WORDS OF WISDOM FROM A PTA LEADER:
“ENGAGE WITH AND DISCOVER THE OPPORTUNITIES AND RESOURCES AVAILABLE ON THE NATIONAL PTA WEBSITE, PLAN ON ATTENDING EVENTS AND TAKE PART IN CONFERENCE CALLS AND WEBINARS.”

State PTA and congress leaders are an essential part of the National PTA governance team. This guide is designed to familiarize you with how National PTA functions, as well as the resources and assistance available to you. This guide is not comprehensive, nor is it a resource on how to run your PTA.

The information in this guide provides key advice and recommendations for new state PTA and congress presidents. It is based on information obtained through surveying seasoned state PTA and congress leaders, National PTA officers and National PTA staff. Throughout this document are links to additional materials, many of which require you to log in to the National PTA website to access them. Please click on the links and fully explore the resources available to you.

Stay Current

- Subscribe to all National PTA e-newsletters available to state PTA and local unit leaders, share the information and encourage your entire board to subscribe as well.
- Read PTA email daily, or at a minimum of three times a week. Watch for updates from National PTA officers and staff. You will receive many communications from National PTA, some of which are time sensitive. Be ready to respond or delegate.
- Assign others to participate in conference calls, read newsletters, monitor national communications and social media. Don’t allow yourself to be overwhelmed. Delegate.
- Explore the National PTA website regularly. Read the topics highlighted on the home page carousel and delve more deeply into other sections. Follow National PTA on social media to keep current.
- Educate yourself on PTA’s many programs, grants, awards, e-learnings and initiatives so you are comfortable speaking about them and using them as tools to grow membership. Identify ways to message their value in the field.
- Inform yourself about PTAs positions and keep up-to-date on legislative issues. Develop your ability to talk about advocacy issues and use PTAs advocacy efforts in outreach and collaborations.
- Watch for deadlines. Place National PTA deadlines on your personal PTA calendar.
- Research the history of PTA to gain perspective on your place in PTAs future.
- Talk to your National Service Representative (NSR) often. Set up a call immediately upon taking office, and keep in regular communication with your NSR.
- Share what you learn with your entire board. Grow together as an effective team. Share what you learn with regions, districts and councils.
- Build relationships with National PTA volunteer leaders and staff.
Information about National PTA’s governance structure can be found in the National PTA Bylaws, Articles VI to XXII.

Click to access National PTA’s Bylaws.

Access an online list of board members.

TIP: Read the National PTA Bylaws to understand how this document impacts you, your board, and your members.

There are 11 standing committees: Nominating and Leadership Development (NLDC), Bylaws and Policy, Finance, Resource Development, Field Service, Membership, Legislation, Resolutions, Diversity, Youth Involvement and Historical Preservation. NLDC is elected by the convention voting body. The remainder of the committees are appointed by the President. With the exception of the Finance Committee which is composed of National PTA board members, the other standing committees contain state- and local-level members. In addition, National PTA is served by a few special committees appointed by the board. Additional information on National PTA’s standing committees can be found in the National PTA Bylaws.

National PTA’s actions are guided by National PTA Bylaws (approved by membership), a Strategic Plan (approved by the board), a Board Policy Manual (approved by the board), positions (approved by the board), and resolutions (approved by Convention voting delegates).

National PTA charters all state-level associations to help National PTA achieve its mission. State PTA and congress actions, positions, bylaws and resolutions must not conflict with National PTA’s policies and positions.

Current state PTA presidents value the tools they have available to help them speak out and they recommend new state PTA presidents to learn as much as they can about PTAs positions and Public Policy Agenda.
WORDS OF WISDOM FROM A PTA LEADER:
“DON’T BE AFRAID TO ASK THE QUESTION, TO BECOME PART OF THE CONVERSATION. JOIN IN THE CALLS, EMAILS...IT IS WORTH IT.”

WORDS OF WISDOM:
CONSIDER BUDGETING FOR YOUR PRESIDENT ELECT (PE) TO ATTEND NATIONAL EVENTS AND MEETINGS SO THAT THE PE CAN BEGIN GETTING A BETTER UNDERSTANDING OF NATIONAL PTA.

TIP: Familiarize yourself with National PTA’s Strategic Plan, Bylaws, Board Policies, positions, and resolutions. Share these documents with your state or congress board.

In addition, National PTA action is informed by the National Council of States (NCS), whose primary role, per the National PTA bylaws, Article X, is to:
- Identify and prioritize trends to guide the board in setting strategic direction,
- Review and recommend issues related to association policy, and
- Identify and recommend action on strategic direction, emerging issues, policies, and legislative trends.

