children in our schools know that they are special. So plan a special celebration for your students!

When you complete your Kids’ Day celebration, take a few minutes to write a report on it and file an application for an outstanding Programs and Projects Award. The Kentucky PTA needs to hear what you are doing so we can share it with other PTA’s in the state.

After you are finished with that, please do one more thing...**MAKE EVERY DAY KENTUCKY PTA KIDS’ DAY!**

Veralyn Eyer mann

## Bylaws: The Basics

Every local PTA/PTSA is required to have current bylaws. Every PTA's bylaws must be renewed by the general membership of the PTA/PTSA every five years. If you are unsure of your bylaws renewal and/or do not have a copy of your bylaws at all, please contact Kelly Capps (Vice President of Organizational Services) at Kelly.capps@uky.edu to request that information.

Once you are ready to renew or amend your bylaws, give at least 30 days notice to your general PTA/PTSA membership of the meeting to vote on the bylaws renewal or amendment (updates/changes). This notice can be given via the "backpack express", e-mail, your PTA or school website, and/or social media. At the meeting itself you must have a quorum present. Your required quorum is listed in your bylaws, but for most PTAs that number is 10. At the general meeting make sure that everyone in attendance has a full understanding of what the proposed bylaws state. If the bylaws are approved by the paid PTA/PTSA members in attendance, submit the signed copies of the bylaws along with minutes of the meeting to Kentucky PTA via standard mail to PO Box 654 Frankfort, KY 40602 or to Kelly Capps via e-mail at Kelly.capps@uky.edu. Be sure to list in the meeting minutes that 30 days notice was given, that a quorum was present at the meeting, and that the bylaws were approved.

A copy of the local bylaws form can be found on the flash drive in your local packet that you either received at Convention/Leadership or from your district president. It is located in the last part of the "PTA Basics" section. If you have any questions or concerns regarding this process please contact Kelly at the above mentioned e-mail address. Also, we will be rolling out a PDF bylaws form later this fall so be on the lookout for that!

## Kentucky PTA Leaders' Notebook

can be accessed at <http://kypta.org/for-members/leaders-notebook-for-ptas-and-ptsas-2013-2014/>

## Stay Updated With Kentucky PTA via Social Media

Kentucky PTA is on a variety of social media sites including Facebook, Twitter, and Pinterest. We are looking for additional ways to reach our broad range of PTA students, members, and leaders. You can connect with us via Facebook at [www.facebook.com/kentuckypta](http://www.facebook.com/kentuckypta) and on Twitter by following @KentuckyPTA. Our newest form of social media is Pinterest. For those of you unfamiliar with this site, users can upload, save, sort, and manage images and/or website links, known as pins, through collections known as "boards". Pinterest serves as a media platform where users can view the content of others and then save some of their favorite content to their own "boards". Content outside of Pinterest can also be linked or uploaded to your own page. Each individual can divide their content among the different "boards" with each "board" having a specific topic. For example, some of the "boards" on the Kentucky PTA Pinterest page include Bullying, Advocacy, Dr. Seuss Ideas, Upcoming Events, and People to Know. Visit [www.pinterest.com](http://www.pinterest.com) in order to create your own Pinterest according using your Facebook or Twitter accounts. When you are ready to follow Kentucky PTA simply visit [www.pinterest.com/kentuckypta](http://www.pinterest.com/kentuckypta).



The world's largest office products company proudly supports individual PTA members and PTA units with an exclusive year-round in-store discount, including:

- 10% off supplies and furniture
- 25% off copy & print
- 5% back in rewards on everything else you buy at Staples (except postage, phone/gift cards and savings passes)
- Free shipping on Staples.com

**To become part of the Staples PTA Discount Program**

Join a local PTA and activate your 2013-2014 PTA Member Card at [www.pta.org/activate](http://www.pta.org/activate)



Kentucky PTA  
P.O. Box 654  
Frankfort, Kentucky 40601

Official publication of the Kentucky Congress of Parents and Teachers, Inc. (Kentucky PTA), published and e-mailed seven times a year. ©2013 Kentucky PTA. Whenever PTA is used in this publication, it also refers to PTSA. PTA is a registered trademark of National PTA. Permission to reprint is granted to PTAs affiliated with the National and Kentucky PTA.

Kentucky PTA Office  
P.O. Box 654 (148 Consumer Lane)  
Frankfort, Kentucky 40602-0654  
Email: kentuckypta@bellsouth.net

PTA comprises nearly 6 million parents and other concerned adults devoted to the educational success of children and the promotion of parent involvement in schools. PTA is a registered 501(c)(3) nonprofit organization that prides itself on being a powerful voice for children, a relevant resource for parents, and a strong advocate for public education. Membership in PTA is open to anyone who is concerned with the education, health, and welfare of children and youth.

## Vision, Mission, Values

Kentucky PTA was chartered in 1918 as a state affiliate of the National PTA. We celebrated our 90th anniversary in 2008 and will celebrate our 100th anniversary in 2018. Kentucky PTA is a non-profit, tax exempt, 501 ( c ) ( 3 ) charitable association registered with the Internal Revenue Service as an education organization. The vision, mission and values of PTA are:

**PTA Vision** – Making every child’s potential a reality.

**PTA Mission:**

**PTA is**

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

## PTA Values:

- **Collaboration:** We work in

partnership with a wide array of individuals and organizations to accomplish our agreed-upon goals.

- **Commitment:** We are dedicated to promoting children’s health, well-being, and educational success through strong parent, family, and community involvement.
- **Accountability:** We acknowledge our obligations. We deliver on our promises.
- **Respect:** We value our colleagues and ourselves. We expect the same high quality of effort and thought from ourselves as we do from others.
- **Inclusivity:** We invite the stranger and welcome the newcomer. We value and seek input from as wide a spectrum of viewpoints and experiences as possible.
- **Integrity:** We act consistently with our beliefs. When we err,

we acknowledge the mistake and seek to make amends.

## PTA Purposes: Historical goals of PTA

- **To promote** the welfare of the children and youth in home, school, community, and place of worship.  
**To raise** the standards of home life.  
**To secure** adequate laws for the care and protection of children and youth.  
**To bring** into closer relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth.  
**To develop** between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social, and spiritual education.