

**SPECIAL
POINTS OF
INTEREST:**

- Parents Plus
- Family First
- Design Team
- FFFantastic

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President's Perspective

Take a deep breath.

By now you have had your first PTA meeting, approved your goals and your budget. You have gotten the kids into a school routine and probably gotten buried in a pile of paperwork.

Congratulations you made it through September!

Now is the time to take a step back and get organized. Take time to read and distribute the information that was contained in the summer packet. Also take some time to relax and have fun. WI State PTA is offering training in October for all board members. Plan to attend. Nothing helps a board member than training. With a small investment in training your PTA will run smoother, get more accomplished, and have a successful year.

Also, use the resources available to you. Wisconsin PTA, as well as National PTA, has many resources to make your life easier. There is job descriptions, parent information documents, training, sample programs, the Great Idea Bank, legislative information, Tips and tricks, financial help, to name a few, found on our websites. We

also have a Facebook page to keep you up to date. Wisconsin State PTA is here to help you so make sure to touch base with us frequently

It is also a time to recruit more PTA members. Membership is an all year round event, not just at the beginning of the school year. Membership is important to represent all of your school community. Do you have members that represent the diverse populations of your school? Do you have teachers and staff as members? Do you have community members?

Bringing your community together to help every child is one of the strengths of a PTA.

Members do not always equal volunteers. Some members may volunteer, others may wish to donate money or other goods, others may share experiences and opinions, and others may just seek information. All are welcome and all should be encouraged.

With so many changes occurring quickly in education, we need more PTA members so that we can have a strong voice in the discussions. As I and



other state PTA board members sit on numerous statewide committees and meet with education leaders, we represent your members and your children. We want and need your support as well as input. Take time to respond to PTA Action Alerts and forward the input from your PTAs on education issues to our state office.

I look forward to the waves of change in your local schools as well as the state that we can make together.

Creating waves of change,

Kim Henderson

President,
Wisconsin PTA



Legislatively Speaking

Jill Gaskell, WI PTA BOD, State Legislative Chair

To receive
Legislative
Alerts
send your
email address
to:

[wi_office@
pta.org](mailto:wi_office@pta.org)

Recently, the leader of education in Wisconsin, State Superintendent Tony Evers, gave his annual State of Education Address. It was not a speech where he assured us that everything is fine. Mr. Evers laid the problems of education in Wisconsin on the line. He noted that the increasing rate of children in poverty is rising faster in Wisconsin than it is in the nation as a whole; that the graduation rate for students of color is 1 in 3 and the achievement gap is not closing.

Mr. Evers talked about the severe cuts to education in Wisconsin in the last state budget which were

the largest per pupil cuts in the nation at \$635 per student. The same study found that the cuts to education have extended the recession, slowed the economic recovery and undermined the ability of school districts to deliver high quality education.

This is not what we want for the children of Wisconsin. This is not how we make the future brighter and more promising.

The Department of Public Instruction (DPI) is moving forward to make education a pathway to prosperity by asking 4 questions:

1) What and how should kids learn? 2) How do we know if they learned it? 3) What do we do when they don't? and 4) How do we pay for it?

While admitting that it is not easy to work with a Governor and Legislature when they so strongly disagree, improving education in Wisconsin is a legislative process and it must go through the Legislative houses and the Governor's office to get approval. So, Mr. Evers is to be commended for rolling up his sleeves and doing the hard work that needs to be done. We give him our full support and hope that he succeeds so that the children of Wisconsin get the quality education that is promised to them in the State Constitution.



PTA Dues



Increase
to
\$5.25

Parents Plus & PTA

Suzy Rodriguez, Parents Plus Liaison

Parents Plus, Wisconsin's Parental Information and Resource Center (PIRC) has had an exciting year in spite of the concerns about the future of our funding. Earlier this year, the U.S. Department of Education had zeroed it out of the 2011-12 federal budget. Due to the tremendous advocacy efforts of the National PTA and your help, legislative action was taken in an effort to reinstate the funding. Wisconsin PTA Immediate Past President, Roxanne Starks, recently had an opportunity to meet one-on-one with **Secretary of Education Arne Duncan**. She told him that Parents Plus provides vital services in Wisconsin and that the PTA works hand in

hand with the PIRC. Roxanne asked Secretary Duncan to be a champion for the PIRCs and he stated that he would in future do just that!