NCS is composed of one member from each state congress. NCS meetings are usually held in conjunction with another National PTA event. It is important for you to watch for notices about selection parameters and registration deadlines. Your NCS representative’s expenses may be covered by National PTA if registration is completed in a timely manner. Your state or congress bylaws or standing rules provide guidance on selecting a NCS representative.

The National PTA Convention is convened each year in June. Information about the Convention can be found in the National PTA Bylaws, Article XXII. National PTA may cover some of your expenses, so it is important to carefully read all sent information and comply with all stated deadlines.

National PTA Convention voting is guided by National PTA Bylaws, Article XXII, Section 3 which defines the “voting body” as the individuals who can vote at the National PTA Convention. Section 3. F. defines potential additional voters from your state PTA or congress based on membership numbers as of March 31 of the convention year. Your state PTA or congress bylaws and standing rules will provide guidance on selecting the delegates mentioned in Section 3. National PTA staff will provide additional voting information in the spring.

TIP: Thoroughly understand your state or congress bylaws, standing rules, and policies and procedures. Understand how to choose your NCS representative and how to disseminate national convention voting rights to delegates.
National PTA Standards of Affiliation

Outgoing state PTA presidents identified the Standards of Affiliation (SOA) as an important item for every incoming president to know and understand. The Standards are comprehensive and require state PTAs to submit a report and many documents each year. Please be aware of the deadlines and requirements, and schedule a SOA conversation with your NSR soon after you take office. Please note that changes may occur in the SOA in 2015. If a change is made, you will be notified of any changes that impact the state PTA.

The Standards of Affiliation ensure that PTA affiliates align with National PTA’s mission and values, maintain good business practices, comply with applicable federal laws, and create/support local units to fulfill National PTA’s exempt purposes. A PTA affiliate in good standing enjoys the following benefits:

- Use of National PTA’s service marks (including PTA® and PTSA®, and official PTA logo),
- Permission to charter new units,
- Ability to send voting delegates to National PTA Convention,
- Access to exclusive National PTA benefits and resources and to technical assistance, and
- Eligibility for grants and award programs.

In addition to providing specific standards of compliance, the policy also outlines what happens if a PTA fails to adhere to these standards.

Your National Service Representative will provide training regarding this policy to both you and your board and will arrange the board-mandated training mentioned in the Standards.

TIP: Provide copies of the National Standards of Affiliation policy to each board member. It is your board’s responsibility to maintain compliance with the Standards.

National PTA Travel Policy

National PTA Travel Policy defines:

- Parameters for National PTA reimbursable travel costs, and
- Deadlines for submission of reimbursement forms.

All travel paid for by National PTA must be booked by National PTA staff. It is important that you read all travel-related information regarding travel for you and others from your congress and note deadlines, costs covered, and parameters. Failure to fully complete the registration process or comply with stated deadlines could result in loss of reimbursement or disqualification of your PTA’s ability to travel under the National PTA budget.
### National PTA Staff and Office

**WORDS OF WISDOM FROM A PTA LEADER:**

“All (Staff) departments are available to assist.”

“I was surprised to learn how much work staffers really do and how much help they can be.”

**National PTA Staff:** The day-to-day affairs of National PTA are managed by an executive director and a senior management team including two deputy executive directors and a group of directors who manage different departments. A directory and organizational chart can be found online by clicking here. National PTA staff work to implement the organization's strategic plan in the areas of membership, programs, resource development and training and support and augment the work done by volunteers.

State PTA presidents who work closely with national staff consider them a valuable resource and a member of their team. Staff is ready, willing, and able to assist state leaders. For example, Finance staff are a great resource for state treasurers and Programs staff are available to assist with training opportunities. Contact your NSR if you are not sure which staff member to contact.

A National Service Representative (NSR) is assigned to every state PTA and congress. They are tasked with supporting the entire state board as well as regions, districts, councils, and local units. NSRs provide a broad spectrum of assistance and can work with state PTAs to build membership, outreach, leadership, and PTA visibility. They act as facilitators and trainers as well, and can connect your PTA to PTA programs and resources. Set up a regular time to talk to your NSR.

