

A photograph of two young girls standing on a wooden boardwalk in a grassy field. The girl on the left is wearing a white dress with a colorful butterfly pattern and light blue shoes. The girl on the right is wearing a dark dress with a pattern of small hearts and pink shoes. They are holding hands and looking away from the camera. The background is a soft-focus green field.

THIRTY-FIRST DISTRICT PTSA

*Valley Views*

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## 2021-2023 VISION FOR 31<sup>ST</sup> DISTRICT

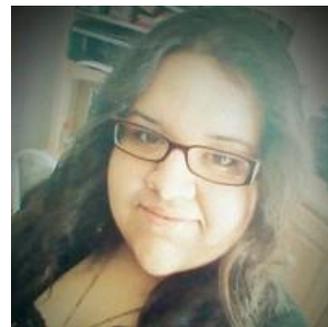
“Working together to develop PTA and community leaders that exemplify the PTA's mission to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.”

# FROM THE PRESIDENT

Submitted by: Mireira Morán, President

Our PTAs work with the school community, day in and day out, to provide programs and support to benefit children and families. They develop programs like the volunteer family art programs, physical education incentives, STEAM assemblies and family nights to educate parents and families about community concerns.

We often forget that PTA has been at the forefront of child advocacy since 1897. A constant reminder to this nation of its obligations to children, providing resources and important information to parents, families, educators and community members. Whenever the education, health, safety, or well-being of children are threatened, PTA members are there, working to resolve those challenges.



For 125 years PTA has been advocating for the health, safety and education of all children and youth. As we celebrate this Founders' Day let's take a look back at some of the important laws and guidelines that we sometimes take for granted today, such as:

- Creating a separate criminal justice system for juvenile offenders
- Enforcing child labor laws
- Building kindergarten into the public school system
- Supplying federally funded hot-lunches – that now feed more than 26 million children a day
- Supporting school bus safety regulations
- Creating the content-rating system for television programs

PTA has never been shy about tackling tough issues – from talking about sex education as early as 1916 to supporting HIV/AIDS education programs in the 1980s; from including authentic family engagement in California's education code to working with state/local leaders and school districts to get computers and devices, internet access and hotspots and school meals to children and families who needed them during the pandemic.

On February 17, 2022 as we celebrate the birthday of PTA, let us remember to plant the seeds for our future, developing leaders, so that we may have 125 more years of improving the lives of children through PTA.

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Nuestros PTA trabajan con la comunidad escolar, día tras día, para brindar programas y apoyo en beneficio de los niños y las familias. Desarrollan programas como los programas de arte familiar voluntario, incentivos de educación física, asambleas STEAM y noches familiares para educar a los padres y las familias sobre las preocupaciones de la comunidad.

A veces olvidamos que la PTA ha estado a la vanguardia de la defensa de los niños desde 1897. Un recordatorio constante a esta nación de sus obligaciones con los niños, proporcionando recursos e información importante a los padres, familias, educadores y miembros de la comunidad. Cada vez que la educación, la salud, la seguridad o el bienestar de los niños se ven amenazados, los miembros de la PTA están ahí, trabajando para resolver esos desafíos.

Durante 125 años, la PTA ha defendido la salud, la seguridad y la educación de todos los niños y jóvenes. Mientras celebramos este Día de los Fundadores, hay que ver algunas de las leyes y guías importantes que a veces damos por hecho hoy, como:

- Crear un sistema de justicia penal independiente para los delincuentes juveniles
- Hacer cumplir las leyes de trabajo infantil
- Integración del Kinder en el sistema de escuelas públicas
- Suministro de almuerzos calientes financiados con fondos federales, que ahora alimentan a más de 26 millones de niños al día.
- Respaldo las normas de seguridad de los autobuses escolares
- Creación del sistema de clasificación de contenidos para programas de televisión

La PTA nunca ha sido tímida a la hora de abordar temas difíciles, desde hablar sobre educación sexual en 1916 hasta apoyar programas de educación sobre el VIH/SIDA en la década de 1980; desde incluir una participación familiar auténtica en el código de educación de California hasta trabajar con líderes estatales/locales y distritos escolares para obtener computadoras y dispositivos, acceso a Internet y puntos de acceso y comidas escolares para los niños y las familias que los necesitaron durante la pandemia.

El 17 de febrero de 2022, mientras celebramos el cumpleaños de la PTA, recordemos plantar las semillas de nuestro futuro, desarrollando líderes, para que podamos tener 125 años más de mejorar la vida de los niños a través de la PTA.

# MEMBERSHIP AND ORGANIZATION

Submitted by Kimberly Amado, Vice President of Membership and Organization



I think many of us thought 2022 was going to bring us a re-emergence from masks and lockdowns, unfortunately those hopes were quickly dashed, but that doesn't mean we stop moving forward and continue to look for better days ahead.

Here are some updates from our M&O committees:

## Membership

Hopefully you have made it through several of the stops on the State Membership Drive Challenge Road Map. Here are some of the upcoming due dates. You do not have to participate in all the challenges. If you have not previously participated, jump in with the Founder's Day Challenge. You can find the roadmap at [capta.org](http://capta.org).



Make your road trip special and set a new record for your school. Any PTA unit, council or district that has a membership total by **March 31, 2022**, that is higher than any year-end total since the 2016-2017 membership year, will be awarded a certificate of recognition and will be entered into a drawing to receive one of five \$200.00 awards.

### 5. Founders' Day Membership Challenge

PTA Founders' Day is February 17. Any unit that submits, through channels, 17 new memberships for the month of February will earn a certificate. No application is required. The deadline is March 1, 2022.

### 6. Best in 5 Award

Any PTA unit that has a membership total by March 15, 2022, that is higher than the largest year-end total since the 2016-2017 membership year, will be awarded a certificate of recognition, will be recognized on California State PTA social media platforms, and will be entered into a drawing to receive one of five \$500.00 awards. All units that qualify for the Best in 5 Award will also receive a recognition ribbon at the 2022 California State PTA Convention. No application is required. The deadline is March 15, 2022.

### 7. Club 100 Award

For units that have membership that is 100% or more of their school student enrollment by the deadline, will be awarded the Club 100 Award and will receive a banner for their unit to commemorate their success.



Club 100 Award winners will also receive a recognition ribbon at the 2022 California State PTA Convention, membership marvel pins for their board members, and be entered into a drawing to receive one of ten \$100 prizes. The unit must submit a Club 100 Award application. The deadline is March 15, 2022. If a unit/council/district earns this award after the March 15, 2022, deadline, said unit/council/district is entitled to a banner for their success.

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### 8. Membership Marvel Award

Any unit that increases its membership by 10% over its 2020-2021 membership total will earn the Membership Marvel Award. Each unit board member will receive a Membership Marvel pin and each unit will receive a certificate of recognition. No application is required. The deadline is April 15, 2022

### 9. Community Connection Award

This award is given to units that have 10% or more of their membership comprised of non-traditional members such as business and community leaders who do not have children at the school. (Parents, family members of students, teachers and staff are considered traditional members for purposes of this award). Community Connection Award winners will receive a certificate for their efforts. A Community Connection Award application must be submitted to win. The deadline is May 15, 2022.

## MUSIC SCHOLARSHIP COMMITTEE

The Darlene Panfill Music Scholarship Program is a 31<sup>st</sup> District tradition, dating back to 1953 with the inception of the 31<sup>st</sup> District. This program is funded through the generous donations from our PTA Units. The auditions just took place on February 5<sup>th</sup> with professional judges on hand for the auditions.



The Judges, from left to right:

*Photo 1: 31<sup>st</sup> District President, Mireira Morán;  
Name; Name; Music Scholarship Chair, Linda Ross  
Photo 2: 31<sup>st</sup> District President, Mireira Morán;  
Name; Name; Music Scholarship Chair, Linda Ross;  
Name*



Here are some pictures of the very talented youth that participated in this year's auditions. Winners will be announced soon!



## Welcome back!

Your Leadership moment. Elections season is here. I know, you all just took office. Some of you are still learning your jobs and I am talking about elections for next year... Yes!

### Election calendar:

**January** - nominate your Election Committee at the Association Meeting. Once they are set, have them meet with your Parliamentarian - if you don't have a Parliamentarian, your President can meet with the committee. They will review the bylaws with the committee, establish the roles that need to be filled and provide the membership list. Then they step away and let the committee set the slate.

**February** - the nominating committee will present their slate of officers to the Association and then post the notification in a public place - either on campus or in the PTA's social media. The goal is to fill all positions however in the event the committee cannot fill a position, they still present the slate of officers they were able to procure commitments from. Open positions can be filled from the floor at the actual election, which will take place in March.

Once elected in **March**, the incoming board can start their training, determine if they would like to attend convention and start planning for 2022-2023. While they don't actually make decisions until they take office July 1, 2022 - this is critical planning time.

### NOMINATIONS AND ELECTIONS

The purpose of the nominating committee is to recognize and seek qualified nominees for the elected leadership of the PTA. The members of the committee, therefore, have a tremendous influence on the future of the PTA and should be selected carefully.