Even with the uncertainty that is surrounding funding moving forward, Parents Plus is forging ahead on key organizational initiatives. On the forefront of our agenda in recent months has been the realignment of Parents as Teachers (PAT) home visiting programs throughout the state. Parents Plus continues to believe early childhood education is an invaluable component of lifelong learning and Parents as Teachers has been a great vehicle for delivering services to Wisconsin families.

In Milwaukee, we are excited for another year of partnership with the Department of Public Instruction's AmeriCorps VISTA project. Six full-time VISTA volunteers, sponsored by the DPI, will be working in schools and district offices in MPS to foster parent engagement in the educational lives of Milwaukee's children. VISTAs are rounding out their training and preparing for a productive year on the frontlines. We will continue to partner with the Milwaukee City Council's VISTA program and be part of the advisory team for the DPI in their coordination of the VISTA project statewide.

Reflections 2011-12

Kirsten Knickrehm WI PTA BOD Reflections Chair

Diversity Means...

What a great theme for this year with all the diverse schools, families and communities are encountering. For those returning for a second or subsequent year we appreciate your dedication to the program and for those just beginning in Reflections – *Welcome!*

Hopefully you will find this program as rewarding as the Reflections committee who work very hard to ensure a positive experience and opportunity in which our students can participate.

It's important that you register your Reflection Chairperson for your

school by going to the PTA website at: www.Wisconsinpta.org. This will allow us to be we keep you up to date on forms, rules and tips to run a smooth program, and how best to promote Reflections at your school for the most involvement. Over one thousand students participate each year and we are always anxious to see their entries and the creativity they put into their art work.

The deadline to all of the Wisconsin Reflections judges is January 13, 2012 in all 6 categories.

Don't forget the Theme Search. This area of the Reflections program allows students to create future themes and winning submis-

sions will receive *cash awards*. Entry forms can be found on the website and must be submitted to the State office by October 15, 2011. We will make a list of entries and get in touch with updating information as appropriate.

Thanks again for helping us bring a wonderful program and opportunity to our students through creative expression – we hope you enjoy it as much as our students.

Questions and comments can be directed to this year's Wisconsin PTA Reflections Chair via email at wi_reflections@yahoo.com or by calling 218-310-8825.

Reflections Categories:

Dance/Choreography

Film

Literature

Music

Photography

Visual Arts

PTA & Family First Partnership

Former NFL coach Tony Dungy and his wife, Lauren, with National PTA President, Betsy Landers, recently announced a partnership between National PTA and Family First. The Dungys read to third-graders in Tampa on September 21st in support of the Family First and the National PTA partnerships. Tony and Lauren have been named National PTA Honorary Membership Chairs.

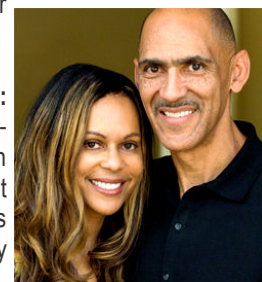
The Dungys have been involved with Family First for 15 years with programs that include All Pro Dad and iMOM, which stress involvement in a child's education as an important component of responsible parenting.

"All Pro Dad and iMOM both have breakfast programs at 1,600 schools all over the country, where parents and children have a special time together on a monthly basis," says Tony Dungy. "I come from a family of educators and we know that the more involved parents are in their children's lives, the more likely they are to succeed."

The Dungys read "You Can Be a Friend," one of a series of children's books they have written. This event is the beginning of a new chapter for Family First in partnership with PTA. "Fortifying families to realize every child's potential is the theme of our partnership," says Betsy Landers. "We

feel the natural extension of the breakfast chapters is to get more parents involved in the school through membership in the PTA, and other volunteer efforts."

