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## Everett PTSA Council

Proudly serving the PTAs and schools of Everett School District



October 1, 2017

### Everett PTSA Council Weekly eBlast

\* [www.everettptsacouncil.org](http://www.everettptsacouncil.org) \*

*If this eBlast does not display in its entirety, be sure to click on "view entire message" at the bottom. We don't want you to miss anything!*

#### **OUR VISION:**

To be a meaningful and vital resource to PTAs and our community partners.

#### **OUR MISSION:**

To support, empower, and guide our PTAs to be successful.

#### **OUR GOALS:**

**Communication:** Strengthen communication with local PTAs by posting website links for PTAs and their current membership forms on Council website and introducing position-specific Facebook Groups for PTA officers.

\*\* Utilize a variety of communication methods to disseminate relevant information to our local PTAs.

**Membership:** Increase Everett Council wide membership by 3% from last year for a total of **4850**.

**\*\* Utilize a district-wide membership drive; assist local PTAs with entering their members in the state database.**

**Leadership Training:** Offer at least four (4) Council led trainings this year.

**\*\* Schedule multiple trainings throughout the year.**

**Advocacy:** Have at least one (1) Council representative attend and vote at Legislative Assembly, have at least one Council delegate attend and vote at WSPTA Convention and have at least 2 Council representatives attend Focus Day.

**\*\* Budget to cover costs of Legislative Assembly and Convention voting delegates.**

**Outreach and Diversity:** Have a Council representative attend a board or membership meeting for each local PTA to share the “Role of Council,” have a representative from each local PTA attend 1 or more Council meetings or trainings.

**\*\* Offer incentives for attending council meetings (i.e. an entry per attendee for an opportunity to win a \$200 gift card); record attendance at each meeting. Drawing to occur at April 25 Council Board of Director Meeting.**

**Collaboration:** Collaborate with our strategic partners to support college/career readiness, early learning, reading, social emotional health programs.

**\*\* Meet monthly with ESD administration to determine how council can assist partners to support programs at local schools; encourage collaboration between local PTAs and their school’s Natural Leaders group as applicable to support the programs in their schools, communicate the “Role of Council” with incoming principals and vice principals.**

**Shoe Fund Program:** Have at least 3 community organizations/members donate to the program.

**\*\* Identify and contact community groups that have donated before; Apply for applicable grants; explore fundraising opportunities and increase community awareness about the program.**

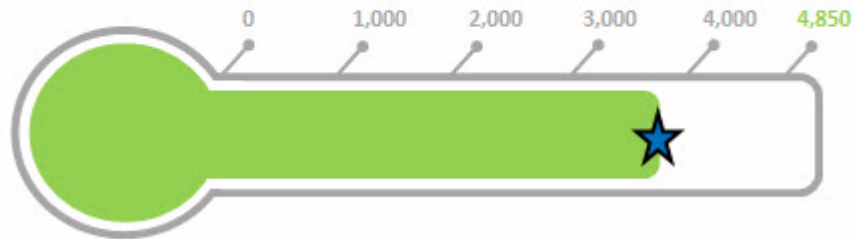
**Reflections Program:** Increase local PTA Reflections entries from last year by 5%.

**\*\* Offer Reflections training in October and invite all local PTA Reflection chairs; contact local PTAs that haven’t offered the program before and encourage their**

participation; hold a district Reflections celebration event at the ESD Community Resource Center in January.

**EVERETT PTSA COUNCIL MEMBERSHIP**

**2017-2018 Membership Goal = 4,850**



**Current Membership = 3,884  
As of 10/1/17**



**October 1:** [Shoe Fund Invoice Due Date](#)

**October 3:** Intro to Membership Webinar, 7:00-8:30pm. Click [HERE](#) for info.

**October 4:** Everett PTSA Council - Reflections 101 Training, 7:00-8:30pm at the CRC. Click [HERE](#) for info.

**October 10:** School Board Meeting, 4:30-7:30pm at the CRC

**October 18:** Region 7 PTA & the Law Training, 5:00-9:00pm at the Sno-Isle Skills Center. Click [HERE](#) for info.

**October 20-21:** Legislative Assembly, Tacoma, Click [HERE](#) for info. Click [HERE](#) to register.

**October 24:** School Board Meeting, 4:30-7:30pm at the CRC

**October 26:** PTA & the Law Webinar, 7:00-9:30pm. Click [HERE](#) for info.

**November 15:** Everett PTSA Council Membership Meeting and Multiple Training Opportunities, 7:00pm at the CRC. More details to come!

**COUNCIL PRESIDENT NEWS:**

Everett School District is in the process of scheduling informational presentations to share information with our community about enrollment growth and the bond and levy the school board is considering. Please be sure to reply to the email from Leanna Albrecht, Communications Director, asking for your feedback and participation.

**THANK YOU** the many local PTA Presidents who have already LIKED the closed Facebook group for PTA Presidents: [Everett School District PTA Presidents](#). If you haven't yet, be sure to check it out and join today!

**COMING SOON:** We are planning a **Council Coffee Chat** for local PTA officers and board members. This is a casual meet up with Council leaders and is a great time to and ask questions, get clarification, review procedures, and anything else of interest to you. Be sure to watch the Council Facebook page for an announcement of our first Council Coffee Chat time and location. Hope to see you there!

#### **FINANCIAL TIP for a Healthy PTA:**

Click [HERE](#) for a checklist for non-signers who review bank statements each month. Good topic of discussion at your upcoming BOD meeting.