### NOMINATING COMMITTEE BASICS

The nominating committee is the only PTA committee that is not appointed by the president. This committee is elected by the membership at least two months prior to the election of officers. Determining when to elect the committee and how many people to elect is outlined in your unit bylaws. Don't forget to elect alternates, in the event an elected committee member cannot attend a committee meeting. Most units should be electing the nominating committee no later than January or February for the election of officers in March or early April. The committee needs a balance of newer and more experienced PTA members, all of whom should be knowledgeable about PTA and who are:

- Aware of qualified potential nominees  
Familiar with the eligibility requirements and the qualifications necessary for the offices to be filled
- Willing and able to devote adequate time to the responsibilities involved and maintain confidentiality.
- Don't overlook student and teacher members
- The election of the nominating committee should not be a popularity contest based on willingness to serve nor should it consist of the PTA executive board. The PTA president never serves on the committee, and the parliamentarian serves only when elected to serve. The principal may be elected, but should at least be an advisor to the group. No person may serve on the committee for two consecutive years. Be sure to elect your nominating committee wisely!

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## QUALITIES OF NOMINATING COMMITTEE MEMBERS

Nominating committee members should be:

- Elected on merit and ability.
- Willing to devote adequate time to the responsibilities involved.
- Knowledgeable regarding the eligibility requirements and the qualifications necessary for the offices to be filled as well as the responsibility of each office.
- Aware of the qualifications and abilities of potential nominees.
- Able to give objective consideration to nominees.
- Able to use sound judgment and skill in evaluating nominees.
- Tactful, discreet with integrity.
- Able to keep all deliberations confidential.

## DO's AND DON'Ts

- DO: Study carefully the qualifications of members before presenting the name as a nominee.
  - DON'T: Submit a member's name as a nominee because she/he is a friend of yours.
- DO: Check the membership list to be sure nominee is a member of the organization.
  - DON'T: Nominate a person with the thought that it is a good way to get him to join the PTA.
- DO: Remember that committee DISCUSSION is left in the meeting room.
  - DON'T: Repeat what was said in the committee meeting to anyone.
- DO: See that the report of the nominating committee is publicized through the proper channels.
  - DON'T: Report the results of the nominating committee until it has been publicized through the proper channels.
- DO: Accept an office yourself if you are sincerely interested in the purpose of the organization.
  - DON'T: Accept the office if you are only interested in having your name in the yearbook.

Also see this information from CAPTA: 

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Nominating Committee Checklist:

<http://downloads.capta.org/toolkit/RunningYourPTA/PTANominatingCmteChecklist.pdf>

Board Candidate Checklist:

<http://downloads.capta.org/lea/nom/Sample-Board-Candidate-Checklist.pdf>

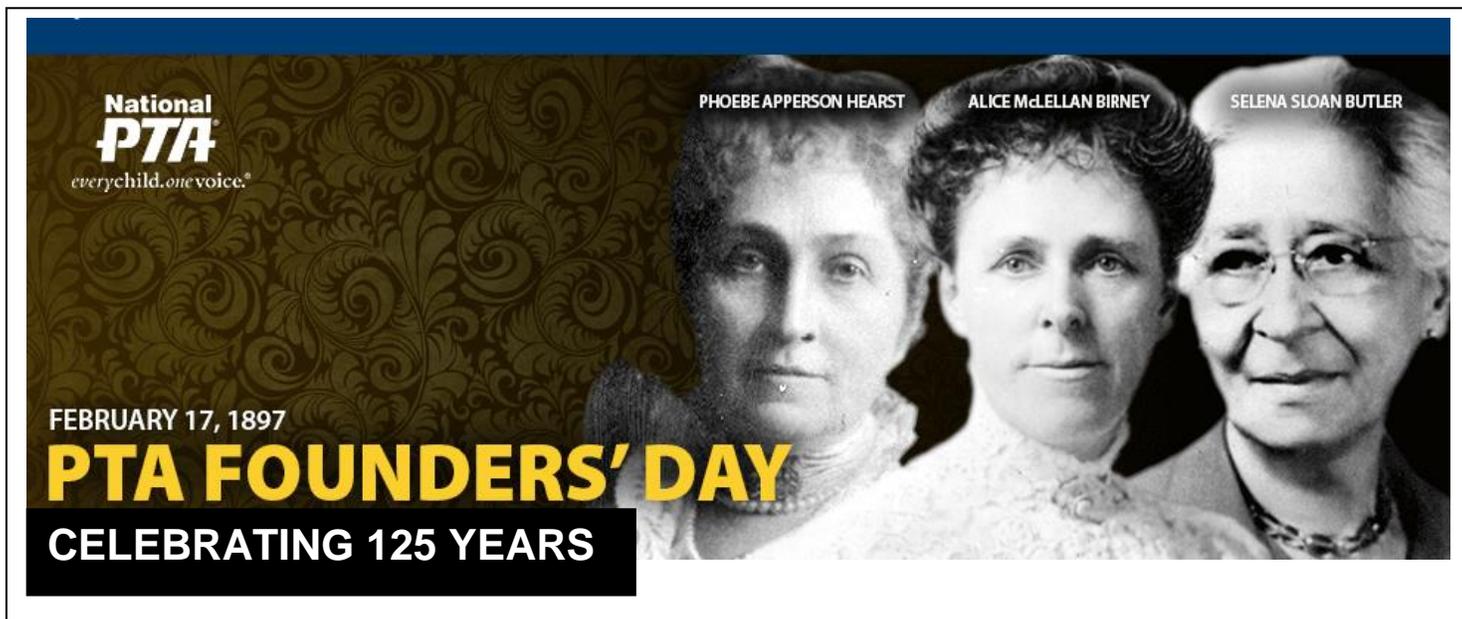
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## Awards Committee



The applications for the 31<sup>st</sup> District End of Year Awards are on the district website and available from your council presidents. You can apply for one or all categories: Health & Safety, Teacher of the Year, Unit of the Year and the Newsletter Award. You can't win if you don't apply! **The deadline to apply is 4/8/22.**

# NATIONAL PTA FOUNDERS' DAY



## **HAPPY BIRTHDAY PTA! May you Live Forever and Strong!**

February 17, 2022, marks the 125th Anniversary of the founding of PTA.

Founded as the National Congress of Mothers by Alice McLellan Birney and Phoebe Apperson Hearst, National PTA ([www.pta.org](http://www.pta.org)) is a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education.

On February 17, 1897, more than 2,000 people—mostly mothers, but also fathers, teachers, laborers and legislators—attended the first convocation of the National Congress of Mothers in Washington, D.C. Twenty years later, 37 chartered state congresses existed.

In 1926, Selena Sloan Butler formed the National Congress of Colored Parents and Teachers to advocate for children, especially African American children in segregated communities. As the United States progressed through the Jim Crow era, the Civil Rights Movement and the eventual desegregation of schools and communities, the two associations fought side by side for every child.

Following the Supreme Court decision that ended segregation, the Associations held their conventions in conjunction with one another and worked toward merging in all 50 states. On June 22, 1970, the two congresses, National PTA and the National Congress of Colored Parents and Teachers (NCCPT), signed a Declaration of Unification and officially became one association, and merged their visions to serve all children.

The unification of the two congresses is an important part of National PTA's history and the association's continued efforts to serve and make a difference for every child.

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## OVER 120 YEARS STRONG

**Founders' Day, celebrated by National PTA on February 22, 2022, is when we celebrate the legacy and work of our founders — Alice McLellan Birney, Phoebe Apperson Hearst and Selena Sloan Butler — to improve the lives of all children and families.**

Founders' Day is a time to reflect and take pride in our achievements, and renew our commitment to be:

- a powerful voice for all children;
- a relevant resource for parents; and
- a strong advocate for public education.

## PTAs FOCUS OF SUCCESS

This year we are celebrating 125 years of working on behalf of children and families. Our history informs our work. Today's PTA is vibrant and active and includes a network of millions of families, students, teachers, administrators, and business and community leaders devoted to the educational success of children and the promotion of family engagement in schools.

- **Student and School Success** — All students should receive a world-class education that prepares them for long-term success in college and careers. PTA programs like Take Your Family to School Week, Family Reading Experience and School of Excellence empower families to be engaged in their children's education and support their learning, which makes a difference for student success and school improvement.
- **Health and Safety** — Every child should have a healthy and safe place to live, learn and thrive. PTA provides tools and resources—such as our Connect for Respect initiative—that help students, parents and schools work together to create a positive school climate.
- **Arts and Culture** — Every child should receive a well-rounded education with access to arts and cultural opportunities. PTA celebrates and raises awareness about the importance of arts education and provides all students the opportunity to explore and be involved in the arts through our annual Reflections program.
- **Advocacy** — All families should be at the table and empowered to advocate for their own and every child. PTA's policy agenda, advocacy toolkit and state and national trainings make it easy for every parent to make a difference.