ABOUT FAMILY FIRST: Family First is a national non-profit organization based in Tampa, Fla. Family First reaches thousands of parents each day through its primary programs: All Pro Dad, www.AllProDad.com; iMOM, www.iMOM.com; and *Family Minute with Mark Merrill*, www.FamilyMinute.com.





Grow Membership with Just Between Friends

Just Between Friends, the official PTA communications and membership management system, can help your unit grow membership and engage parents in your school community to be more involved in your PTA's activities. It's easy, use JBF to communicate with your entire school community; earn revenue share; and manage your membership. *And, Just Between Friends is a FREE, private, secure system!*

Benefits to your Unit

- **Communicate** send emails, with attachments and automatic reminders, to your entire school community to keep them updated and get them involved. *Plus, your unit can earn revenue just by sending emails through JBF!*
- **Manage Membership** easily enter members, print membership cards and develop membership rosters.

- **Create Directories** JBF is the simplest way to create online or print directories.

Benefits to your Parents

Just Between Friends is an easy way for parents to manage their family's participation in your unit's activities as well as their other group activities.

• Personal Household Page

When parents accept invitations to join your PTA communications group, they have a private personal online page showing all of their family's events, deadlines and activities related to your unit and other group activities.

- **Customizable Directory** No more looking for different directories to find people. With JBF's customizable directory, parents can keep their school directories and personal contacts all in one place.

• Customizable Calendar

When your unit emails events and deadlines to parents, the events and deadlines will automatically be posted to the household's calendar. Plus, parents can post personal items to their calendar.

Enter your Unit Today If your unit isn't using Just Between Friends yet, it is very easy to get started.

Simply visit www.JustBetweenFriends.com/PTAquickstart and enter your unit. Then, visit www.LearnJBF.com for lots of how-to information.

If you have questions, please visit www.JustBetweenFriends.com and click on "Contact Us" or call 412-561-0600 x 0 and a knowledgeable, friendly Just Between Friends Customer Support Representative will help.

"Diversity Means"



2011-12

Reflections Theme

A worldwide

Search of
the Arts

The Design Team

How do you compare schools in Wisconsin? What is a good school? Who needs improvement? These are some of the questions, being addressed by the Wisconsin School Accountability Design Team. The Design Team was created in July by State Superintendent Tony Evers and Governor Scott Walker to develop a new state-wide school accountability system for education. PTA is represented on the team by our president, Kim Henderson.

The Design team will discuss the following:

- Purpose and Guiding Principles
- Performance Benchmarks
- Measures and Metrics
- Annual Determinations
- Transparent Reporting
- Diagnostic Review
- Support, Rewards and Interventions


The design team is looking at research based and best practices from throughout the world to determine what is best for Wisconsin. The new system will include multiple measures for assessment, growth based assessment, and subgroup evaluations.

The team is also incorporating Wisconsin's new assessment and data systems into an accountability system that not only evaluates schools but gives them real tools to improve. Another important part of this system will be a way for schools to share best practices. Updates on the design team's progress will be available on the Wisconsin DPI website as well as Wisconsin State PTA's website as they are available. If you have questions or would like to add input, please email our office at wi_office@pta.org with Accountability Design Team in the subject line.

Sites for Parents

The websites we are able to include below are sites that we found might be helpful for the parents of children of all ages and abilities. These sites can provide information for the families at your school on the sites and by bringing speakers in for parent program nights. Handouts and brochures are often available too, you can create your PTA's own lending or informational library for parents about parenting.

<http://dpi.wi.gov/vm-parent.html>



Wisconsin Department of Public Instruction is committed to helping parents realize their roles as children's most influential teachers. This site provides an alphabetical listing by subject that has been developed to help parents navigate their site and find the information they need about children learning in school


<http://www.parentspluswi.org/>

Parents Plus believes parents that engaged in a child's learning from birth will raise children to be successful in school and become productive adults. This website provides home-based education for families and offers professional development and support to professionals in education.




