



Kathy Parker
WV PTA President
2017-2019

In August, your West Virginia PTA Board of Managers met to plan out the next school year and we are very excited about what we have in store for you! Our goal is to continue ensuring that each local unit receives the valuable resources that are needed to make the most out of your PTA this year. Communication is key to make your positions run as efficiently as possible, so come often to our website @ westvirginiapta.org to stay up-to-date.

In this edition of our bulletin, we have included the essential items to begin your new year. Be sure to update your unit's new officer information on our website, even if they haven't changed. By updating West Virginia PTA with your officer information each year your PTA receives valuable information on programs, resources, scholarships, deadlines, contests, exclusive PTA benefits, convention information, and much more! Order your 2017-2018 National PTA Back-to-School Kit to ensure your PTA stays current with the latest information for your unit.

West Virginia PTA is excited to announce that we had growth in membership last year! And since membership is so important to our association, West Virginia PTA is continuing our Membership Campaign that will reward PTAs in every region for their membership successes! Every PTA has the opportunity to be recognized and we are also offering monthly prizes and recognition at the state convention! We know how hard you work getting PTA members each year, and we want to thank you and reward your efforts! Check out the great rewards your unit can win in this edition of our bulletin, as well as the state website.

We had five informative regional trainings in August where local unit officers received officer-specific training and information about the wonderful programs available for students including Reflections and the Student Healthy Recipe Challenge. Included with our regular regional training this year, the College and Career Readiness Team presented a training on College and Career Readiness Standards! This is just one of many workshops that our team can present to any group, whether it is at a local unit meeting, in a church or library, or with a community group or local school board. Contact information for our College and Career Readiness Team is included in this bulletin, as well as on our state website.

By building our membership and our leadership, we will be able to make every child's potential a reality! Keep up the amazing work you do every day.

Yours in PTA,

A handwritten signature in black ink, appearing to read 'Kathy Parker'.

Kathy Parker
President

The mission of West Virginia PTA is make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

Membership Growth is Key! **Strive to win the 2017-2018 Membership Awards**



The 2017-2018 Membership Campaign is off to a great start! It's important to continue growing your membership by asking parents, teachers, administrators, and community members to support your PTA by joining! Don't forget to ask last year's members to renew their membership this year! Retaining members is important and an easy way to start off the new school year with great participation! If you need more membership cards, please email membership@westvirginiapta.org to the attention of Rose Rossana, our membership chair. Through your hard work, you will be recognized at the 2018 West Virginia PTA Convention for membership growth!

Attention: Treasurers **(Audits and 990 Tax Filings)**



Copies of the audit completed for your PTA for the 2016-2017 fiscal year should be emailed to your Regional Director at your earliest convenience. Remember, this is one of the Standards of Affiliation items the state PTA needs from your unit! They are due within 120 days of the end of your fiscal year.

It's also time to complete the 990 for your unit for the 2016-2017 fiscal year. If your PTA files a 990N (which most PTAs in West Virginia file), we have prepared a Step-by-Step Guide to help walk you through the process. We also are offering to complete the filing on your behalf! Visit the website for more details. The 990N tax filing is due five months and fifteen days after the end of your fiscal year, so for most of our units that is November 15. If you have questions, email Chris Wuest, WV PTA Treasurer, treasurer@westvirginiapta.org with the name of your local unit. She will walk you through the process. We are here to help!

Did you download the National PTA **Official Back to School Kit??**



The National PTA Official Back to School Kit is digital! The easy-to-use quick reference guides will help PTA leaders implement all the important strategies and functions of their PTA. This kit contains resources and leadership tools and is designed to assist your executive team in meeting critical benchmarks and goals to ensure each student's success this year.

Please visit: <http://www.ptakit.org> and each guide can be downloaded and printed for your review including wonderful information for your treasurers!



Remember to send in your membership contact lists with your membership dues!

