



Kathy Parker
WV PTA President
2017-2019

Happy New Year! I hope that each of you enjoyed the extra time with your families, and took some time for yourselves to rest and relax over the holidays. Now that the New Year is upon us, West Virginia PTA Board of Managers is very proud to continue working with National PTA to move our mission forward of bettering the lives of every child in education, health, and safety.

February is an important month for PTA because it's a time to reflect on our past and celebrate the legacy and work of our founders: Alice McLellan Birney, Phoebe Apperson Hearst, and Selena Sloan Butler. Even though women did not have the right to vote in 1897, they believed mothers would support their mission to improve the lives and future of all children. Founder's Day, February 17, is a time to reflect and take pride in our achievements and renew our commitment to be a powerful voice for all children and advocate for public education.

December 31st was the deadline for scholarship applications to be submitted for review. We are so excited to get to know some of the best and brightest of West Virginia high school seniors, learning how they've been active through their high school career, their extra-curricular activities, and their plans for the future. West Virginia PTA will present five \$500 scholarships at our convention in April.

January 15th is the deadline for entries for the Student Healthy Recipe Contest. This is a wonderful family engagement program because you can help your child with preparing their entry and enjoy the extra family time together. West Virginia PTA will recognize the winners at our convention in April.

The deadline for getting your Reflections winners to our state Reflections chair is February 1st, so I hope your program is well on its way to completion! All children deserve opportunities to explore and be involved in the arts. The National PTA Reflections program is PTA's cornerstone arts program. It was developed in 1969 by Colorado 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. 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. The arts – and the National PTA Reflections program, in particular – can be a valuable tool for building stronger partnerships in your school community. The theme for PTA's 2017-2018 Reflections Program is "Within Reach," and winners on the state level will be recognized at our annual convention in April.

As I've been reminding you throughout my message, children are the focus of our work, and will be recognized at our annual convention on April 21-22, 2018 at the Bridgeport Conference Center in Bridgeport. Watch for more details soon!

Yours in PTA,

A handwritten signature in black ink that reads "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.

West Virginia PTA Student Healthy Recipe Challenge



Entries are being 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 a great family engagement activity!

Are You Promoting the Reflections Program?

“Within Reach”

[Deadline for entries to WVPTA: February 1](#)

All children deserve opportunities to explore the arts, so we are proud to promote the Reflections Programs! The deadline is approaching for entries!

The National PTA Reflections program is PTA’s cornerstone arts program and encourages 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.

If you are interested in more information about the Reflections program, visit the West Virginia PTA website and you will find links to everything you need including entry forms. Email reflections@westvirginiapta.org for any questions.



[Check out the pictures from last year’s Reflections Special Artist’s Workshops held at Lakeside Elementary, Opequon Elementary and Mill Creek Intermediate!](#)





Rose Rossana
WV PTA Vice President
Membership

Our local PTA units continue to represent for our Membership Matters campaign. Keep those memberships coming and don't forget about the monthly incentives your local unit can win. Here is the winner for November:

November Winner
Johnson Elementary PTA
Winner of a PTA Tablecloth
with their PTA Name

We continue to have some stellar units in the running for the travelling trophy for Largest PTA in the State. Johnson Elementary School PTA continues its lead. Here are the leaders by Region through November.

- Central Region: 0 Reported Memberships
- Eastern Region: 226 Members for Musselman Middle School PTSA
- North Central Region: 526 Members for Johnson Elementary PTA
- Northern Region: 239 Members for Steenrod Elementary PTA
- Southwestern Region: 77 Members for Davis Creek Elementary PTA
- Southern Region: 60 Members for Fall River PTA
- Western Region: 224 Members for Kanawha PTA



As for our state totals, we are running at 85% of goal for our campaign. Through November, our membership total is 4,495 members. Our state goal is 5,296 members. We are almost there! Remember, each membership matters to the PTA and will help us continue to develop and deliver top quality programs and services in support of all children and families. It also has a great impact on your local schools program because parents want their PTA to be local and personal, serving and supporting their children and the programs at their school.

If you have any questions regarding membership or need more cards, contact your Regional Director or myself. Keep up the great work on membership and thank you for your support of West Virginia's children. Share your successes so we can post it on Facebook.

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! 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 Awards Reminder

Deadline: March 15, 2018

It's time to begin working on your West Virginia PTA Awards! Take the time and nominate a deserving volunteer in your PTA as well as a teacher, service personnel, principal, and business partner! Volunteers work hard all year and deserve to be recognized and appreciated so nominate them today!