**Providing
sites with
Insight
for Parents**

<http://www.wisconsinpbisnetwork.org/parents-and-family.html>




Positive Behavioral Intervention and Supports, PBIS, is not just for schools. Many parents find that what students can learn from PBIS can carry over to promote positive behaviors in the home.

<http://www.wifacets.org/>



The mission of Wisconsin Facets is to provide and broaden opportunities that enhance the quality of life for children and adults with disabilities and their families, with emphasis on support for underserved families in the community.


<http://www.dpi.state.wi.us/sped/parent.html>



Wisconsin Statewide Parent-Educator Initiative, WSPEI, is a service for parents, educators, and others interested in parent-educator partnerships for children with disabilities. WSPEI is all about partnerships. Its goal is to help parents and school districts find or create the resources that will help them build positive working relationships that lead to shared decision making and children's learning. It supports increased sharing of information among parents, schools, projects, organizations and agencies through networking meetings, conferences, person-to-person contact, and media.

<http://www.ed.gov/>

U.S. Department of Education. Education performance varies from state to state, learn more on this site in the State of the States; the President's Back to School Speech delivered September 28th by President Obama; ED's strategy for improving teacher preparation, including initiatives to reward the best programs; and the Flexibility of No Child Left Behind



If you find a site that you think is worth sharing, please contact the Wisconsin PTA office and provide the information for sharing. This network of ideas and information is what helps to make PTA a stronger voice for all children.

Being a PTA in “Good Standing”

Andi Krizan, WI PTA BOD State and Local Relations Chair



It's that time of year; PTA/PTSAs need to become units “in good standing” by December 1st to be eligible for state PTA awards.

But what does it mean to be in good standing? It is really quite simply following a timetable of projects to create a strong PTA. To be considered in Good Standing, a unit must:

- Submit names, addresses and dues for 10 or more members by November 1st.
- Submit an Audit Report of the previous year's books by November 1st.
- Submit a current officer list, including contact information for the file to the Wisconsin PTA office.
- Have and maintain a current set of approved Bylaws on file with the Wisconsin PTA

office.

If any of these items are outstanding from last year, please make arrangements to get them in as soon as possible. Members of the Wisconsin PTA Board of Directors can be available to make a visits to units and councils in need of help. We can help with the completion of missing items, concerns or questions of a unit or council.

Please remember that only units or councils in good standing are eligible to receive resources from Wisconsin PTA. Only those are qualified to receive awards and participate in the annual Reflections art program.

There are consequences for units and councils that do not remedy their status by June 30th. If a minimum of 10 dues is not submit-

ted a unit will have their charter pulled and lose their tax exempt status; if bylaws are not current, a Wisconsin PTA board member will oversee the bylaws process with a charged rate of \$25 per visit.

Noncompliance within one year will result in a loss of tax exempt status; if an Audit report not submitted, again, a Wisconsin PTA state board member will be assigned to oversee the audit process at an hourly rate (up to 2 hours - \$25; 2 to 5 hours - \$50; and over 5 hours, the rate will be negotiated based on time spent on audit).

For additional information contact you Region Advisor or the Wisconsin PTA State Office at: wi_office@pta.org or by calling: 608-244-1455

Membership's
Early
Bird



Deadline:
October 1st

...next deadline will be
November 1st!

Fine! Fun! Fantastic

Brenda Ward, WI PTA BOD Region F Advisor

It seems as though the dog days of summer are flying by with the start of school and so much going on throughout the Region. PTAs and PTSAs have had their first couple of unit meetings and the WA-WM PTA Council held its first meeting of the new school year.

The region's only council hosted a very successful Leadership Training where parents, principals, teachers and school board members had an opportunity to interact and become more familiar with PTA in West Allis-West Milwaukee and the State and National affiliations.

There were classes ranging from the basics of how to create a budget, to training for Principals of our schools and how the many ways PTA can be of help to them. A wonderful turnout leads us to believe this will be a great year for PTA and advocacy in Region F! And it was especially exciting to see so many Principals at the evening of training.