To begin achieving our goal of better communication with our members across the state, we are asking our units to send their membership lists with email addresses to our state membership chair (preferably electronically). To make this as simple as possible, we have created a spreadsheet for each unit to enter the information and you can simply email the completed sheet to us! This will make your record-keeping more efficient for you as well! Plus, it will assist the state PTA in providing all members in our state with pertinent information that they need. Only then will our members see the true value of their PTA membership!

Please click the enclosed link for the membership spreadsheet for your unit! Once completed each month, email the spreadsheet to membership@westvirginiapta.org.

<http://westvirginiapta.org/membership-lists.shtml>

West Virginia PTA Membership Campaign for Diverse Families

It's an exciting time for West Virginia PTA! We have been embarking on a campaign to include parents of Special Needs children as members for the last two years. This year, we are continuing to expand our campaign by including all families of diversity including grandparents, step-parents, foster parents, ethnic families, etc. Every child one voice means every family!



By adopting a proposal to pay state and national dues for two memberships per school for diverse families, we are hoping the local unit will waive their dues so we can begin a journey of being more inclusive. Locals may decide how to choose the members. Please support the inclusion of diverse families in your PTA. If you would like more information or help in this process, you may contact Ginnie Molnar, Diversity Chair at diversity@westvirginiapta.org.



2017-2018!

West Virginia PTA

MONTHLY MEMBERSHIP INCENTIVES

Each month, your local PTA unit can earn special awards! One winner will be randomly selected from all eligible units each month and will receive the prize indicated below as well as be recognized on the West Virginia PTA Facebook page, State PTA Website and an email “shout out” to all members! These are some of the upcoming prizes!

SEPTEMBER – One (1) Winner ***Official PTA Pad/Portfolio, Receipt Book and Bank Bag***

Back to School Award – all units submitting 25 or more memberships to the state office postmarked by September 15 will be eligible to win!

OCTOBER - One (1) Winner ***\$25.00 WV PTA Store Gift Certificate***

Early Bird Award – all units submitting 25 or more members postmarked between September 15 and October 1 will be eligible to win!

NOVEMBER- One (1) Winner ***PTA Tablecloth with school's name!***

Membership Magic – all units submitting 75% of the previous year's memberships by November 15 will be eligible to win!

DECEMBER – One FREE ***Convention Registration to all qualifying local units!!!***

ALL UNITS increasing their membership by 50 or more members from last year's total, will win one (1) FREE convention registration to the 2018 West Virginia PTA Convention! (Memberships must be postmarked by December 31, 2017)

JANUARY - One (1) Winner ***Embroidered PTA Bag with your school's PTA!***

What is your PTA story? Submit your own, personal story about how you got involved in the PTA and why you think it's important for all parents! Deadline: January 20. The overall winner's story will also be featured in the West Virginia PTA Bulletin and West Virginia PTA Facebook page.

FEBRUARY - One Winner ***\$25.00 WV PTA Store Gift Certificate***

It's February and a great time to launch a “Be a Sweetheart and Buy a PTA Membership” Campaign! All units that submit memberships postmarked in the month of February will be eligible to win!

MARCH- Grand Prize! ***To Be Determined!***



Have you updated your Local Unit Officer Information online?

Why is it important to complete this form?

Having your officer's current information helps us keep you informed of vital information you need about resources, programs, awards, incentives, and much more!

Do I need to fill it out if our officers stayed the same?

Each year we need to ensure we have the most accurate information for all PTA's, even if your information didn't change. We want to make sure you receive everything you need to run your unit successfully!

What if we have a mid-year change?

Just notify us with our on-line form! Simply go to the link and update the information. It's that easy!

Where do I fill out the Local Unit Officer Information Form?

Visit the State PTA website (www.westvirginiapta.org) or click on this link to go directly to PTBoard to complete the form online <https://wvpta.ptboard.com/formvw?store=392&form=2>

Can I send in the information manually and mail to the office?

Yes, of course! Make sure to include each officer's name, address, phone number and email address and remember to include the name of your PTA. These can be mailed directly to the PTA office.