<table>
<thead>
<tr>
<th>National Service Representative</th>
<th>Service Areas</th>
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<tr>
<td>Ivelisse Castro <a href="mailto:icastro@pta.org">icastro@pta.org</a></td>
<td>Colorado, Europe, Iowa, Kentucky, Maryland, Mississippi, Ohio, Pennsylvania, Puerto Rico, Virginia</td>
</tr>
<tr>
<td>(571)329-9368</td>
<td></td>
</tr>
<tr>
<td>Nore Hare <a href="mailto:nhare@pta.org">nhare@pta.org</a></td>
<td>Hawaii, Illinois, Indiana, Louisiana, Nevada, North Carolina, North Dakota, Oklahoma, South Dakota</td>
</tr>
<tr>
<td>(571)329-9362</td>
<td></td>
</tr>
<tr>
<td>Deborah Walsh <a href="mailto:dwalsh@pta.org">dwalsh@pta.org</a></td>
<td>California, Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont</td>
</tr>
<tr>
<td>(571)329-9346</td>
<td></td>
</tr>
<tr>
<td>Linda Johnson <a href="mailto:ljohnson@pta.org">ljohnson@pta.org</a></td>
<td>Alaska, Arizona, Idaho, Montana, New Mexico, Oregon, Utah, Washington, Wyoming</td>
</tr>
<tr>
<td>(703)523-5038</td>
<td></td>
</tr>
<tr>
<td>Deb Fritz <a href="mailto:dfritz@pta.org">dfritz@pta.org</a></td>
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</tr>
<tr>
<td>(571)329-9345</td>
<td></td>
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<tr>
<td>Mary Jo Neil <a href="mailto:mneil@pta.org">mneil@pta.org</a></td>
<td>DC, Delaware, Georgia, Kansas, Missouri, Nebraska, New Jersey, Tennessee, W. Virginia</td>
</tr>
<tr>
<td>(301)919-8839</td>
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The National PTA Office is located at 1250 N. Pitt Street, Alexandria, Virginia, 22314. The office can be reached by telephone at 1-800-307-4PTA (4782) or at 703-518-1200. All staff members have a direct extension, but you can reach any staff member by calling the main line and requesting that person.

**Key National PTA Programs, Resources, Projects and Benefits**

National PTA surveyed National PTA officers, seasoned state and congress leaders, and staff to identify the top three items all state PTA and congress presidents need to know. The list below contains the nine programs, benefits, and services most frequently included in the responses. *Please note: This is not a comprehensive list of all National PTA programs, benefits, and resources. To learn more about all National PTA programs and resources, visit PTA.org on a regular basis.*

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<td><strong>What you should know:</strong></td>
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- Reflections is the largest National PTA program and most state PTAs and congresses participate. Outgoing state PTA presidents identified this as a “must know” for all new state PTA leaders.
- Dedicated staff supports the program.
- State Reflections Chair conference calls occur on a monthly basis to provide support and training.
- The State Reflections Library is a clearinghouse of templates and tools.
- The Local Leader Reflections Toolkit is a one-stop resource to help any unit set up a local Reflections program.
- The PTA website lists arts in education resources and partners to help PTAs at all levels promote the arts.

**What you should do:**

- Assign a Reflections Chair to attend all regularly scheduled calls. If the chair is unavailable, make sure someone from your PTA participates in the call.
- Visit PTA.org/StateReflectionsLibrary to learn more.
- Share success stories and suggestions with Programs department staff and your NSR.
WORDS OF WISDOM FROM A PTA LEADER:
“BECOME FAMILIAR WITH THE POSITION STATEMENTS RESOLUTIONS HAS ABOUT EDUCATIONAL STANDARDS….UNDERSTAND THE IMPORTANCE OF HAVING CLEAR, HIGH STANDARDS FOR ALL STUDENTS. THIS ISSUE IS MUCH BIGGER THAN COMMON CORE…IT IS ABOUT IMPROVING THE AMERICAN EDUCATIONAL SYSTEM.”

“ADVOCACY IS THE BACKBONE OF OUR ASSOCIATION”

Key National PTA Programs, Resources, Projects, and Benefits

Federal Public Policy and Advocacy

What you should know:

- The Federal Public Policy Agenda and Executive Summary is updated every January. It contains PTA’s positions and recommendations for Congress.
- You and your PTA play a vital role in building grassroots capacity to promote the agenda with members of Congress.
- The National PTA Legislative Conference is held in March each year.
- The PTA Government Affairs department staff is knowledgeable about each of PTA’s public policy priorities and they are available to assist in your advocacy efforts.
- PTAs Advocacy Toolkit is designed to help child advocates speak up for the health and well-being of children. It contains many resources that can be used at all levels of PTA.
- PTA has election guides to assist local leaders during election season.
- National PTA does not take positions on state legislation.