Units throughout region F and the WA-WM PTA Council are starting

to focus on how to acquire the revenue necessary to be able to support our PTAs. There is, as always talk of fundraising and as we get involved in fund raisers we are all trying to remember to have a goal for the money that is being raised during these events. There is encouragement throughout the area to try to think of some nontraditional fund raisers. Host a walk-a-thon or a pancake breakfast, trying to think of things our parents would enjoy participating in with their families. I hope everyone has a very successful year.



Waves of Leadership

Heather Leckey, WI PTA President Elect

Wisconsin PTA is proud to offer the annual Leadership Conference, designed to make your work in PTA easier, valuable and energized. We will be offering conference is both ends of the state this year, first in Racine and later in Superior.

Talk with your board and members today and make arrangements for several people to be on hand for this day full of PTA partnership and education. Lunch will be included in registration costs. Agendas and registrations forms will be available at our website www.wisconsinpta.org shortly and they will also be emailed to unit presidents.

Washington Park High School

1901 12th Street in Racine
Saturday, October 29th

Breakfast and Onsite Registration

Welcome and Why PTA—

Legislative activity ☺ Advocacy

Goal Setting ☺ Structure

Networking ☺

Just Between Friends

Bylaws

Reflections

Officer Workshops

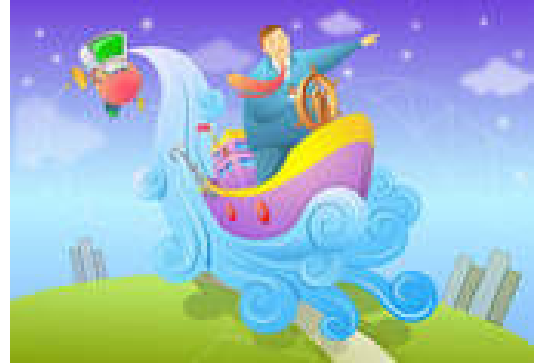
President ☺ Membership ☺ Treasurer ☺

Secretary/Running a meeting/ Robert's Rules

Making Membership Meaningful including Diversity and Increasing Membership

Leadership ~ Styles of Leadership

Resources ☺ Open forum ☺ Prizes ☺



Superior Middle School

3626 Hammond Avenue in Superior

Saturday, November 12th

Wisconsin and Minnesota PTAs will be able to share information here!

Breakfast and Onsite Registration

Why PTA? ☺ History of PTA ☺ Advocacy

Bylaws ☺ Goal Setting ☺ Finances

Workshops

New Presidents ☺ Treasurer/Refresher ☺ Secretary/Newsletter

President Refresher ☺ Just Between Friends ☺ Watch D.O.G.S.

Membership ☺ Team Building ☺ Conflict Management

PTA Programs ☺ Great Idea Swap ☺



everychild.one voice

Wisconsin PTA
4797 Hayes Road, Suite 102
Madison, WI 53704

Phone: 555-555-5555
Fax: 555-555-5555
E-mail:

Reminder to PTAs:
Update Board Rosters
with all:
**Additions, Deletions
or Changes**
throughout the year!



WI PTA Calendar

October

- 1 Early Bird Award deadline
- 3 WCEA Conference
- 6-7 WI Association Talented & Gifted Conference, Wisconsin Dells
- 15-16 WI PTA Board of Directors Meeting, Milwaukee
- 26-28 AWSA Convention, Wisconsin Dells
- 29 Wisconsin PTA Leadership Conference, Racine

November

- 1 First installment of dues & Audit due to WI PTA office
M.O.R.E. & Student Shout Out awards due to WI PTA office
M.O.R.E., Emerging Minority Leaders & National Youth
Conferences
- 11 National PTA offices closed ~ Veteran's Day
- 12 Wisconsin/Minnesota PTA Leadership Conference, Superior
- 15 IRS Annual Return due
- 24-25 WI and National PTA offices closed ~ Thanksgiving

December

- 1 10% Membership Increase award deadline
- 26-27 WI and National PTA offices closed ~ Christmas

SAVE THE DATE!



Wisconsin PTA Convention
April 26-27, 2011
The Abbey
Lake Geneva, WI