#### **LEADERSHIP NEWS REMINDER:**

Be sure your officers are reading the Leadership News from Kathryn Hobbs of WSPTA. On 9/21 this timely question was answered:

#### **QUESTION OF THE WEEK**

**Q | *My school district will have a levy and bond on the ballot. Can PTA take a position? Can we contribute to the campaign and ask members to vote yes?***

**A |** Thank you for your email and timely questions. A formal position regarding a ballot measure (or a legislative bill, initiative or referendum) can be taken by the board of directors or membership of a local PTA or PTA council.

Best practices would be to make a motion to support or oppose the ballot measure, and to present both the "pro" and "con" positions of any issue. Following the vote, the PTA or council may send out information regarding its position to members on its website or by email (provided it does not utilize school district resources), social media, or by U.S. postal mail; send out a press release; and gather to lobby or campaign (phone banking, sign waving, signature gathering, etc.)

If the members wish to do so, a local PTA or council may contribute monetarily to a levy and bond campaign, provided there is a budget line for such activities, and the funds may not constitute a substantial portion of the PTA budget. The general rule is that total yearly funds spent on lobbying activities may not exceed 3-5% of the total yearly PTA expenditures, unless

the PTA has filed a 501(h) election with the IRS.

More details can be found at [Advocacy & Legislative Resources](#).

## Everett PTSA Council Reflections 101 Training

**When:** Wednesday, October 4th, 7:00-8:30 pm

**Where:** CRC, Community Resource Center

Click [HERE](#) to register for this approved Reflections 101 Training

Learn how to conduct and promote a successful Reflections program  
at your local PTA!

*Hope to see you there!*



### **MEMBERSHIP NEWS:**

Our PTAs have been busy collecting memberships.

Congratulations to **View Ridge** for being the 5th Everett PTA to exceed its membership total from last year.

### **2017-2018 Council Membership Drive**

Using the Council Membership Drive form you can join multiple local PTAs at one time, with one check. On the form check which PTAs you would like to join, write just one check and



At the 2017 WSPTA Legislative Assembly on **October 20-21** at Tacoma's Hotel Murano, delegates will vote on 11 new proposed advocacy positions and hear updates on current platform positions. Ample funding basic education continues to be a top legislative priority for WSPTA, and we are pleased to announce that Thomas (Tom) Ahearne, lead attorney in the landmark McCleary v. State of Washington school funding case, will give the keynote address to Legislative Assembly delegates. You won't want to miss this opportunity - register today.

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- Click [HERE](#) for more information.
- Click [HERE](#) to register.
- Click [HERE](#) for hotel reservations. You are encouraged to reserve your hotel prior to October 2nd to receive the special room rate.
- [Guide to Proposed Resolutions and Legislative Issues](#)
- PTA Presidents: don't forget to respond to the email to identify your voting delegates

### Legislative Issue Survey:

In past years, WSPTA has used a statewide survey to gauge support for the platform positions to be discussed at Legislative Assembly. Instead, this year we are offering local PTAs and councils the option of surveying their school community locally.

[Attached you will find a survey](#) that you can use with your parents, teachers, and community to gather feedback on their support of the 4 new long-term Resolutions and 7 short-term Legislative Issues that will be debated and voted on at Legislative Assembly. A PDF version is available on the website. We recommend survey participants familiarize themselves with the full text of the [Resolutions and Issues Guide](#).

You are encouraged to gather this information and share the results with your delegates to the WSPTA Legislative Assembly to better inform their voting. Use the survey as a paper document, an online form, or convert it to an online survey – it is for you to use locally, and results do not need to be shared with WSPTA.

### **REFLECTIONS FACEBOOK GROUP:**

Please feel free to join the new WSPTA Reflections group on Facebook. This group will be a great resource in addition to the [Reflections page on the WSPTA website](#). Join other PTA's and share what works, what doesn't, and ask questions of the WSPTA Reflections Co-Chairs and fellow PTA Reflections Chairs. Co-Chairs Jenn Talingo and Candance Walters are hoping the Facebook group will be a great place to brainstorm ideas and they look forward to a great year of interaction and ideas.

The Facebook group can be found [HERE](#) or by searching "WSPTA Reflections" on Facebook.

**COMMUNITY NEWS:**

**Council Membership Meetings:  
(all meetings at the CRC)**

- Wed, Nov 15th, Meeting 7:00-8:00 pm and Training 8:00-9:00 pm
- Wed, Jan 17th, 7:00pm Meeting & PTA Leader Roundtables
- Wed, March 21st, 7:00pm Meeting & PTA Leader Roundtables
- Wed, May 31st, Meeting & Training "Ready, Set, Go"

**Council Board of Director Meetings: (locations TBD)**

- Wed, Oct 18th
- Wed, Dec 6th
- Wed, Feb 21st
- Wed, Apr 25th
- Wed, June 6th

**Visit our Everett PTSA Council Website**

[www.everettptsacouncil.org](http://www.everettptsacouncil.org)

**Find us and "like" us on Facebook**

[www.facebook.com/everettptsacouncil](http://www.facebook.com/everettptsacouncil)



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For more information or inquiries, please refer to the Council Contact list in this eBlast and also posted on our [website](#).



**Everett PTSA Council**

Proudly serving the PTAs and schools of Everett School District

September 6, 2017  
Everett PTSA Council Weekly eBlast

Our regular weekly council eBlasts will be sent out each Sunday. Be sure to read for important information, dates and updates and share with your leaders.

Make sure your PTA leaders are input in PTAvenue to receive important information - Council eBlast, Leadership News, emails, and much more.



[www.wastatepta.org](http://www.wastatepta.org)



[www.everettsd.org](http://www.everettsd.org)



[www.pta.org](http://www.pta.org)



**PTA OUR CHILDREN MAGAZINE**

National PTA has a great digital magazine with articles that cover everything from parenting tips, crafts, digital safety and so much more. Click [ptaourchildren.org](http://ptaourchildren.org) to view the latest issue.

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