What you should do:

- Download the Public Policy Agenda and share with your board. Familiarize yourself with PTA’s policy priorities and why we support these priorities.
- Join the PTA Takes Action distribution list and take action when prompted.
- Assign a Federal Legislative Chair to participate in regular conference calls and promote the federal public policy agenda.
- Utilize the Advocacy Toolkit.
WORDS OF WISDOM FROM A PTA LEADER:
NATIONAL PTA’S PROGRAMS AND PARTNERSHIPS CAN BE DOOR OPENERS AND ‘FRIENDRAISERS’ THAT SUPPORT ADVOCACY AND MEMBERSHIP GOALS. NATIONAL PTA IS CONSTANTLY LOOKING FOR INNOVATIVE APPROACHES THAT CAN BE REPLICATED.

Common Core State Standards

What you should know:

- While National PTA staff works with specific states through a grant, many Common Core resources are available to all states. Staff is available to provide assistance or direct PTAs to resources.
- Pushback has occurred in some states and misinformation is plentiful.
- The Parents’ Guides to Student Success were developed by teachers, parents and education experts to help parents understand Common Core expectations.
- The Common Core Toolkit contains advocacy information which can be used for all advocacy. Items such as coalition building, recruitment, public speaking, media campaigns, and meeting with decision-makers are included.
- FAQ sheets, videos, webinars, and state resources are also available.

What you should do:

- If you are in Common Core state, familiarize yourself with all the Common Core tools and resources available to you.
- Understand the difference between Common Core standards and testing, curriculum, and teacher evaluations. Learn what your state education department is doing to implement the standards and ensure PTA has a seat at the table.

National Standards for Family-School Partnerships and Family Engagement

What you should know:

- Family engagement is the cornerstone of PTA’s work. The more you know, the better you will be able to speak to community and state-level educational leaders.
- Outgoing state PTA presidents identified the National Standards as one of the top three “things to know” for new state PTA presidents.
- The standards are research-driven and used as the core of many states’ educational laws and regulations driving family engagement. They are also incorporated into federal law.
- These standards are fundamental to obtaining PTA grants and awards.
- The School of Excellence program is a roadmap for achieving the Standards.
- Comprehensive program materials available include handouts, PowerPoint presentations, implementation guide, assessment tools and surveys for use by states, congresses and local units.
WORDS OF WISDOM FROM A PTA LEADER:
“STATE LEADERS NEED TO KNOW THE NATIONAL STANDARDS FOR FAMILY-SCHOOL PARTNERSHIPS INSIDE-OUT AND CONSIDER THEM A STRATEGIC PLANNING TOOL AT EVERY PTA AND SCHOOL LEVEL.”

**Key National PTA Programs, Resources, Projects, and Benefits (continued)**

### National Standards for Family-School Partnerships and Family Engagement (continued)

**What you should do:**

- Take the e-learning course on the National Standards for Family-School Partnerships. Ask your board to take it as well.
- Familiarize yourself with the Standards for Family-School Partnerships, and its associated tools, surveys and PowerPoints.
- Familiarize yourself with the Implementation Guide, a comprehensive guide covering all facets of creating and implementing a family engagement strategy.
- Share community successes and effective models with Programs Department staff, other state and congress leaders and your NSR.
- View yourself as part of a team to build effective parent and community leaders through program and community engagement strategies.

### Schools of Excellence

**What you should know:**

- School of Excellence started in 2013. It is one of the top three items outgoing state PTA presidents say incoming PTA leaders need to know well.
- School of Excellence is grounded in the National PTA Standards for Family-School Partnerships.
- National PTA partnered with more than 300 schools and PTAs in this program resulting in school improvements that deepen family engagement. You can read the report here.
- In the program, PTAs and schools identify priorities, assess their current status and receive recommendations on how to assess and improve family engagement and create a roadmap to improve the school community by using the Standards for Family-School Partnerships. Participants have a year to track their progress and receive recognition for their work.
- States and congresses play an important role in promoting the program, as well as celebrating and recognizing success.
- Reaction to the program has been highly favorable among school administration.

