

WELCOME TO 2024 LEADERSHIP CONVENTION

Session will begin soon





DEVELOP
ADVOCATE
ENGAGE

UTAH

Develop programs, resources, and leadership skills that enhance the lives of all children, youth, and their families.

Advocate by speaking on behalf of all children and youth in schools, in the community, before governmental bodies, and before other organizations that make decisions affecting children.

Engage the public in united and equitable efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth.

Volunteers-How to Build a Leadership Pipeline

by Cammy Whitchurch, Community Engagement Commissioner and Angelee Aedo,
Family Life Commissioner



Why we PTA

Research for Carnegie from The Global Family Research Project “consistently confirms that family engagement is one of the most powerful predictors of children’s development, educational attainment, and success in school and life.

This is why we get involved. This is why we do the things we do. We want all children to be successful and “to make every child’s potential a reality by engaging and empowering families and communities for all children.” (mission statement for Utah PTA)



Utah PTA Mission

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.



vol-un-teer /vələn'tir/ *noun*

a person who freely offers to take part in an enterprise or undertake a task.



Volunteer Expectations

- Make good use of everyone's time with good planning and organization
- Set forth clear expectations and communication from the get go
- Provide the necessary training to carry out the job
- Allow involvement in the process to make sure everyone feels a part of the team
- Appreciation shown for efforts and involvement
- Problems quickly addressed and resolved
- Follow Through



WHO to Invite to Volunteer

- Those who previously served on the PTA
- New Incoming parents/guardians
 - Have a presence at new student orientations (Kindergarten, Middle/High Schools)
 - Middle/High Schools be in contact with feeder schools' PTAs
- Talk to office staff and teachers about who is already volunteering at school and in the classroom
- Don't count out Dads, Grandparents, Aunts, Uncles etc.
- Community members
- Students (middle/high schools)
- Everyone (your PTA should reflect the diversity and demographic of your school)



HOW to Invite to Volunteer

- Use multiple means of communication
 - Flyers, newsletters, emails, social media, school website, phone calls, texts, drop off and pick up time.
 - Have a PTA presence at all activities
- Talk to people one on one
- Have a PTA presence at all activities
- Be mindful of cultural and language differences and try to accommodate
- Invite year round and be welcoming
- Have various ways to volunteer and various ways to sign up
- Show the value of PTA
- Help them find their Why



How to SUPPORT Volunteers so they keep coming back

- Have a clear job expectation
 - Utilize Procedure books, handbooks, online resources (utahpta.org)
- Allow them to have a voice
- Listen to their ideas and concerns
- Training
 - Strongly encourage attendance at council, region, and state trainings where applicable
 - Have regular local trainings (board meetings)
 - Read and know your handbooks and bylaws and train volunteers on them
- Show you appreciate their efforts throughout the year
- Don't burn them out.



Leading the PTA way

What is a leader?

-A leader is an ordinary person who gives extraordinary effort.



What makes a good leader, no, great leader ?

- A person who is or does:
 - Welcoming and Valuing all Perspectives
 - Listening and Communicating Effectively
 - Focusing on What Matters to the Mission
- Sharing Power and Empowering Others to Lead
 - Collaborating with Others to Create a Strong School & Community



What support does a leader receive in PTA?

- Structure of PTA gives a built-in support system

Local Council Region State National

- National Organization ⇒ training tools from all levels
- Utah PTA provides all local and council units under its umbrella non-profit status which allows each PTA unit to fundraiser and be tax exempt – Utah



Transition Time

*the time from election of new officers till July 1

- This is an important time for planning and getting prepared for the upcoming year
- Things you should be doing during this time:
 - Filling Board/Committee Chairman Positions
 - Meeting with Principal
 - Planning next year calendar, budget, membership theme, etc
 - Working with current board to complete a needs assessment so you can plan your year.
 - Go to State, Region and Council Trainings including their FB groups/pages
- Remember... you are not in charge yet. Be respectful of the current board. Help them if you can, but don't take over.
- It is ok to plan so take advantage of this time.



Organize your board

Understanding the structure of PTA can be confusing and overwhelming!

There are a few examples of how to structure a board on the website at <https://www.utahpta.org/basic-structure>

- Your board will look different based on the needs of your PTA. That is ok and encouraged.
- Conduct a needs assessment each year to find out what is important to your community.
- Fill top positions first
- Make sure you fulfill your bylaw requirements
- Look at what volunteers you do have and don't be afraid to make changes based on needs and talents



Procedure Books

What is it?

Book or set of files for any position, event or committee within PTA. The book contains the information about what was done in the past and what did and didn't work.

A new person to that position should be able to read that book and then understand how to move forward.

What is in a Procedure book?

- Bylaws and Standing Rules
- Budget
- PTA Calendar
- Training materials relevant to this position
- Local Unit materials: agendas, minutes, assignments
- Job/Event/Committee Descriptions
- Committee Contact List
- Summaries of previous years' events



Creating and Using Needs Assessments

Needs Assessments determine what is important to the community you are serving and what your PTA should be doing

- Paper or online are acceptable
- Generic or personalized – no rule against either
- Doing one at the beginning of the year and then again at the end is a great way to survey what the community liked and didn't like
- The School of Excellence has a great needs assessment survey built into the program.
 - Beginning Assessment that will give you a road map to solve identified problems.
 - End of year assessment that will show growth.



Using Committees

Committees are the backbone of PTA.

They conduct the work and pull off all of your programs and events.

They are the heart of PTA.

Committees are where you find future leadership

Committees help bear the load – many hands make light work

Types of Committees

- Standing – for events or programs that are year round
 - Examples: Reflections, Hospitality, Reading Club, Student Club, Communications, Membership, Ribbon Weeks etc
- AdHoc – One time or special committees to solve a problem
 - Examples: Nominating Committee, Family Nights,
 - Exploring New fundraiser

Join a state committee.



Conflict Management

Conflict is everywhere –do not fear it.

Conflict can be healthy.

Be aware of perceptions, avoid assumptions

Communication is the key –be open and neutral. Try to take your emotion out of it.

Conflict in PTA usually revolves around three areas:

- Individual conflicts
- Problems relating to PTA activities
- Group/individuals in opposition to PTA policies or positions

Some conflicts can be avoided when you are:

- Knowledgeable
- Familiar with bylaws
- Following the policies of PTA
- Informed about the issues
- Sensitive to the rights of members
- Able to avoid personality conflicts



Advocacy

Always remember, we are an advocacy organization first. This is where we can truly make a difference. We can advocate for our kids in many different ways. One of the ways is to work on solving real problems that our school community faces. We also need to work hand in hand with our School Community Councils (SCC).

How can you advocate at your school?



Training

We've learned it's important to train our volunteers, but we need to make sure we are trained ourselves and constantly looking for ways to improve and grow. Don't get stuck in a rut and stop going to trainings. There is always much to learn and you gain different insight each time.

Types of trainings: council meetings, region trainings, state trainings (i.e. practical PTA, advocacy conference, Leadership conference, be involved in advocacy work at the state level), etc.



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- Utah PTA
- Utah PTA Advocacy
- Utah PTA Super Secondary
- Utah PTA Excellent Elementary
- Utah PTA Treasurers
- Utah PTA Reflections
- Utah School Community Councils
- Utah PTA Teachers



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