Nominations can be uploaded on the West Virginia PTA website, emailed to awards@westvirginiapta.org or mailed to the state PTA office. It is preferred that nominations are sent electronically so they can be confirmed. All nominations sent in this year will receive a confirmation so if you do not receive one, please email us right away! Visit our website for more details! www.westvirginiapta.org/awards

- COUNTY COUNCIL AWARD
- STAR VOLUNTEER AWARD
- UNIT STANDARDS ACHIEVEMENT AWARD
- OUTSTANDING PRINCIPAL OF THE YEAR AWARD
- LOCAL UNIT GREAT PROGRAM IDEA AWARD
- SCRAPBOOK AWARD
- GREAT MEMBERSHIP CAMPAIGN IDEA AWARD
- LOCAL UNIT AWARD
- OUTSTANDING BUSINESS PARTNER OF THE YEAR AWARD
- OUTSTANDING TEACHER OF THE YEAR AWARD
- OUTSTANDING SERVICE PERSONNEL OF THE YEAR AWARD
- STUDENT'S GOOD JOB AWARD
- MEMBERSHIP AWARDS!!!



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



JOHNSON ELEMENTARY PTA

NOVEMBER MEMBERSHIP CONTEST WINNER

~

*Receiving an official PTA Tablecloth with
their school name!*



Beth Anderson
WV PTA

Convention Update

By: Beth Anderson, West Virginia PTA Convention Chair

We are hard at work planning and developing YOUR convention. We are excited to announce that the Convention will be on a Saturday and Sunday this year, as a response to your suggestions.

The Convention is April 21st and 22nd in Bridgeport. More details to follow in the coming weeks. We would like to encourage all PTA members to attend the Convention. We are pleased to announce that we will once again be holding a Youth Track so you can bring your children and they will be able to participate in exciting breakout sessions geared just for them.

We will have our vendors Exhibit Hall on Saturday. There will be a dedicated time for you to meet with all of the vendors. This is a great time to set up some fundraisers for the coming year.

The Awards Banquet and Scholarship Auction will be held on Saturday evening. If you would like to bring an item for the auction that would be appreciated. We are pleased to be able to provide 5 scholarships each year. The auction is the only fundraiser that we do for our scholarship fund. Please consider joining us for the auction. It is a lot of fun, supports a great cause, and includes an eclectic assortment of items.

The Convention will wrap up Sunday afternoon with the Reflections Luncheon. If you haven't experienced this yet I would like to encourage you to attend. It is very inspiring to see what these students have been able to accomplish. This is also a great way to check out the Reflections Program. If you haven't implemented a Reflections Program at your school, why not consider implementing one next year. All Reflections winners will be honored, but we will also honor the winners of the Healthy Recipe Challenge at the luncheon.

Remember that Convention registration is a legitimate expense for your budget. We would love to have one representative from each unit!!! If you have any questions or suggestions, please contact me at resourcedevelopment@westvirginiapta.org.

Pictures from our Youth Activities last year!





Save The Date!



Remember to budget for the 2018 State PTA Convention! This is a legitimate PTA expense where you receive valuable leadership training, network with other PTA's from across West Virginia, support your Reflections and Student Healthy Recipe Challenge winners, and receive your own Local Unit PTA awards! More details about this year's convention coming soon!



April 21-22, 2018
~
Bridgeport
Conference Center
Bridgeport, WV



Fundraising Tips

By: Beth Anderson, West Virginia PTA Resource Development

With so many fundraisers and companies that offer fundraisers out there, it can be overwhelming trying to sort through and find the best ones. Here are a few tips to help you sort through them:

- You really want to look at what percentage of the profits you will get from your sales.
- Know what the rules are from your school and district. Some won't allow you to sell food products. Others will allow food, but not candy.
- Talk to your rep and ask about how you will need to pay them. Some you may be able to have people pay when the items come in, but some will have to be paid for at the time of order.
- Make sure you bring your information before your board/members so they can make an informed decision.

There are also fundraising events that will help you reach your funding goals. Some of those events could be 5K/Fun Run/Color Run; Dances, Carnivals, BINGO, and Dinner. Many other PTAs already do events like these. Most of those PTAs would be willing to share their experiences and offer tips. You can check out the West Virginia PTA website for our resource library. There are several events on the site. Information has been provided by other PTAs and includes information, flyers, what worked and what didn't. This is a great resource for you to utilize because why recreate the wheel when you don't have to. If you have any questions about fundraising you can contact me at resourcedevelopment@westvirginiapta.org.

Collaboration is Key

By: Beth Anderson, West Virginia PTA Resource Development

As a volunteer I know that sometimes what we want to accomplish for the children we work for is difficult. Sometimes the best way to accomplish what we want is to think outside the box. Many times that means developing programs but other times that means thinking outside the box with who we work with.