**What you should do:**

- Familiarize yourself with the program, learn to message its value in the field, and identify key state education stakeholders who will find value in the program.
- Familiarize yourself with all the tools available to your PTA and to your local units in the State Excellence Library. These include reports, webinars, promotional tools, Spanish tools, and training tools.
- Promote the program to community- and state-level educational leaders, your board and your membership.
E-learning, Training and State Resource Bank

What you should know:

- E-learning courses are available on a wide range of subjects. The courses are suited to all levels of PTA. From mid-2013 to mid-2014, course attendance was 77% local unit, 9% region/district/council, 13% state, and 1% “other”.
- E-learning course topics include but are not limited to: Board Basics, PTA Basics, Local PTA President, National Standards, Conflict Management, Cultural Competency, Local Unit Treasurer, Preventing Theft in PTA, Planning and Creating Successful Family-School Partnerships, and Local PTA Secretary. New courses will be coming out in 2015. Spanish translations are now part of the course offerings including a membership course for local unit leaders.
- State PTA and congress presidents can expect training and development opportunities prior to and during Legislative Conference and National PTA Convention.
- A new State Resource Bank is available. Good examples of a variety of PTA materials are shared here. The new State Resource Bank contains more than 300 examples from state PTAs, and the Resource Bank is growing.

What you should do:

- Encourage your board to take National PTA e-learning courses and webinars, and encourage unit, council, district and region leaders to do the same.
- Update state PTA board lists in M3. Only state leaders entered into M3 have access to the State Resource Bank.
- Visit the State Leader Resource Bank and identify items that may help you and your board.
- State PTAs should submit new samples throughout the year to ptatraining@pta.org to continue to grow the State Leader Resource Bank.
- Plan to attend both Legislative Conference and National PTA Convention to take full advantage of training and networking opportunities designed specifically for you. Consider bringing your president-elect as well.

Resource Development and Fundraising

What you should know:

- National PTA sponsor and member benefit provider information is available on PTA.org. The list is updated as new sponsors and benefits are identified or as contracts expire.
- Best practices and templates are available in the PTA Back to School Kit (ptakit.org) for your PTA to use to assist with corporate events and program sponsorships.
- The Resource Development Department strives to create meaningful non-dues revenue opportunities that support all levels of PTA.
WORDS OF WISDOM FROM A PTA LEADER:
TALK TO YOUR NSR IN PERSON OR ON THE PHONE ABOUT WHAT IS GOING ON IN YOUR STATE, YOUR VISION, AND WHAT RESOURCES THE NSR MIGHT RECOMMEND TO HELP YOU MOVE FORWARD, ACHIEVE YOUR GOALS AND BE SUCCESSFUL.

Resource Development and Fundraising (continued)

What you should do:

- Download and utilize the Resource Development Toolkit and share it with your board and visit the resource at ptakit.org.
- Be aware of the latest sponsor and member benefit provider information as it becomes available and promote these benefits to your PTA's membership.
- Share best practices and template materials with resource development staff, other states and congresses and your NSR.
- Avoid reaching out to national brands already working with National PTA until you connect with national staff to get advice and background information. They will assist you.
- Refrain from using the national PTA convention exhibit hall to promote your state convention to vendors. Instead, let National PTA staff help you make connections to these vendors so we present PTA as a unified, collaborative association.

Today’s PTA, Membership, Marketing, and Tools

What you should know:

- National PTA develops resources to assist with membership growth and relies on state PTA and congresses to help promote these materials.
- National PTA surveys inform our membership materials including videos, templates, and other marketing materials.
- Regular conference calls are held for state and congress membership chairs.
- Your PTA must submit a monthly dues report, even if your PTA has no dues to submit.
- Membership is one of the main focuses of work for your NSR. NSRs are ready to help your PTA create a membership outreach plan and assist you in identifying outreach opportunities and can help you connect with membership resources and opportunities.

What you should do:

- Become familiar with the depth of marketing materials available, including tip sheets, incentives and campaign materials. Ensure your state PTA or congress website links to these tools.
- Participate in membership chair conference calls. Invite anyone within your PTA who is involved with marketing and outreach to join the call.
- Consult your NSR and board to develop strategies for retaining and recruiting members as you create your Membership-Extension Plan.
- Share successful membership initiatives with other states and congresses, your NSR and National PTA membership staff.
- Ensure that someone from your PTA has been trained to use M3, been trained to use M3 to submit dues reports, enter new unit information and update leadership contact information.
Communications, Publications, Social Media, Media Relation, and Website

**What you should know:**

- National PTA publishes four e-newsletters: PTA Takes Action (advocacy), PTA Parent (members), Leadership Briefing (state leadership) and Local Leaders News (local leadership) in addition to regular reports from the National PTA President with updates from all PTA departments.
- National PTA publishes Our Children magazine bi-monthly in print and digital formats.
- The Back to School Kit is electronic and registration starts in late spring.
- National PTA staff is available to assist states and congresses with media relations, spokespeople training, and crisis management.
- National PTA provides [brand and style guidelines and staff can assist](#) with trademark and branding issues.