## ADVOCACY

As the largest volunteer child advocacy organization in the nation, National PTA is the conscience of the country for children and youth issues. Through advocacy, as well as family and community education, National PTA has established programs and called for legislation that improves our children's lives, such as:

- Creation of Kindergarten classes
- Child labor laws
- Public health service
- Hot and healthy lunch programs
- Juvenile justice system
- Mandatory immunization
- Arts in Education
- School Safety

# FOUNDERS' DAY RESOURCES

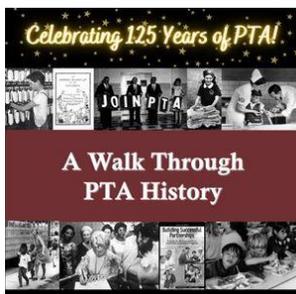
*Excerpts from Missouri PTA*

As a PTA there are many programs and special events that you can utilize and celebrate big or small in your unit. This section is designed to highlight the bigger National PTA events and programs. You'll find both ideals and resources to help make your year a success.

Take time to reflect & celebrate our accomplishments and renew our commitment to be a powerful voice for all children, a relevant resource for parents, and a strong advocate for public education.

Here are just a few examples of Founders Day activities. Utilize the internet to see what other units and councils are doing across the nation. There is no one "right" way to celebrate.

- Annual dinner hosted by council for PTA unit officers and school district employees.
- A district event that the local units take turns hosting.
- Have birthday cake, invite all the past presidents of the unit and recognize them with a small gift.
- Recognize PTA Hall of Famers (a special principal, teacher, staff member or volunteer) who has made positive differences in the lives of children. You can honor them with a PTA Distinguished Service Award.
- Donation of a book to the library in honor of someone who exemplifies what PTA stands for.
- Ask local businesses to post "Happy Birthday PTA" on their outside signs.
- Showcase students' Reflections projects at your meeting/event and don't forget to make students feel welcome to attend.
- Request your town's mayor issue a proclamation in honor of PTA's birthday. Invite him or her to attend the meeting with their family and sign the proclamation during the event.
- Showcase achievements and highlights of your PTA with a Power Point presentation, collage of pictures or scrapbook display. Distribute a list of these achievements and future goals.
- Offer the opportunity to make a freewill donation to your local PTA Scholarship fund.
- Have a creative and meaningful way to collect the Founders Day Gifts, i.e. a collection box that looks like a wishing well or school house. Make sure the purpose of the gifts is clearly stated.
- Ask students to create a presentation or video about ways PTA has influenced their education.
- Begin your own local PTA Hall (or wall) of Fame. Honor those that have made significant contributions to your unit. Make a decorative bulletin board that features their pictures and achievements. Begin a tradition that your PTA can add to each year.
- Hold a candle light ceremony in recognition of the founders' inspiration and to honor past unit presidents.
- Ask three female students to dress as our "founding mothers" as part of your event.
- Ask the choir or a band ensemble to perform for your event.



Check out this short video highlighting some of PTA's past:

<https://www.youtube.com/watch?v=65alh0WL5eU>

For more information on the National PTA website including historical timelines, please visit:

<https://www.pta.org/home/About-National-Parent-Teacher-Association/Mission-Values/National-PTA-History>

# 125 WAYS TO INCREASE YOUR MEMBERSHIP

From National PTA



## 125 WAYS TO INCREASE MEMBERSHIP

### GENERAL OUTREACH

**TIP!** Nothing else matters if you don't do the first two!

1. Create a welcoming environment! Have a greeter welcome everyone, especially new people, who attend your PTA meetings, events and activities. Have board members introduce themselves to people before the meeting.
2. Do meaningful work! Find out your school community's needs and take steps to meet those needs.

#### In-Person Ideas

3. Add membership to casual moments—invite people to join at a PTA meeting or event, at a school event, carpool line, etc.
4. Be available at all school and community events to speak to families and community members about PTA and ask them to join.
5. Be present at kindergarten events and transition nights to middle and high school.
6. Have a PTA membership table at all school events (school registration, back to school nights, open house, parent-teacher conferences) and PTA sponsored events.
7. Give a [short presentation](#) on the value of PTA at open house, back to school night, orientations, etc. Use this [template](#) from the [Membership Campaign Materials](#).
8. Have a collection box in the school office with membership forms and envelopes to make joining easy.
9. Place "Join PTA" signs and membership forms with a link to join or QR code around the school. Use a theme to get people's attention. For Example: A street sign theme—PTA membership "yields" results. "Stop" and consider the benefits of PTA. "Do not pass" this opportunity to be a PTA member.
10. Throughout the year, reach out to new families and share info on PTA. Personally ask them to join.

#### Virtual Ideas

11. Are in-person invites too intimidating? Ask people to join your PTA via phone or personalized email.
12. Do you have [Online Join](#)? Share the link broadly, allowing

people to join from their laptop, tablet or phone and to pay with a credit card. Check with your [state](#) PTA for help.

13. Have a virtual way for people to connect, like Facebook, [BAND](#) or website.

#### Both (In-Person and Virtual Ideas)

14. Use your PTA logo, not the school logo, on everything! Don't have one? Create one [here](#) in 30 seconds.
15. Ask current members to renew their membership for next year, before the current school year ends. Retain members from current year, so you can focus on recruiting new members the next school year.
16. Every member gets a member! Challenge current members to share the PTA value and ask others to join.
17. Create a welcome letter at the beginning of the year letting families know what PTA does for their kids and school. Update everyone mid-year!
18. Create a PTA welcome packet for new students and families.
19. Put a "personal membership invitation" in the school's back-to-school mailing.
20. Work with the school's Parent Resource Center to ensure all families get PTA information and messages.
21. Connect with preschools that feed into your school and ask them to share info about your PTA with the families of graduating students.
22. Middle and high school PTAs can reach out to the PTAs that feed into them to connect with families whose kids are moving to their schools.
23. Encourage members to bring a friend to PTA meetings, activities and events.
24. Have PTA shirts and/or name tags for the board, so everyone knows who you are at school and PTA events and provide members with name badges to wear at meetings/events.
25. Make sure everyone understands that only members are allowed to vote at PTA meetings. Then encourage people to join so their voice is heard.
26. Make sure people know that they can join PTA without volunteering.

27. Make volunteer sign-up easy. Always have a sign-up form available in person and/or online. When people sign up who are not members, ask them to join.

28. Coordinate PTA membership drives and events with important school events/activities.

29. Include a link or QR code to join on all PTA communications, and if possible, school communications too.

### TAKE ADVANTAGE OF THE PTA NETWORK TO HELP SHOW YOUR VALUE

#### Both (In-Person and Virtual Ideas)

30. Visit the National PTA website and take advantage of all the [virtual resources](#). Sign up for [National PTA newsletters](#) and follow National PTA on social media to stay connected and up to date. Share relevant info with your families to show the benefits of the PTA network.
31. Show your PTA value by sharing National PTA resources geared towards parents with your members ([PTA.org/FamilyResources](#)).
32. View National PTA's short [15-minute videos](#) to hear different ways to grow membership and communicate the value of PTA.
33. Sign up for the Local PTA Leader Kit to use the [DIY Kit for Membership Growth](#).
34. Host a [National PTA program](#). All programs are ready to use, developed by experts and available to all PTAs.
35. Apply for a National PTA [Award or Grant](#). Both are great ways to connect to the PTA network, amplify your work and show your community the power of the PTA.
36. View your state PTA website, sign up for their newsletters and follow them on social media. Join your state PTA Facebook group for ideas and resources, when available.
37. Don't reinvent the wheel—use [State](#) and [National PTA Membership Resources](#).
38. Add a PTA [Membership Campaign](#) graphic to your email signatures and hyperlink it to your Online Join.

In Celebration of the 125th Anniversary of National PTA! | 1



## 125 WAYS TO INCREASE MEMBERSHIP

### BE WELCOMING/OPEN AND REFLECT YOUR COMMUNITY

#### Both (In-Person and Virtual Ideas)

39. Make sure your board represents the community you serve—diverse and inclusive. People want to join groups where they can see others like them involved.
40. Assess the needs of the school community each year to ensure the PTA work supports all students. Base committees on the focus areas (special needs, male engagement, mental health, etc.).
41. Bring in new people (both members and volunteers) by selecting an enthusiastic and friendly person to be a volunteer coordinator.
42. Be transparent. Show what your PTA does and how the money directly supports children. Develop a "What PTA Money Supports" flyer and share it broadly. People will join once they know what your PTA supports.
43. Be accessible. Have PTA meetings and events at times and locations when most members, non-members and potential members can participate.
44. Open your general membership meetings to everyone. People may join once they get to know the people and the work your PTA does. Remember, during the business portion of the meeting, only members can participate.