Where do we send in copies of our audits? 990's? or any standard of affiliation items?

Please send these items to your regional director remembering to label which unit you are from. Your regional directors email addresses can be found in the directory at the end of the newsletter.

Where do we send our membership lists?

The blank spreadsheet for your membership contacts can be found in this newsletter and on the State PTA website. Send completed membership spreadsheets with names and email addresses to our membership chair, Rose Rossana (membership@westvirginiapta.org).



West Virginia PTA wishes to thank Med Express for printing our 2017-2018 Membership Cards for our members again this year! We appreciate your continuous support of our PTA members throughout West Virginia!

Standards of Affiliation

West Virginia PTA maintains all of the essential filings for your PTA! Through our Standards of Affiliation, all local units have a central location to ensure you are meeting federal guidelines as a 501(c)(3) entity.

Each local unit or county council PTA must be in good standing with West Virginia PTA to continue to operate as a PTA and as a tax---exempt organization. In order to remain in good standing, West Virginia PTA requires six easy steps to ensure your PTA is compliant:

- Submit the annual Local Unit Officer Form (now online!);
- Submit membership dues monthly, with a payment of a minimum of ten members by October 1 of each year;
- Submit an annual review/audit of the PTA's financial records;
- Submit a copy of the annual 990 form or e-postcard;
- Submit proof of your bonding and liability insurance (if your PTA uses AIM, your information is provided automatically by AIM); and
- Submit bylaws for approval every three years.

Being in good standing is easy! It is our goal at West Virginia PTA to ensure that your PTA is running effectively and within the requirements of the government. Please use the chart below to track your Standards of Affiliation. You may direct all questions to info@westvirginiapta.org.



This is effective July 11, 2015

Local Unit and County Council Standards of Affiliation

To be eligible for donations and grants, tax exempt status, and to remain a PTA, all local units and county councils need to be in "good standing" with the West Virginia PTA. The following items must be sent to West Virginia PTA by email office@westvirginiapta.org or mail to P.O. Box 3557, Parkersburg, WV 26103-3557 or fax to (304)420-9577.

Name of PTA _____

Date: _____

| Item | Format Sent | Due to WVPTA Office | Date Sent | Notes |
|--|--|--|-----------|---|
| Local Unit Officer Form | Electronically, mail or fax | July 1st | | Must have new form every year even if there are no changes |
| Membership Dues (for local units only) | Mail, with Dues Reporting Form | Monthly (only if reporting new members) | | Payment of a minimum 10 members must be received by October 1 st |
| Review/Audit of Finance Records | Electronically, mail or fax | 120 days after end of fiscal year | | Refer to Money Matters Guide |
| Copy of IRS 990 form | Electronically, mail or fax | 30 days after submission to the IRS | | Extensions filed with the IRS must be filed with WVPTA |
| Proof of general liability and bonding insurance | Electronically, mail or fax | Annually | | Each local unit is required to submit proof of insurance by October 1 st |
| Bylaws | Electronically with signature page mailed, or entire packet mailed | Every three years | | Bylaws should be reviewed and submitted for approval |

A benefit of being a PTA is a central location for all of your important paperwork. As part of our service to you, all information will be kept in each unit/council's file.

7/2015



FREE MONTHLY PTA TRAININGS!

Beginning in September, join West Virginia PTA for monthly webinars on topics important to your PTA!

Trainings will take place at designated times each month and will be available to all interested PTA members or officers! Dates and times will soon be made available!

All trainings will be available on the West Virginia PTA website after the live training. More details coming soon!

2017-2018 TRAINING TOPICS

SEPTEMBER

Membership incentives
and awards for your units!

OCTOBER

Having a Successful
Reflections Program!

NOVEMBER

WV PTA Student
Healthy Recipe Contest

DECEMBER

Help with Standards of
Affiliation: Bylaws, 990's,
Audits, Insurance

JANUARY

Idea Sharing with units all
over West Virginia!