Have you ever talked to your local organizations? Some of them may include: Lions, Rotary, Ruritans, CEOS. Have you ever talked with the Chamber of Commerce in your area? What about the Convention and Visitors Bureau or your local Arts and Humanities Council? Some other important partnerships could be: local colleges, professional organizations, or veteran's groups like the VFW, Auxiliary, or American Legion.

Another great option is your local public library! Many library's are already running amazing programs for children and families. Also, many library's are wanting to create a partnership with PTA's. They are running after school programs, STEM/STEAM programs, book clubs for kids, special events and many other programs. If we can bridge the gap and start working with each other imagine the impact we could have in the lives of these children and their families. Reach out to your local library today and perhaps a new partnership that you never thought about could begin.



Missy Jones
2017-2019
President-Elect

I hope everyone had a wonderful Holiday Season. I am really looking forward to seeing what the new year holds for legislation in WV PTA.

This last couple of months have been very busy. I have sat in on many conference calls and webinars. I have sent numerous email. Made many Facebook and Twitter posts. I have also made a couple of calls to Max Hayman in Senator Shelly Moore Capito's office and T.J. Lucas in Senator Joe Manchin's office.

Our focus has mainly been on the funding of Statewide Family Engagement Centers. To learn more on Statewide Family Engagement Centers please use the following link:
<https://www.pta.org/docs/default-source/files/advocacy/essa/2017-18-sfec-one-pager>.

On December 6, 2017, I sat in on the first State Leadership Conference call. National President Jim Accomando gave an update on his plans on getting back to the grass roots. Those on the call heard from several of the National Board of Managers about their plans for our future.

On March 13-15, I will be attending the 2018 Legislative Conference in Arlington, VA. This will be my second Legislative Conference. If you ever get a chance to attend, it is super interesting and fun. While at the conference WV PTA members will be going to the offices of Senator Capito, Senator Manchin, and Representative Alex Mooney to talk to them and/or their staffers about the platform that National PTA lays out for us.

I have now taken on the role as Health and Safety Chair for WV PTA, since the position was vacated and my platform is on health. We had our first webinar on Nov. 30th. The committee has started making plans on what route National PTA will be taking for the 2017-2019 term.

I wish every one of you a Happy New Year. If you find yourself in the house on a cold snowy winter's day without anything to do, check out the advocacy and family resource tabs on the National PTA website. There you will find articles on National PTA Federal Legislation and health issues.

West Virginia PTA Membership Campaign for Diverse Families

By: Ginnie Molnar, Diversity Chair

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. If you would like more information or help in this process, you may contact Ginnie Molnar, Diversity Chair at diversity@westvirginiapta.org.



BUSINESS Membership

West Virginia PTA is excited to promote the “Business Membership” Program!



West Virginia PTA has launched a special program, “Business for PTA”, to encourage business support of PTA and the children of our community. As a business neighbor, we would like to invite you to become a business partner of West Virginia PTA!

Business for PTA is a special class membership which promotes a different kind of involvement than traditional PTA memberships. The goal of this program is to create better schools and therefore a better education for the students in the community. Many school districts with dwindling budgets are using all the resources at their disposal just to try to make ends meet, and they need help. We feel that PTA and business can provide substantial help, by jointly taking their concerns to school boards, legislators and other policy makers who can influence education reform.

We would like for you to join us and over 5000 PTA Members in West Virginia to improve the quality of education. Your business partnership will help in two ways. First, you can help strengthen our child advocacy efforts to reform education values and standards. Second, your partnership will help the West Virginia PTA promote the welfare of our children through special programs and projects not available with our school’s limited budget.



Business memberships will receive invitations to PTA sponsored events, plus recognition at these events, and your company name and logo will be advertised in our newsletter. We will share with the community your support of this coalition, and together we can show how solutions can be forged with business and education partnerships.

Benefits to being a partner:

- Marketing advantages – WVPTA website, Facebook and Convention Receive invitation to PTA sponsored events
- Event Advertising
- Certificate awarded for display

Business for PTA partnerships is tax deductible. The partnership will be in the name of the business or one individual that you designate as your representative and the cost is \$150.00. Business membership applications can be found by visiting www.westvirginiapta.org or email info@westvirginiapta.org.



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)
 - Member Benefits Provider (bi-monthly)
- ✓ Go to: www.pta.org; under Advocacy – PTA Takes Action Network



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.