### TEACHERS/SCHOOL ADMINISTRATION SPECIFIC

#### In Person Ideas

45. Put info in their school mailbox about why PTA needs to keep the "T" in PTA. Include a membership form or QR code to join.
46. Put a poster in the staff lounge letting them know how much PTA appreciates them and their support.
47. Have members of your board personally tell each teacher/staff how valuable their support is and invite them to join PTA.
48. Ask principal to establish a weekly "casual dress day" for all teachers/staff who join the PTA.

49. Host a Back-to-School luncheon for teachers/staff. Welcome the staff back and share the benefits of PTA. Invite them to renew or join the PTA and let them know why 100% teacher/staff participation is important.
50. Offer a teacher/staff luncheon if you reach 100% PTA memberships for teachers/staff.

#### Virtual Ideas

51. Give shout-outs to teachers/staff who are PTA members in your newsletter and on social media.
52. Send personalized thank you emails to all teachers/staff who join.

#### Both (In-Person and Virtual Ideas)

53. Set and share a teacher/staff specific membership goal—consider 100% teacher/staff participation.
54. Give a short PTA update at staff meetings—live, virtual or recorded.
55. Ask the principal to encourage staff to join. It is important to have principal support.
56. Highlight teachers and staff members during Teacher Appreciation Week.
57. Give a special recognition or shout out to teachers/staff who join. Decorate the doors of the teachers who join PTA.
58. Add a teacher position to your board or have a teacher fill a current board position, if school board policy allows. This person can help nurture the PTA-staff relationships and get more staff involved.
59. Collaborate with the PTAs and PTSAs in your area, have teachers identify high school/middle school student volunteers to read with or tutor math to elementary students.

### STUDENT SPECIFIC

#### In Person Ideas

60. Engage students in recruitment efforts. Have students run a membership table so they can ask their friends to join.
61. Have students speak at school events about the value your PTA/PTSA brings to the school. Students will relate to other students.

#### Virtual

62. Start a "Text to Join" membership campaign.
63. Create a fun membership challenge on social media—consider something like the viral "ice bucket challenge" from a few years ago.

#### Both (In-Person and Virtual Ideas)

64. Set and share a student-specific membership goal.
65. Allow middle and high school students to engage in learning opportunities that support the work of your PTA/PTSA, either individually for volunteer hours or as a class project. They can prepare radio and TV ads to show on school TVs and at events, create social media/marketing campaigns or design promotional materials.
66. Consider developing a student-focused membership drive where students get other students to join. Put the referring member on the membership card, and offer a drawing to all those who refer other students.
67. Invite [Referrals](#) program participants and their families to join your PTA/PTSA.
68. Let all seniors know about PTA scholarship opportunities—if available from your local, council, district, region and/or state PTAs.
69. Package membership flyers with school or PTA/PTSA spirit wear.
70. Include the student voice in your decision-making—listen to their ideas, suggestions and needs.
71. Hold a student-focused PTA/PTSA event. Have students in board positions assist with the event and ask everyone in attendance to join your PTA/PTSA.
72. Let students know they can earn volunteer hours by assisting your PTA/PTSA with events or other work.

### COMMUNITY ENGAGEMENT

#### In-Person Ideas

73. Make sure your PTA is at community events (e.g., county fairs, local parades, countywide meetings, etc.) with talking points, a poster showing your impact and easy ways to join.

In Celebration of the 125th Anniversary of National PTA! | 2

Continued on next page

# 125 WAYS TO INCREASE MEMBERSHIP

**74.** Ask local businesses (such as doctor/dentist/orthodontist offices, hairdresser/barber shops, banks, etc.) if you can leave PTA newsletters for visitors to read while they wait. Include a QR code for easy joining.

#### Virtual Ideas

**75.** Ask local businesses to post about their collaboration with your PTA on their social media page.

**76.** Use #HowWePTA for local business/organization partnerships, to show the breadth of your work.

#### Both (In-Person and Virtual Ideas)

**77.** Keep a list of all the work your PTA has done to support the school and families in your community. Share the list widely and often, including with local businesses and community partners.

**78.** Ask local businesses to hang PTA flyers in their store windows. Include a link or QR code on the flyer for easy joining.

**79.** Invite community members such as school board members, superintendents, teacher union representatives, state legislators, etc., to join your PTA.

**80.** Solicit local businesses for donations. Provide them with signage to publicly display, thanking them for their support. On the recognition sign, include a link or QR code to join and add "Don't You Want to Support Us Too? Join Today!"

**81.** Ask local businesses to extend discounts to PTA members. Provide them with signage to acknowledge the partnership. On the sign, include a link or QR code to join. Recognize the partnership in PTA communications too!

**82.** Display winning [Reflections](#) entries in municipal buildings, banks, libraries and other visible locations. Include signage with a link or QR code for easy joining.

**83.** Partner with other non-profits to promote the value of PTA and establish relationships. Invite their members to join your PTA.

## COMMUNICATIONS

#### In-Person Ideas

**84.** Create a display case or bulletin board in the school lobby with PTA materials, like upcoming events, copies of

newsletters, membership applications/QR code, photos, etc. Make it fun!

**85.** Put "Join our PTA" messages on yard signs with QR codes and display throughout the school and community.

**86.** Post signs at the carpool line that tell the PTA value. Have drive-up "Join PTA" events.

#### Virtual Ideas

**87.** Conduct an online survey to find out what members and non-members want from your PTA. Have a link to join at end of the survey for non-members.

**88.** Send an email to all families encouraging them to join.

**89.** Promote PTA membership on the school website, the PTA website and/or Facebook page.

#### Both (In-Person and Virtual Ideas)

**90.** Communicate everything your PTA is doing to fulfill the PTA mission in a variety of ways. Use your social media channels, newsletters, websites, auto-calls, morning school news, texting apps, and post in the school and community buildings.

**91.** Publicize your meeting and event times and dates in as many ways as possible and always include info to join.

**92.** Send information more than once and in different languages, as needed.

**93.** Make your PTA visible by using/selling [Membership Campaign](#) PTA-branded swag.

**94.** Include PTA membership and program information regularly in the school newsletter.

**95.** Throughout the year, remind people how and where they can join.

**96.** Welcome and thank new members by name in your PTA meetings and/or the school newsletter.

**97.** Doing a big event? Get local media outlets to cover your event, highlight your PTA and share how people can join in order to support your PTA.

**98.** Prepare local radio and/or TV spots. Work with your district/council/region PTA or other PTAs/PTAs in your area to collaborate and share resources.

**99.** Keep membership campaign visuals (like a thermometer) up throughout the year to show progress toward your membership goal.

**100.** Spread the word that the only thing required to be a member of PTA is to support the PTA by joining annually; you don't have to volunteer.

## DIVERSIFY PROGRAMING TO BRING IN A VARIETY OF MEMBERS

**DID YOU KNOW?** All programming can be modified to be in-person or virtual.

#### Both (In-Person and Virtual Ideas)

**101.** Offer a variety of programs to cater to the different interests of families within your PTA community.

**102.** Grow membership by participating in the [National PTA School of Excellence program](#).

**103.** Balance PTA meetings with fun and educational events like a Talent Show, Career Day, Heritage Night, Bingo Night, Math Night, Reflections event, Science Festival, etc.

**104.** Host programs in conjunction with your PTA meetings to encourage parents who aren't members to attend. Partner with the school—your PTA meeting could be followed by literacy night or college planning seminar, for example.

**105.** Offer parent education workshops, such as: helping your student with homework, teen driving, substance use awareness, developmental changes in adolescents, internet safety, applying for college, etc.

**106.** Offer programs on a variety of topics, for example: mental health, healthy lifestyles, arts, online safety, STEM, etc. to demonstrate PTA value and ask people to show their support by joining PTA at the programs' end.

**107.** Offer a homework area for kids during in-person PTA meetings. Provide qualified, school-aged childcare during PTA meetings at no cost to families.

**108.** Have a translator(s) and/or signer at all meetings.

**109.** Offer a "dads" or "men's" program to encourage men to be more engaged in their child's education. Ask participants to join PTA.

In Celebration of the 125th Anniversary of National PTA! | 3

# 125 WAYS TO INCREASE MEMBERSHIP



#### NEED PROGRAM IDEAS?

Join the [Local PTA Leader Facebook group](#) and watch the [Beyond the Building micro webinar videos](#).

**110.** Coordinate a "new family social" with the first PTA meeting of the school year. Ask attendees to join PTA.

**111.** Host a PTA dance for students and families to bring together the school and PTA community. Highlight PTA at the event and have a way for families to join that night.

**112.** Host a back-to-school dinner or ice cream social. Perhaps see if a local restaurant will cater for free or reduced cost. Ticket costs for the event can include family entry and a PTA membership.

**113.** Sponsor coffees the morning after evening meetings to update members who were unable to attend. You could also do this virtually and promote it as "bring a coffee" or "drink and hear."

**114.** Host virtual events and meet-ups for families. Be sure to adjust in-person activities to work in a virtual setting.

**115.** Host a local Write-a-thon. Write to your local school boards and local elected officials about the current needs of the community.