FEBRUARY

State PTA Convention!!!!

It's Time to Start Promoting the Reflections Program!

"Within Reach"

All children deserve opportunities to explore the arts, so we are proud to promote the Reflections Programs.



The National PTA Reflections program is PTA's cornerstone arts program. It was developed in 1969 by Colorado's PTA President Mary Lou Anderson to encourage students to explore their talents and express themselves. Since then, the Reflections Program has inspired millions of students to reflect on a specific theme and create original artwork.

Each year, students in Grades Pre-K through 12 are recognized for bringing the theme to life through dance choreography, film production, literature, music composition, photography and visual arts. In 2012, the Special Artist Division emerged as an optional division for students whose physical, cognitive, or mental health challenges meet ADA guidelines.

The arts—and the National PTA Reflections program, in particular—can be a valuable tool for building stronger partnerships in your school community.



2017-2018
NATIONAL PTA REFLECTIONS® THEME
WITHIN REACH



Give students
confidence in their
abilities to explore
ideas and learn
through the arts

Register Today!

If you are interested in more information about the Reflections program, visit the West Virginia PTA website and you will find links to student entry forms, local leader guides, local PTA registration forms, reference guides, judges rubric, and special artist program flyers.

West Virginia PTA Student Healthy Recipe Challenge



Entries will be accepted
November 1 - January 15, 2018!

Age Divisions:

Primary (K-2)
Intermediate (3-5)
Middle School (6-8)
High School (9-12)

Recipe Categories:

Hearty Breakfast
Nutritious Lunch
Wholesome Dinner
Snacks/Appetizers
Healthy Desserts
Allergy Free Recipes
Best Cooking Video!

West Virginia PTA is looking for original, healthy recipes created by our students! This contest is open to all WV students in grades kindergarten-12 in seven fun categories. Students can enter one recipe in each category and winners will be recognized at the 2018 West Virginia PTA Convention.

Remember, all entries go directly to the state level, there are no school competitions. Visit the West Virginia PTA website for more details or email office@westvirginiapta.org.

The Kids Cook Monday

The Kids Cook Monday program encourages families to set aside the first night of every week for cooking and eating together as a family. It provides examples of family friendly recipes and video demonstrations along with a free starter family dinner toolkit- making it easy for families to cook and eat together every Monday.



Please visit the West Virginia PTA website and look for this link and see how easy the program is and enjoy dinner at home with your family every Monday night! This is great family engagement activity!

Have you submitted anything to the West Virginia PTA Resource Library?

One of the most popular requests at our state convention each year is a workshop for “Idea Sharing”. You want to know what other PTA’s around the state are doing so you can get fresh, new ideas and bring them back to your local units!

We have created a RESOURCE LIBRARY on the West Virginia PTA website just for your ideas! Email library@westvirginiapta.org and include your event flyers and notes about your favorite activities including membership campaigns, fundraising ideas, bulletin board ideas, family engagement nights, back to school picnics, etc.



We will include them in our resource library on the website so you can “idea share” all throughout the year! Now we just need your submissions! They can be sent as PDF’s or as a Microsoft Word document. We will take care of the rest!

Marketing Resources for your Unit

Keep these websites handy!

www.westvirginiapta.org

www.pinterest.com/westvirginiapta

www.twitter.com/westvirginiapta

www.facebook.com/westvirginiapta

The West Virginia PTA website includes a great number of resources for you including:

Student Recipe Challenge

The Kid’s Cook Monday

National PTA updates

Reflections

Diversity

Standards of Affiliation

Advocacy

Convention

Programs

Scholarship

Membership

Training

Treasurer Info

Forms

We are always looking for suggestions or new ideas for our units so if there is something you would like to see on our website please email office@westvirginiapta.org with any thoughts!

You can also follow us on Pinterest, Twitter and Facebook to receive up-to-date information from West Virginia PTA! Don’t forget to visit the West Virginia PTA store for all your PTA branded items!