**What you should do:**

- Follow National PTA on Twitter, Pinterest and Youtube. Also our One Voice blog at onevoice.pta.org and become a fan of the National PTA’s Facebook page. Share social media posts, articles, blog posts, news releases, photos and also follow National PTA videos with your PTA, members and media.
- **Sign up for all e-newsletters**, including your entire board.
- Download the PTA App and encourage others to do so as well.
- Explore PTA.org. Be sure to log-in to fully explore the site, especially the “For Leaders” area. Get to know all the resources available to you and your units.
- Share great stories about grassroots advocacy success, your PTA successes, and PTA member profiles with National PTA communications staff and with your NSR.
- Designate and train at least one spokesperson. Contact National PTA communications staff for guidance when approached by media with a national reach and when facing negative press.
State of the States Dashboard Report
Starting in June 2102, National PTA started collecting information and statistics from each state twice a year on various topics including state/board composition, office staffing, communication to units and participation in National PTA programs. You will be asked for input shortly before the reports are issued in March and September each year. The combined data is shared with all states.

Regular Conference Calls
Use these calls as a way to increase your knowledge and develop others’ leadership. In many instances, these calls are open to a broader audience. If you do not have a chair, consider joining the call yourself or asking someone else on your board to do so:
- CCSSI: Monthly calls for PTAs involved in the CCSSI grant.
- Federal Legislative Chairs: Every other month
- Membership Leaders: Every other month
- State Arts Chairs: Monthly
- State Health and Safety Chairs: Quarterly
- State Treasurers: Quarterly
- State Presidents: Quarterly

Please note that this list is subject to change.

National PTA Representatives for Conventions and Conferences
All state PTAs and congresses are entitled a visit from a National PTA Representative (Nat Rep) once a year. This visitor can be a National PTA officer, board member, or senior staff member. The Nat Rep attends a major state PTA or congress event, gives a speech reinforcing the local/state/national connection and emphasizing the benefits of association and provides workshops. You will have an opportunity to select from a list of workshops and a list of individuals. While most state PTAs and congresses invite a Nat Rep to their convention, some states choose to request a Nat Rep for their legislative or leadership conferences. The Nat Rep request forms are sent to state PTAs and congresses twice yearly.

The Nat Rep request process is two-part: Part one requires you to choose from a list of officers and workshop topic areas. Part two asks for specific housing, event and travel information. Your Nat Rep is assigned by the National PTA president.

National PTA State Presidents and Presidents-Elect Linked in Group
This group was created to allow state leaders to share and engage in conversation. Inclusion is by invitation only. Talk to your NSR about how to receive your invitation.

TIP: Contact your Nat rep directly and introduce yourself. The Nat Rep may be able to provide workshops in addition to the ones you selected on the Nat Rep form.
Additional Links:
This document is not a comprehensive list of all of National PTA programs, resources, tools, initiatives, and policies. Some items that may be of interest to you:
Healthy Lifestyles
Awards and grant opportunities
Bullying information and Connect 4 Respect Program
Family Reading Experience literacy program
Jan Harp Domene Diversity and Inclusion Award
Advocacy Awards
National PTA Three-Year Calendar

Moving Forward In Your Term

As you move into your term, we hope you will strive to be an effective leader and true partner with National PTA in our work for children and families.
   Arm yourself with information that will make you an effective advocate.
• Does your PTA have a strategic plan? Active, sound, and relevant strategic plans and drivers enhance organizations and make them more effective.
• What are the strengths and weaknesses of your PTA?
• Have you surveyed or evaluated PTA needs related to advocacy, membership and leadership?
• How many children (0-18) are in your state? How many are in the public school system?
• What are your PTA's legislative priorities?
• What is your PTA's legislative plan and cycle for the year?
• Who will be on your team? How will you educate them about National PTA?
• What is your state's education budget?
• Who is your state school Superintendent/Commissioner?
• Who are your state representatives and who is the Chairperson of the House and Senate Education Committee?
• What are your communication and meeting plans with these state educational leaders and your state's governor?

National PTA understands that you are a volunteer and is deeply grateful for your commitment and passion. The work of PTA cannot be done without your efforts. Collaboration across all levels of PTA is the key to achieving PTAs mission and making a positive change in the lives of children and their families. Imagine all we can accomplish together. What will your legacy be?