## CONTESTS/DRAWINGS/CELEBRATIONS/OFFERINGS

#### In-Person Ideas

**116.** Have a poster, slogan or PTA mascot contest for students to design PTA promotional materials.

**117.** Reach for the stars! Put each member's names on a star cutout. Place the stars on a poster or hang them from the ceiling. Consider making the stars be color-coded to represent parents, teachers/staff, students and community members.

**118.** Plant a flower bulb for each member in a prominent location and watch it flourish. Share the growth of your PTA garden on social media.

**119.** Watch Us Grow! Create a "member tree" in the front hallway of the school building. Put members' names on the leaves (teacher members can be apples).

#### Virtual Ideas

**120.** Virtual Spirit Wear! Encourage your community to show school pride by taking a photo while wearing PTA/ school gear and sharing it to your PTA's Facebook page. Consider adding every member who participates to a drawing for a small prize.

#### Both (In-Person and Virtual Ideas)

**121.** Hold a membership contest between classes or grade levels.

**122.** Create a fun membership growth theme, for example: March Madness. Have a target growth chart that is a basketball hoop and add a picture of a basketball reaching the hoop as you reach your goal.

**123.** Hold membership drawings and giveaways for PTA members. For example, get turkeys donated and have a drawing before Thanksgiving.

**124.** Provide members with a free PTA directory, for those who opt in.

**125.** Cut a picture of your school into the number of pieces equal to your membership goal. As members join, put the pieces together.

In Celebration of the 125th Anniversary of National PTA! | 4

## FROM OUR PAST PRESIDENTS

Being both the month of Valentine's Day and Founder's Day, we thought it would be fun to share why some of our past District Presidents did what they did. It was a great to have them share proudest accomplishments or why they love PTA:

*It is the California State PTA mission to positively impact the lives of all children and all families. My proudest accomplishment was encouraging our Council and Unit leaders to switch gears and hold the units together during the Covid shutdown and I am also proud that I was able to support schools to activate their TOTEM accounts so that they could provide their units with additional membership tools so that they could continue to grow their associations. I loved working with LAUSD, representing our Unit.*

--- Barbara Smith, 31<sup>st</sup> District PTSA President, 2019-2020

*I love PTA because like so many of you I spent A LOT of time on campus when my girls were in elementary school. Now that they are in high school, I still run into kids that say "I remember you, you were the PTA lady from my school", my kids may roll their eyes when they hear it, but it makes this mom happy. We join PTA and get involved for our kids, but the reality is that it can't just be about our kids, we have to be there for all children so they may all rise up together.*

--- Kimberly Amado, 31<sup>st</sup> District PTSA President, 2017-2019

*Hello. My name is Colleen Ross and I am past District President. Why did I love being a District President? I loved being a District President because I got to help people and work with my friends every day. And, when you got that combination, nothing's better.*

--- Colleen Ross, 31<sup>st</sup> District PTSA President, 2019-2020

*No, my proudest moment was not being the first, and I believe only male, 31<sup>st</sup> District President. I never sought nor craved to become president. My proudest moment was being an active member of 52 PTA's in 31<sup>st</sup> [District], attending many, many of their monthly parent-teacher-student meetings as a leader support advisor, speaker and mentor for the officers --- and also encouraging men to become more actively involved in local, state and national PTA affairs, conventions and leadership roles. I had the opportunity to be one of a four-man outreach team to acquaint, encourage and educate men to be actively involved for California State PTA thanks to Pam Brady, CAPTA President, Class of 2007-2009.*

--- Walt Ostromecki, 31<sup>st</sup> District PTSA, 2007-2008

*I have been in PTA over 40 years and served as [31<sup>st</sup> District] President 2005-2007. My proudest accomplishment as president was advocating as a district to prevent the mayor from taking over the school district. I, along w others, appeared on the news and spoke to the press and stopped him as he knew the public was not with him.*

--- Linda Ross, 31<sup>st</sup> District PTSA, 2005 – 2007

For more PTA Proud Videos visit:

<https://www.pta.org/home/About-National-Parent-Teacher-Association/Share-Your-PTAProud-Story/PTAProud-Videos>

# FOUNDERS' DAY FIESTA

*Submitted by Kimberly Amado, Vice President of Membership and Organization and the Dinner Committee*

*February 17, it is designed to raise awareness of PTA achievements. Many PTA Units and Councils hold yearly celebrations in observance of this day to honor all of the outstanding accomplishments and milestones that PTA has reached. It is an opportunity to examine current concerns and set future goals. With everyone's help we will continue to go forth and make the lives of our nation's children better by working on legislation and advocacy to promote the health and welfare of our youth.*



Our dinner committee is planning our **Founder's Day Fiesta & Association Meeting** to take place on **Monday, March 14, 2022** at the historic **Rancho de Cordillera**. The meeting will feature one of our Darlene Panfill Music Scholarship winners and speakers from our local officials. Catering will be provided by R Coffee House.

The flyer is available on the district website and via your council president. Remember this is a legitimate PTA Expense and one of the three mandatory events for each unit to attend during the school year.

Please RSVP by February 27, 2022.

Hope to see you there!

# TREASURER'S MINUTE

Submitted by Jennifer Anderson, 31<sup>st</sup> District PTA Treasurer

## Your Mid-Year Audit

Your mid-year audit should be complete (hopefully!).

Now is the time to get those books updated from the audit recommendations.

- Make sure that every check written has: a copy of the cancelled check from the bank, the Payment Authorization signed by the Secretary, President and check requester, and a receipt that shows what the check was written for.

**PTA**  
Council 44444444

**CASH VERIFICATION FORM**  
(Membership, Fundraisers, Donations)

UNIT NAME \_\_\_\_\_  
ACTIVITY \_\_\_\_\_ DATE \_\_\_\_\_

		CHECKS		DEPOSITS	
CASH	x \$ 100 =	\$	\$	\$	\$
	x \$ 50 =	\$	\$	\$	\$
	x \$ 20 =	\$	\$	\$	\$
	x \$ 10 =	\$	\$	\$	\$
	x \$ 5 =	\$	\$	\$	\$
	x \$ 1 =	\$	\$	\$	\$
	x \$ .50 =	\$	\$	\$	\$
	x \$ .20 =	\$	\$	\$	\$
	x \$ .10 =	\$	\$	\$	\$
	x \$ .05 =	\$	\$	\$	\$
	x \$ .01 =	\$	\$	\$	\$
	TOTAL \$	\$	\$	\$	\$
CURRENCY	x \$ 1 =	\$	\$	\$	\$
	x \$ .50 =	\$	\$	\$	\$
	x \$ .20 =	\$	\$	\$	\$
	x \$ .10 =	\$	\$	\$	\$
	x \$ .05 =	\$	\$	\$	\$
	x \$ .01 =	\$	\$	\$	\$
	TOTAL \$	\$	\$	\$	\$
<b>GRAND TOTAL \$</b>					

Membership Dues  
# \_\_\_\_\_ members @ \$ \_\_\_\_\_ (checks) = \$ \_\_\_\_\_ + donations = \$ \_\_\_\_\_ Grand Total \$ \_\_\_\_\_

**FOR OFFICIAL USE ONLY**

Signature _____	Amount Received \$ _____
Signature _____	Signature _____
Signature _____	Date _____

Confidential - See PTA Budget - 2015 318

**PTA**  
Council 44444444

**PAYMENT AUTHORIZATION REQUEST FOR REIMBURSEMENT**  
ATTACH ALL RECEIPTS TO THIS EXPENSE STATEMENT

Name \_\_\_\_\_  
PTA Position \_\_\_\_\_  
Address \_\_\_\_\_  
City/Zip \_\_\_\_\_  
Telephone (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Expenditure was for: \_\_\_\_\_

List Expenditures: \_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_  
**TOTAL EXPENSE \$ \_\_\_\_\_**

Total Amount Claimed From Above \$ \_\_\_\_\_  
Minus Amount Received \$ \_\_\_\_\_  
Reimbursement Claimed \$ \_\_\_\_\_  
Not claimed - donate to PTA \$ \_\_\_\_\_  
Return to PTA (Enclose Check) \$ \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

For PTA Treasurer use:  
 No receipt attached  
 Funds received by member(s)

Check #	Check	Amount	Date	Amount

PTA Unit's signature: \_\_\_\_\_ DATE \_\_\_\_\_  
Date received in minutes: \_\_\_\_\_ Secretary's signature: \_\_\_\_\_  
222299

208 COUNCIL STATE - PTA FORM 10/12

- Make sure that every deposit has: a copy of the proof of deposit from the bank, cash verification form and back up documentation to support the deposit.
- Every transaction must be entered into a check register with a running balance total.
  - If you use MYPTAZ for your record keeping you still need to enter all items in a register that has a running balance (they don't have a report that provides the running balance and it is a requirement from State PTA).

Organization is the key for the end of the year bookkeeping – get organized now and it will all come together easier!

If you need any assistance, please contact your Council Treasurer or me for assistance, we are here to help.

Happy Accounting!