How can you get involved? Join PTA's Take Action Network

If you don't know how to advocate for your child, here are some easy things you can do. National PTA has lots of resources as well!

- ✓ Join the PTA Takes Action Network to receive action alerts to contact your members of Congress on public policy issues important to PTA and you!
- ✓ Sign up to receive Takes Action E-Newsletters:
 - PTA Takes Action (monthly)
 - Leadership Briefing (monthly)
 - Local Leader News (monthly)
 - PTA Parent (bi-monthly)
 - Member Benefits Provider (bi-monthly)
- ✓ Go to: www.pta.org; under Advocacy – PTA Takes Action Network
- ✓ For advocacy in West Virginia, email takeaction@westvirginiapta.org to receive news on the latest in education!



Why should you host an ESSA Education Event in your school or community?

West Virginia PTA is working on educating all parents in our state on the Every Student Succeeds Act (ESSA), College and Career Readiness (CCRI), and how you can expand upon your advocacy efforts in your community. There is NO COST and we'll even bring the refreshments!

Parents likely have questions about ESSA and what that means for their child and school. For the first time, ESSA acknowledges the critical role that parents and other community members play in student success by requiring that they are involved in the implementation process. As a PTA leader, you can educate and empower families to be informed and get involved in the implementation of the new law. If you'd like to learn more about the standards and assessments or schedule a workshop at your school, please email takeaction@westvirginiapta.org.

Stop Cuts to Classrooms!



Federal funding for public education programs has remained at 2% of the federal budget for decades, despite the increase in public school enrollment & the rising cost of education resources and services. This disparity between funding levels and actual costs means that the federal government has essentially enacted cuts to classrooms.

The federal government's deadline to fund the government for the next year is Sept. 30, 2017. If you would like the United States to have a strong economy powered by a well-educated workforce that can compete on the global stage, then stand with four million parents, teachers, students and community leaders as we demand that Congress #STOPCutsToClassrooms and invest more than 2% in public education before the next fiscal year on Oct. 1, 2017.

Sign Petition

What Can You Do as a PTA Advocate to STOP Cuts to Classrooms

1. **Take Action:** [Sign the petition](#) requesting that more than 2% of the federal budget be reserved for public education
2. **Join the Conversation:** Join other education advocates in Funding Fridays on Twitter, Facebook and other social media platforms to raise awareness that 2% of federal funding for public education is inadequate ([Social Media Toolkit](#))
3. **Spread the Word:** Use the #STOPCutsToClassrooms campaign toolkit in your newsletters, on social media and during meetings with elected officials to amplify our message ([Campaign Toolkit](#))





**The National PTA magazine is digital!
Go to ptaourchildren.org and check it
out! It is full of great articles and
resources for your PTA!**



**Our Children
Magazine**
*Keeping Our Children's
Safety First*
DIGITAL EDITION

PTAOurChildren.org

**October is
National Bullying
Prevention Month**



Connect for Respect (C4R) is National PTA's initiative to help students, parents and educators to create school climates full of safe and supportive peer relationships.

Research shows that one of the most effective ways to prevent bullying behavior is to create a positive school climate. School climate encompasses everything that contributes to a student's experience with a school—from the physical building to policies, staff and peer culture.

Positive school climates exist in schools where students, families and educators all work collaboratively to build a culture of **respect**.



National PTA Announces STEM Families Grant Program

\$100,000 in funding will be awarded to PTAs across the country to increase family engagement in STEM.

ALEXANDRIA, Va.—National PTA announced today that \$100,000 in funding will be awarded to PTAs across the country this school year to increase family engagement in science, technology, engineering and math (STEM) education. The funding is part of National PTA's [STEM + Families](#) initiative.

"We know—and decades of research proves—that families play a critical role in children's success. We also know that parents and guardians have the biggest influence on a child's educational and career decisions," said Jim Accomando, president of National PTA. "Family engagement is essential to strengthen STEM education, bridge the STEM gap and help all children realize their fullest potential. National PTA is excited to further our STEM + Families initiative and equip PTAs and schools nationwide with resources to engage families in STEM education."