New Poll Reveals How Young Children Are Using Social Media and Messaging Apps

ALEXANDRIA, VA. National PTA released today the results of a national poll exploring the use of social media and messaging apps among young children. The poll, which surveyed 1,200 parents of children under the age of 13, was conducted in collaboration with Facebook earlier this year through Lincoln Park Strategies. The findings show that the majority of parents allow their children to use messaging apps and social media to stay in touch with friends and family.

“Helping children navigate the digital world has become a crucial element of parenting,” said Jim Accomando, president of National PTA. “Through the poll, we explored the prevalence of young children using social media and messaging apps and gauged how they are using these tools. The results make our efforts to empower parents to help their children be safe and responsible online that much more important.”

- 61% of parents said their children under age 13 use messaging apps and/or social media.
- 81% of parents said their children started using social media between the ages of eight and 13.
- 64% of parents whose children under 13 use social media say that it provides convenient ways to keep in touch and keep track of their children when they are not with them.

Through the poll, parents also reported wanting to help their young children use social media and messaging apps responsibly—nearly nine in 10 say that they monitor their children’s online activities. More than half of parents said they would not allow their children to use social media and messaging apps without monitoring tools. However, parents reported they’d like to have a greater say in their young child’s use of social media and messaging apps: nearly three-quarters of parents whose children use messaging apps indicated that they want more control.

Despite online safety concerns such as bullying, parents believe messaging apps and social media can help keep their children safe and can provide good tools for learning. Poll results also show that connecting with family is the primary reason parents allow their young children to use messaging and social media apps.

- 68% of parents agreed that messaging apps help them connect as a family.
- 69% of parents said their children use social media to communicate with relatives such as grandparents and cousins.

“As parents, we want our children to connect, learn and have fun through technology, and at the same time, stay safe,” added Nathan R. Monell, CAE, National PTA executive director. “Learning about how families are using social media and messaging apps is a critical component to helping them take advantage of the opportunities that the tools offer while building good digital habits and ensuring children have the skills they need to be responsible in the digital world.”



everychild. one voice.®

*“The National PTA magazine is now digital!
Please go to www.ptaourchildren.org and
check it out! It is full of great resources for
your PTA to use!*



Our Children Magazine

Keeping Our Children's Safety First

DIGITAL EDITION

PTAOurChildren.org

2018 National PTA Legislative Conference

Celebrate over 120 Years of Changing Children's Lives at the 2018 National PTA Legislative Conference! LegCon will feature workshops on key education issues facing Congress, with discussions and trainings on how PTA advocates can shape public policy at home and on Capitol Hill in 2018 and in the years to come. Don't miss out on the opportunity to celebrate with PTA members nationwide!



National PTA's "Take Your Family to School Week" February 11-17, 2018

For over 120 years, National PTA has been encouraging families to get more involved in their child's education. Help us celebrate PTA's long legacy of family engagement during National PTA's Take Your Family to School Week. Here are some resources to use that will help with all your planning! Send us your photos so we can include on the State PTA Facebook Page!

Take Your Family to School Week Toolkit

- Customizable School Flyer [Word Document](#) or [PDF](#)
- [Invitation Template](#)
- [Morning Announcement and Newsletter Template](#)
- [Customizable Media Advisory](#)
- [Sample Social Media Messaging](#)



Every Child in Focus reinforces National PTA's mission to advocate for every child—with one voice—so all families feel invited and welcomed within PTA, and are equipped with the tools to support their child and improve the school, which makes a difference for every child. View our video about this campaign on our [National PTA YouTube Channel](#).

- **Join the conversation.** National PTA will work with the country's leaders in each group highlighted to provide dialogue, resources and information that will help schools embrace diversity and inclusion. Follow us on [Twitter](#) and use [#EveryChild](#)
- **Reach out to Families.** National PTA will also celebrate PTAs that are raising the bar in welcoming, engaging and supporting families in student success and school improvements. The intent is to motivate people and support the needs of every child.
- **Read our [PTA One Voice Blog](#)** for PTA Success Stories and additional resources. You can also share your blog! We want to hear local and state PTA success stories on supporting student success through diversity and inclusion. Use our [blog share tool](#) to tell us your story.
- **Share the [Parents' Guides to Student Success](#).** These standards provide clear, consistent expectations for what students should be learning at each grade in order to be prepared for college and career.

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	Jennifer Dobbins	Email: centraldirector@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	Barb Fox	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

P.O. Box 3557, Parkersburg, WV 26103-3557

Phone: 304-420-9576 Fax: 304-420-9577

Email: office@westvirginiapta.org

West Virginia
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West Virginia Congress of Parents and Teachers, Inc.
P.O. Box 3557
Parkersburg, WV 26103-3557

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