# REFLECTIONS

Submitted by Kimberly Amado

National PTA has a long-standing commitment to arts education. The Reflections program provides opportunities for recognition and access to the arts which boost student confidence and success in the arts and in life. Each year, across the United States, over 300,000 students in Pre-K through Grade 12 create original works of art in response to a student-selected theme. This year, the 2021–2022 Reflections theme was *I Will Change the World By...*



With Covid, the Reflections program was once again virtual, but we had more than 130 entries for Dance Choreography, Film Production, Literature, Photography, Music Composition, and Visual Arts from the various schools within our District. The 31<sup>st</sup> District PTA Reflections Winners have been selected and their entries are on their way to be judged at the State level.



## Congratulations and best wishes to the following winners:

### Dance Choreography

Primary: Nishisri Peddikuppa, Rio Vista Elementary  
Intermediate: Noelle Fischer, Academy for Enriched Sciences  
Middle School: Jan Chloe, Nobel Charter Middle School

### Film Production

Primary: Adeline Marshall, Rio Vista Elementary  
Intermediate: Lucas Mercer, Academy for Enriched Sciences  
Middle School: Erick Ramirez, Mt. Gleason Middle School

### Literature

Primary: Veronica Lapke, Rio Vista Elementary  
Intermediate: Alex Kazakos, Dearborn Elementary  
Middle School: Dean Risk, Walter Reed Middle School  
High School: Aleena Khoboyan, Granada Hills Charter High School

### Photography

Primary: Jaxon Damaso, Dearborn Elementary  
Intermediate: Alison Damaso, Dearborn Elementary  
Middle School: Seth Nabat, Millikan Middle School

### Music Composition

Primary: Annon Matsuno, Academy for Enriched Sciences  
Intermediate: Thea Phan, Dearborn Elementary  
Middle School: Brianna Bogorad, Walter Reed Middle School  
Middle School Special Artist: Shubham Sajwan, Walter Reed Middle School  
High School: Beaux Cable, Granada Hills Charter High School

### Visual Arts

Primary: Ezra Goyal, Carpenter Elementary  
Intermediate: Nolan O'Neil, Riverside Drive Elementary  
Middle School: Lauren Park, Walter Reed Middle School  
Middle School Special Artist: Shubham Sajwan, Walter Reed Middle School  
High School: Candice Lee, Granada Hills Charter High School



Please join us for the **Reflections Showcase on March 26<sup>th</sup>** as the 31<sup>st</sup> District PTA honors all the talented youth that participated in this year's Reflections Art Program.

All are welcome to attend.



**31ST DISTRICT PTSA REFLECTIONS SHOWCASE**



**THIS EVENT IS OPEN TO ALL!**

*Please join us to celebrate our amazing young artists at our art gallery and awards ceremony*

Date: Saturday, March 26, 2022  
Gallery Hour: 1:00pm–2:00pm  
Awards Ceremony: 2:00pm  
Location: 31st District PTSA  
17445 Cantlay Street, Van Nuys, CA 91406

For inquiries, contact us at (818) 344-3581 or at [secretary.31dist@gmail.com](mailto:secretary.31dist@gmail.com)

# CELEBRATING THE LIFE OF CARLA NIÑO

*Submitted by Mireira Moran, President 31<sup>st</sup> District PTA*

*celebrating the life of*  
**CARLA NIÑO**

Saturday, February 19th, 2022  
2:00 pm to 4:00 pm

North Valley Regional Chamber of Commerce  
9015 Wilbur Avenue  
Northridge, CA 91324

Zoom: [31stdistpsa.org/carlanino](https://31stdistpsa.org/carlanino)

On February 19, friends gathered at the *North Valley Regional Chamber of Commerce* to celebrate the life and contributions of our *beloved Carla Niño*. *Many thanks to the wonderful contributions of friends and PTA members.*

## Place Your Order for Free At-Home Covid-19 Tests

Every residential household in the U.S. is eligible to order one set of #4 free at-home COVID-19 tests from USPS.com. The tests are completely free. Orders will usually ship in 7-12 days.

Here's what you need to know about your order:

- Limit of one order per residential address
- One order includes #4 individual rapid antigen COVID-19 tests
- Orders will ship free starting in late January

Fill in the form on the USPS website with your contact and shipping information to order your tests. Order your tests now so you have them when you need them.

**Order Free at-Home Tests:** <https://special.usps.com/testkits>

If you need a COVID-19 test now, please see [other testing resources](https://www.covidtests.gov/#resources) (<https://www.covidtests.gov/#resources>) for free testing locations in your area.

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## FUNDRAISING COMMITTEE

*Submitted by Kimberly Amado, Vice President of Membership and Organization*

I hope many of you were able to attend our flashback movie night featuring Grease! Stay tuned to find out what other fun activities our fundraising team comes up with!

Lastly, I want to share a big THANK YOU to our Board of Managers that donated to our holiday toy drive. And give a big shout out to Herrick Elementary PTA and Quyen Ramirez for organizing a school wide toy drive. We had carloads of gifts that went to

making a bright holiday for many children in need.



Ana Ruth, 31<sup>st</sup> District PTSA and Quyen Ramirez, Herrick Elementary PTA

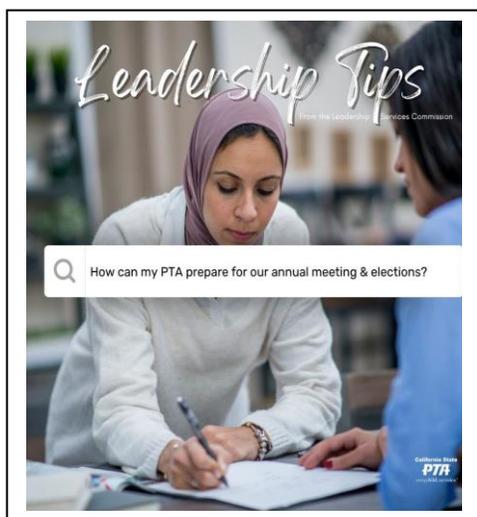
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## WORKERS COMPENSATION ANNUAL REPORT

Have you submitted your Workers Compensation Annual Payroll Report yet? The due date was January 31st, but our insurance broker is still accepting the reports for those who may have missed the deadline. Here is the link to the online submission form: <https://aiminsurance.formstack.com/forms/capta> Full instructions on the new process and new submission requirements, as well as the link to the printable form, can be found on our website. <https://capta.org/pta-leaders/services/insurance/>

# HOW TO HOLD AN ELECTION MEETING

*From California PTA*



Each year, PTAs elect officers for the next term at an association meeting. The month to hold the annual election meeting is listed in a unit's Bylaws and is usually no later than the second week of April.

This date helps ensure a smooth transition for incoming board members. It provides time for them to receive materials and talk about the scope of their new position with their predecessor. And, it lets members of the board-elect get started to plan for the upcoming PTA year.

As well, the date gives the president-elect time to register and attend the California State PTA Convention. The annual election meeting is planned and run by the president.

Here are some tips to prepare for an effective election meeting:

1. **Agenda** – Put 'Election of Officers' under 'New Business' on the Agenda.
2. **Notice** – Distribute written notice of the election meeting thirty (30) days in advance to the unit's members as stated in the Bylaws
3. **Membership List** – Secretary brings a current Membership list to the meeting to verify eligibility to vote
4. **Voting** – Only unit members attending the meeting, who have been members for at least thirty (30) days, and whose dues are paid, are eligible to vote at an election.
5. **Nominations at Meeting** – After presenting the slate of nominees, additional nominations must be called for from the floor as indicated in Bylaws. These nominations do not require a 'second' and eligible members can nominate any current PTA member.
6. **Elected Officers** – To be elected requires a majority vote of those present and eligible to vote, providing the meeting quorum, as stated in Bylaws, is met.

How a PTA election is conducted is based on standard, parliamentary procedure. After giving some opening remarks, the president:

Asks parliamentarian to read parts of the Bylaws, Nominations & Elections (Article V, 1, 2, 4a, 4e, 5 to 8 and 11)

Asks for Report of the Nominating Committee

- Chairperson reads report and notes any changes to publicized slate, if a nominee withdraws before the election.
- Restates slate of nominees and asks each one to stand as name is called
  - Asks for and takes nominations from the floor

Says, "Are there any further nominations? Ends process by saying, "Hearing none, the nominations are closed".

Conducts election of officers:

- With one nominee for each board position, use a voice vote, saying:
  - "Bylaws state that if there is one nominee for an office, a ballot may be dispensed with and the election held by voice vote."
  - "Any objection to this procedure?"..."Hearing none, the following are presented for election" and reads list of positions and nominees."
  - "All those in favor, say 'aye,' those opposed say 'no'. The ayes have it. Congratulations, you have elected the officers for next term as presented."