With the funding, PTAs and schools will:

- Engage families using hands-on learning experiences at PTA STEM + Families Events
- Educate families about STEM literacy, STEM careers and STEM education pathways and empower them to support their children's success in STEM
- Connect families and students to STEM enrichment and professional mentors

The funding will be granted in phases. An initial 35 \$1,000 [National PTA STEM + Families Math Grants](#), sponsored by Mathnasium, will be awarded this fall to council and local PTAs selected through a Request for Proposals (RFP) process. The deadline to apply for this first wave of grants is Aug. 31, 2017.

"Mathnasium is excited to build on our relationship with National PTA by sponsoring the STEM + Families Math Grants," said Peter Markovitz, founder and chief executive officer of Mathnasium. "We're honored to work side by side with the dedicated parent leaders of PTA to engage families in math nights, promote the awareness of STEM education and careers, and pursue our mission that all children should understand and master math."

Another \$65,000 in National PTA STEM + Families Science Grants, sponsored by Bayer, will be awarded to state, council and local PTAs selected through a second RFP that will be launched later in the 2017-2018 school year.

In addition to the grant program, National PTA is pleased to announce that logic and STEM game maker ThinkFun has become a new supporting sponsor of STEM + Families. As part of ThinkFun's support of the initiative, the company will donate educational games to all National PTA STEM + Families grant recipients in the coming school year.

West Virginia PTA Board of Managers Directory

Executive Committee

| | | |
|--------------------------------|---------------|---|
| President | Kathy Parker | Email: president@westvirginiapta.org |
| President-Elect | Missy Jones | Email: presidentelect@westvirginiapta.org |
| 1 st Vice President | Dani Hancock | Email: bylaws@westvirginiapta.org |
| 2 nd Vice President | Rose Rossana | Email: membership@westvirginiapta.org |
| Secretary | Karen Sherman | Email: secretary@westvirginiapta.org |
| Treasurer | Chris Wuest | Email: treasurer@westvirginiapta.org |
| At Large Member | Craig Arnold | Email: atlargemember@westvirginiapta.org |

Regional Directors

| | | |
|-----------------------|-------------------|---|
| Central | Vacant | Email: president@westvirginiapta.org |
| Eastern | Angela Zimmerman | Email: easterndirector@westvirginiapta.org |
| North Central | Cecelia Daugherty | Email: northcentraldirector@westvirginiapta.org |
| Northern | Amy Folk | Email: northerndirector@westvirginiapta.org |
| Southern/Southwestern | Danyail Maynard | Email: southerndirector@westvirginiapta.org |
| Western | Ponnie Sampson | Email: westerndirector@westvirginiapta.org |

Committee Chairpersons

| | | |
|----------------------|-------------------|---|
| Marketing | Janelle Sperry | Email: marketing@westvirginiapta.org |
| Diversity | Ginnie Molnar | Email: diversity@westvirginiapta.org |
| Office Coordinator | Ponnie Sampson | Email: office@westvirginiapta.org |
| Scholarship | Linda Abercrombie | Email: scholarship@westvirginiapta.org |
| Resource Development | Beth Anderson | Email: resourcedevelopment@westvirginiapta.org |
| Reflections | Pending | Email: reflections@westvirginiapta.org |
| Youth Member | Elizabeth Sperry | Email: youthmember@westvirginiapta.org |

College and Career Readiness Team

| | | |
|---------------------|----------------|---|
| Team Lead | Janelle Sperry | Email: takeaction@westvirginiapta.org |
| Partnerships | Kathy Parker | Email: president@westvirginiapta.org |
| Education/Trainings | Rose Rossana | Email: membership@westvirginiapta.org |
| Communications | Karen Sherman | Email: communications@westvirginiapta.org |

West Virginia PTA

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West Virginia
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everychild.one voice.[®]

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