# HOW TO WELCOME DIVERSE PERSPECTIVES INTO YOUR PTA

*From California PTA*

PTAs are strongest when their leaders and members reflect the diversity of their own communities. Multiple perspectives help to solve tough problems by bringing a variety of solutions to the table. Try these five strategies to help build a more inclusive PTA

1. Learn more about the community your PTA is serving.
  - a. Don't assume you know what is happening in the community or that you understand the different cultures represented.
  - b. Do ask questions to understand:
    - i. What are the different cultural values of families in the community?
    - ii. What languages other than English do families in our community speak?
    - iii. Are the PTA and school mindful of the diverse needs of families?
    - iv. What are some of the stigmas that could affect PTA involvement?
2. Avoid tokenism.
  - a. Don't ask a parent to be the lead of a subgroup simply because they belong to it. Your one international parent that is a PTA member shouldn't be in charge of inviting the other parents to the multicultural festival.
  - b. Do reach out to minority populations within your school for all events. The outreach should be performed throughout the year, not only for multicultural events.
3. Build trust.
  - a. Don't assume you are in a position of trust because you are a PTA leader.
  - b. Do work on building a meaningful relationship with stakeholders and families.
    - i. Open up first and share your personal story.
    - ii. Be mindful of hesitations to provide input or information. This can be due to immigration concerns, data privacy or basic lack of trust.
    - iii. Build partnerships with trusted community leaders or influencers by approaching local community meeting places to offer support, such as churches, community centers, community organizations, libraries, etc.
4. Cater to the needs of the community.
  - a. Do ask questions to understand their needs. For example, immigrant families or families of kids with special needs may need additional information about navigating the sometimes complicated school system.
  - b. Don't approach families about the benefits of PTA membership without knowing their needs.
5. Find alternative meeting locations.
  - a. Don't assume that the school is the most convenient place to meet. There may be fear, discomfort or lack of trust in going to the school. This may range from a parent who fears the school may question their legal status, to a parent who has not had a positive experience at the school.
  - b. Do offer families alternate options such as community centers, a church or even a virtual meeting.

The 31st District is comprised of 110 PTA/PTSA schools (units) within the San Fernando Valley, Tujunga and Sunland that are divided into six (6) Councils. All PTAs belong to one of the 6 councils.

## HIGHLIGHT on LOS AMIGOS COUNCIL (17 Units)

Greetings from the Los Amigos Council. We are composed of 17 schools in the heart of the valley.

Los Amigos Council and its parents began the school year trying to find ways to be together safely. Tulsa Elementary had a free movie night. Parents got a day pass with proof of vaccination, food was preordered and paid for before the event. Families sat in designated areas. It was a very successful and fun event.

San Jose Elementary offered classes for parents on Zoom with such topics as, "*Take The Hassle Out Of Homework*" and "*What To Do When Your Kid Drives You Crazy!*".

These are just a couple of examples of ways our schools and PTA's are navigating these difficult times.

Thank you to all the parents for all you do for our kids, you are necessary and appreciated!

We miss seeing everyone in person but we will be together again soon.

Come and visit with us at the 31<sup>st</sup> District Founder's Day Event, Monday, March 14, 2022 - it is LIVE and in-person outdoor meeting with a taco bar for dinner! This is one of the three mandatory 31<sup>st</sup> District Meetings that each unit needs to attend. RSVP directly to the 31<sup>st</sup> District and come help us celebrate PTA's Birthday and its great history.

I look forward to seeing you there!

## HIGHLIGHT ON LOS AMIGOS COUNCIL

### 17 Units, including:

Chase Street Elementary  
Danube Avenue Elementary  
Dearborn Street Elementary  
George Porter Middle  
School  
Haskell Elementary & M/S  
Magnet  
Holmes International  
Middle School  
John F. Kennedy High  
School  
Knollwood Preparatory  
Academy  
Lassen Elementary School  
Mayall Elementary  
Parthenia Street Elementary  
Plummer Elementary  
Robert Frost Middle School  
San Jose Highly Gifted  
Magnet  
Tulsa Street Elementary  
Vintage Science Tech  
Magnet

### 2021-2023 Officers:

President  
Alice Orchanian

Secretary  
Labina Ula

Treasurer  
Jennifer Anderson

# CONVENTION NEWS

Submitted by Jennifer Nerad, VP Communications



Join us for two special events this 2022 to celebrate advocacy, legacy and impact, **CAPTA's Convention 2022** in Ontario, California, April 29 - May 1, and for the incredible milestone event, the **National PTA's 125<sup>th</sup> Anniversary Convention**, in National Harbor, Maryland, June 14-19, 2022.

## CAPTA's Convention 2022



### CONNECT & CELEBRATE

- District Dinners
- State Celebration of our 125th Anniversary
- Prizes & Giveaways

### GROW AS A LEADER

- Networking & Workshops
- Exhibit Hall & PTA Store
- General Meetings & Business of the Association

### BE INSPIRED

- Student Artist Reflections Gallery
- Keynote Speakers

#### Host Hotel:

DoubleTree by Hilton  
222 N Vineyard Avenue  
Ontario, CA 91764

Event Rate: \$159/night  
Self-Parking: \$15 per day with in/out privileges.

**Host Reservations Open March 1st**

## National PTA Convention – Come Celebrate 125 Years of PTA

We want you to join us at the **National PTA 125th Anniversary Convention** at the Gaylord National Resort & Convention Center in National Harbor, Md. **Registration is open** and we are so excited! From June 14 to 19, we plan to meet in-person to connect with peers and experts, ignite outreach and impact in school communities nationwide, and join in activities that highlight the excitement of **our 125th anniversary**. PLUS, in honor of PTA's legacy of advocacy to better the lives of all children, we've reimagined our **Legislative Conference** to be part of our convention.

**The Early Bird Gets the Worm:** Everybody loves a deal, right?! So we are pleased to share that you can save on costs if you register for convention at the early-bird rate, which is available until Thursday, March 31. **Can't join us for the full week?** We get it. In addition to the early-bird rate, there are registration options for every schedule, including some virtual workshops and livestreams.



### Official Notice



This statement serves as the formal Call to the Annual Meeting as required by the National PTA bylaws. Further details about the National PTA 125th Anniversary Convention & Leadership Training will be shared as soon as they are finalized. Please check [PTA.org/Convention](https://pta.org/Convention) for updates.

# TIPS TO ATTRACT LOCAL LEADERS

From California State PTA



One of the wonderful benefits of belonging to PTA is the superb support system it offers. Thank you for the time you have chosen to give to your PTA and school community. Being a PTA leader can sometimes feel a little overwhelming and complex. But knowledge is a powerful tool.

## 1. Hone your leadership team's skills.

PTAs throughout California are seeking individuals who will step back into the limelight by not only joining PTA, but volunteering in some capacity to support their school and its families, and further their PTA goals.

Having knowledgeable, welcoming leaders will encourage your PTA members to join the team. Training develops officer leadership and teamwork skills, so do take the time to find and participate in any trainings available from your District PTA. But first, review [Tips for Leaders](#) from the California State PTA.

In addition, the 2021-22 Welcome Packet local leaders received from California State PTA includes ***RUNNING YOUR PTA...Made Easy***. This 24 page, easy to read document is your roadmap for successful goal setting, executive board and association meetings, leadership practices, officer tips, inclusivity, finances, bylaws, and calendar planning. Share it with your board via [this link](#) (or [this link for the Spanish version](#)). You can also request copies through your District PTA president. The California State PTA "[Welcome Packet Homepage](#)" includes specific items for your PTA leaders: president, treasurer, parliamentarian, and communications.

## 2. Consider doing less this year.

The executive board should consider if past supported events and fundraisers are too intimidating this first year with students back on campus. It may be wise to scale back the number of events to between three and five for the remainder of the year, and ask for participation. Also, be sure to include a social, fun event. Your community's social well-being is important, just like student social well-being. Events done well will encourage others to step up.

## 3. Make participation easy.

More members may be working from home, but don't assume they have more time. After being home bound some are hesitant socially to step out.

Look at ways to divide the work into smaller, less threatening tasks with shorter timeframes. For example, subdivide the hospitality chair role into the events: winter, spring, and summer association meetings, Founders Day, Staff Appreciation, etc. For fundraising consider a chair for each activity.

Refer to the California State PTA Toolkit for more than 28 suggested [Job Descriptions for PTA leaders](#). You can adjust these to suit your goal.

## 4. Use the buddy system to get the work done.

Every PTA association officially needs to have a president, secretary, and treasurer. If your PTA doesn't have an executive vice president, corresponding secretary or financial secretary, these three positions, already included in the standard bylaws, were created to provide support and divide the work. Updating

*continued on next page*

your bylaws is easy using [California State PTA's electronic eBylaws](#) program to add these positions permanently. In the meantime, the president may appoint an assistant to any officer for support, with or without attendance and full voting rights at executive board meetings. Consider these guidelines when [appointing committee chairs and assistants](#).

**5. Expand your reach through purposeful inclusion.**

Does your PTA embrace individuals included in your school community?

If families at your school speak many languages, seek volunteers who will help engage those families. Parents of students with special needs often feel left out when they cannot leave their children at home with a child care provider. Ask your officers and school staff which tasks can be done at home by eager volunteers.

Don't forget students have great talent and energy. [Middle school and high school students](#) can be PTA members and they can be volunteers as well. They can get a lot out of that involvement.

**6. PTAs can and should be creative.**

More often than not, the new idea you have has been done before. Reach out and connect with nearby PTAs and your council and district PTA to share ideas and success stories and pool your resources.

## UPCOMING EVENTS



<b>February 17, 2022</b>	<b>FOUNDER'S DAY! Happy Birthday PTA</b>
<b>February 22, 2022</b>	<b>National PTA celebrates PTA's Founder's Day</b>
<b>March 14, 2022, 5pm</b>	<b>Founder's Day Fiesta &amp; Association Meeting</b> at the historic Rancho de Cordillera <i>Registration due: February 27, 2022</i>
<b>March 26, 2022, 1pm</b>	<b>31<sup>st</sup> District Reflections Gala</b> 31 <sup>st</sup> District Office – OPEN TO ALL
<b>April 9 – 17, 2022</b>	<b>LAUSD Spring Break</b>
<b>April 29 – May 1, 2022</b>	<b>CAPTA's Convention 2022</b> Ontario, CA
<b>June 14 – 19, 2022</b>	<b>National PTA's 125<sup>th</sup> Anniversary Convention</b> National Harbor, Maryland

**31ST DISTRICT PTSA REFLECTIONS SHOWCASE**



**THIS EVENT IS OPEN TO ALL!**

*Please join us to celebrate our amazing young artists at our art gallery and awards ceremony*

Date: Saturday, March 26, 2022  
Gallery Hour: 1:00pm-2:00pm  
Awards Ceremony: 2:00pm  
Location: 31st District PTSA  
17445 Cantlay Street, Van Nuys, CA 91406

For inquiries, contact us at (818) 544-5581 or at secretary.31dist@gmail.com



Submitted by Heidi Brewington, Legislation Director



In this newsletter I've included some tips with regards to visiting your elected representatives; developing a positive relationship with your elected officials and their staff is important. I hope that you find these tips to be of use.

Recently, we had Mr. Ryan Ahari, one of the field representatives for Assemblymember Nazarian, meet with our legislation committee and below is a link regarding information about a scholarship that the Assemblymember and the Armenian Caucus have developed for High School students throughout the State of California.

Also included below is information regarding Cal Kids, and a Mortgage Relief Program. YOUR representatives at the city, state and federal levels are here to help YOU and YOUR family. Please let me know if you have any questions or concerns reaching out to your elected officials. I can be reached at [legislation31stDistrictPTSA@gmail.com](mailto:legislation31stDistrictPTSA@gmail.com)

**Armenian Scholarship** open to all 9-12 graders in California - 3 essay, 3 arts scholarships

<https://a46.asmdc.org/press-releases/20210129-california-legislators-announce-essay-and-visual-arts-scholarships-raise>

**Cal Kids** - signature program 1.8 billion in funding tax saving account for all children in California for college expenses. Opening fund \$25 per child, funds to be added as they grow. Disadvantage children will receive additional funds.

<https://www.calkids.org>

<https://a46.asmdc.org/press-releases/20210715-assemblymember-nazarians-calkids-program-expand-18-billion-low-income>

**Mortgage Relief Program** - if you are two months behind on your mortgage.

<https://a46.asmdc.org/ealert/attention-ca-homeowners-you-may-be-eligible-mortgage-relie>

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## LEGISLATION TEAM MONTHLY CALL

Join the California State PTA Legislation Team for an informational briefing, followed by an opportunity to speak with Legislation Team members, in small group settings, to ask questions and discuss effective ways to advocate at your school, district, and greater community, during office hour.

March 15, 2022 07:00 PM

Apr 19, 2022 07:00 PM

May 24, 2022 07:00 PM

Register at: [https://us02web.zoom.us/meeting/register/tZwvcOyhrDsJEt36lG\\_9-AH4tXHQmsxy3rHT](https://us02web.zoom.us/meeting/register/tZwvcOyhrDsJEt36lG_9-AH4tXHQmsxy3rHT)

# VISITING YOUR LEGISLATOR

We recommend making an appointment to visit your state and federal legislative representatives at least once per year. Call their district offices to find out when they will be available; many state legislators spend Fridays in their district offices. Arrange for a group of PTA members to visit and share information about what is important to students and parents in your area; include students when they are available.

When visiting your elected representative, take the following steps:

- Schedule an appointment or, if the elected representative is unavailable, arrange a meeting with the aide handling the issue. When making the appointment, specify how much time will be needed.
- Draft an agenda and be sure to list the issue(s) the PTA wants to discuss. If PTA members are visiting as a group, assign each person a role. For example, one person can open the meeting, another person can be the recorder, someone else can focus the conversation back to the PTA agenda when necessary, and another person can leave literature.
- Arrive on time for the meeting. Have the group meet together immediately prior to the meeting and then go in together. Once in the meeting, immediately identify yourself and the PTA represented. During the introduction, state the issue(s) of concern. Keep the time frame in mind during the meeting.
- Be prepared to educate the legislator or aide about PTA's history and positions. Be open to questions. If you don't know the answer, politely explain that you will do some additional research and get back to them. Never give false information or assumptions. Personal credibility and the credibility of PTA are on the line.
- Ask how the legislator will vote on the issue. If the legislator is unable to make a commitment, tactfully state that you would like to know, and that you are willing to call at a later time to learn the decision. If the response is positive, respond, "We appreciate your support." If the response is negative, ask, "What are your specific objections?"
- Develop a positive relationship with elected representatives and their staff members. Communication should be a continuing exchange, not sporadic contact. A solid relationship with legislators and their staff members is an important step in building credibility and power for the PTA.

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## PTA PERKS

*From California State PTA*

As a member of California State PTA, you advocate for children, promote parent and family involvement in schools, and improve the lives of all children and families. **WE THANK YOU FOR ALL YOU DO!**

Here are a few extra perks of membership available exclusively to PTA members like you!



For more information see: <https://capta.org/join/member-perks/>  
<https://www.pta.org/home/run-your-pta/marketplace/Save-Money-with-Member-Offers>

# NATIONAL PTA ANNOUNCES ALLIANCE WITH DISCORD IN SUPPORT OF TEEN DIGITAL SAFETY AND WELL-BEING

From National PTA

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Alexandria, Va., (Jan. 13, 2022)—National PTA is pleased to announce an expansion of its [PTA Connected initiative](#) through a new alliance with Discord, an online voice, video and text communication service on a mission to create a space for everyone to find belonging. Discord will collaborate with National PTA on digital safety resources and events designed to elevate youth voices and foster shared understanding among teens, caregivers and educators.

As part of the alliance, National PTA and Discord kicked-off their alliance with a live digital safety session Wednesday, Feb. 9<sup>th</sup> during PTA's weeklong commemoration of [Safer Internet Day](#). The session was led by Discord's Teen Moderators, a group of teens empowered to help Discord create spaces where people feel safe and find belonging. The event will be hosted on National PTA's new Discord server and is open to all parents, caregivers, educators and teens. Pre-registration for this free event is located, [here](#).

"We recognize that the digital landscape continues to shift and evolve, and the continuing COVID-19 pandemic has revealed the joys and challenges of an increasingly digital life," said National PTA President Anna King. "We want to keep our teens safe online, while they simply crave connection and spaces for personal expression. PTA's collaboration with Discord reflects our belief that we need to meet teens where they are—in virtual spaces like Discord—while addressing the need for digital safety education."

This spring, Discord and National PTA will facilitate a series of listening sessions with teens and caregivers to explore current attitudes, perceptions and behaviors around digital safety and well-being. Discord has pledged to act on the insights gained from these sessions to help create a healthier digital ecosystem, and PTA will leverage the insights to develop new, timely educational programming aimed at families with children in high school.

"Discord is a place where teens can find belonging and community and connect over shared interests and passions with friends and classmates. Through our collaboration with National PTA, we hope to foster an interactive dialogue between parents, educators, and teens about the role that Discord plays in their lives and collaborate with them to create an even more welcoming and positive experience for teens on the service," said Savannah Badalich, Director of Policy at Discord.

Discord's two-year commitment to National PTA includes grant funding for high school PTAs/PTSAs across the country to help eliminate barriers in providing digital safety and well-being education for local families (in-person or virtual, as health and safety protocols allow).

*National PTA does not endorse any commercial entity, product or service. No endorsement of Discord is implied.*

## Related Content

- [Instagram Parent and Guardian Resources](#)
- [National PTA and Symantec Award Grants Aimed at Helping Parents Educate Kids about Cyber Safety on Mobile Phones](#)
- [Our Children Magazine](#)
- [National PTA and U.S. Chamber of Commerce Foundation Team Up to Close Digital Divide for Students and Educators](#)
- [PTA Connected](#)



# THIRTY FIRST DISTRICT PTSA

## Valley Views

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