

# the VOICE

September 1, 2017

**Virginia  
PTA**  
everychild.onevoice.®



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## Join Our Mailing List!

Virginia PTA  
[Virtual Exhibit Hall](#)

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## Share Your News!

We look forward to hearing about your activities and always enjoy receiving photos! Email us and join the conversation on [Facebook](#).

### VAPTA Board Opportunities

- [Communications Comm. Chair](#)
- [Health & Safety Comm. Chair](#)
- [VP Advocacy](#)
- [District Director - Big Walker](#)
- [District Director - Blue Ridge](#)
- [District Director - Dan River](#)
- [District Director - Holston](#)
- [District Director - Lynchburg](#)
- [District Director - Natural Bridge](#)
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- [District Director - Parkway](#)
- [District Director - Shenandoah](#)



### VAPTA MEMBER LINKS

## President's Note,

So this is it. The start of a new year! In just a few days, all our schools in Virginia will be back in session and PTA's will be in full swing. A couple of things to think about over the next few weeks:

Remember that Virginia PTA is rolling out a membership database platform right now. This adds joining options and changes the way we work together. Plus, it will help our membership association stay in better contact with our members - and effective communication is one of the keys to effective advocacy! For more information about the database, [click here](#).

Speaking of advocacy, we have state and local elections coming up in November. It's time to start thinking about [hosting a candidate forum](#) where you can have important conversations with candidates about their role and intentions in supporting and fully funding our public schools. For more information about candidate forums, [click here](#).

And lastly, remember Virginia PTA is here for you! Our council and district leaders are well-trained and eager to help keep you focused, build membership and engage all our members in the mission of PTA. Please check our [website](#) for news and important information. If you're not sure of your district, you can contact us or use this [link](#) to find it.

Let's stay in touch. You can reach me at [president@vapta.org](mailto:president@vapta.org). Let me know what great things are happening in your PTA and what we can do better. Like us on Facebook, send us pics and ideas so we can share them - communication builds a strong PTA family! Best of luck to our students, teachers and families this school year!

## Engage. Empower. Advocate.

Let's do this...

Sincerely,

Sarah

## Membership Database - Learning Every Day!

A hearty "Thank You" to everyone working with the membership database at this extremely busy time of year! We truly appreciate your adventurous spirits, your efforts, your curiosity, your feedback, and suggestions to make it work better and most of all, your patience!! We're learning every day. Here is information for some frequently asked questions:

- When sending the on-line join link received in your confirmation email - remember to copy it with the hyperlink.
- Membership cards are distributed upon on-line join and member upload/dues payment.
- Presidents, Treasurers, Secretary/Treasurers, and Membership Chairs - whose officer information was provided after August 1 - the easiest way to obtain access to your PTA's account is to on-

- [Bylaws Library](#)
- [501\(c\)\(3\) Letter](#)
- [Officer Contact Form - Print and Mail](#)
- [Officer Contact Form - Online Submission](#)
- [Take Action VA](#)
- [Contact VA PTA](#)



## NATIONAL PTA



## News

- [Relaxation of Nutrition Standards for School Meals](#)
- [Newly Formed Public Ed Caucus](#)
- [Stakeholder Engagement in Every Student Succeeds Act](#)

## One Voice Blogs

- [Advocacy](#)
- [Arts in Education](#)
- [Communications](#)
- [Education News](#)
- [Every Child in Focus](#)
- [Family Engagement](#)
- [General](#)
- [Health & Safety](#)
- [Membership](#)
- [Money Matters](#)
- [Laura's Corner](#)

## PTA Members ONLY



## [PTA Benefits Flyer](#)

line join and notify the state office to change your title on your member record.

- Until your PTA's account set up is completed, your PTA will be in the on-line join listing with no membership options available.
- Reports are being finalized - and can be accessed at the top right of the "Details" page. (Note: "Reports" in the left column menu is being removed.)
- Thanks to the PTAs who tested the renewal system. Renewals will be available to all PTAs late spring/early summer 2018.
- When uploading members, your local unit @ must be 8 digits - with 000 at front if necessary. Make sure column is formatted as "text" to retain zeros.

## Virginia PTA Seeking Committee Members

Virginia PTA is seeking interested PTA members to join with us in our effort to engage families and advocate for all children of the Commonwealth. If you are interested in serving as a Member-at-Large on one of our committees, please complete this [form](#) and submit to [nominations@vapta.org](mailto:nominations@vapta.org). Committees include but are not limited to:

- **Advocacy** - Works with VP of Advocacy in developing the Proposed Legislative Plan
- **Arts in Education** - Works with VP of Programs to promote the Reflections program across the Commonwealth and potentially serve as judges for select categories
- **Bylaws** - Works with the Bylaws Chair in not only approving local units' bylaws but also seeks areas where the bylaws can be improved upon
- **Communication** - Works with Communication Chair to ensure that content relevant to our association is shared with our local units
- **Extension** - Works with Extension Chair to charter new local units and acts as an intermediary in those areas without district leadership
- **Family Engagement** - Works with Family Engagement Chair to develop programs that enhance family engagement in our schools and community. Also promotes programs such as Volunteer of the Year and Family Engagement awards
- **Health & Safety** - Works with Health & Safety Chair to promote healthy lifestyle solutions to our local units and assists with the Power Plates Program
- **Membership** - Critical to our association. You will work with the Board of Directors in promoting Membership including the new membership database
- **Nominations** - Works with our Nominations Chair to seek out qualified candidates to serve as an elected officer or Committee Chair on the Virginia PTA Board of Directors
- **Programs** - Works with VP of Programs to promote the various programs offered by Virginia PTA, and
- **Training** - Works with VP of Training to create and promote training programs for all levels of our organization

## 2017-18 Reflections Theme "Within Reach"

As we come to the end of summer and schools are coming back in session, it is time to Kick-Off your Reflections program. This year's theme is "Within Reach." Also, September 10 - 16 is National PTA's Arts in Education Week. This is the perfect time to get your students, teachers, and community involved! Consider using [National PTA's handbook](#) for how to incorporate great Arts Education programs throughout the year.

Need help getting started with Reflections? Download the [Local Leader's Guide](#), [Official Rules](#) and [Reviewer's Packet](#). Also, the 2019-2020 [Reflections Theme Search](#) entry form is available.

Contact Laura Armentrout at [artsineducation.vapta.org](http://artsineducation.vapta.org) for more information.



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## How to Have a Smooth Running Board

While presidents have specific powers delegated to them through bylaws and policies, your chief role is to help guide your board. The executive committee is the core team responsible for meeting your PTA's goals and fulfilling PTA's mission. A well-running, informed board makes a president's job a lot easier.

Read more in this month's [PTA Resource - General Board Information](#).

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## Marketing Your PTA

The need to promote PTA is greater than ever before as Virginia PTA is in a very competitive environment. Not only do individuals have increasing demands on their time but there is also a significant increase in the number of organizations competing for time.

How well we communicate our message to each other and to outside target audiences depends on:

- the quality of our service to children and youth
- the manner in which we provide that service
- our marketing and information methods

Marketing is an important part of your efforts and when used in a successful manner, will result in increased membership, increased attendance at meetings, and positive attention. Read more about [Marketing Your PTA](#).

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## Volunteer Engagement

You have planned over the summer, you have probably had a couple of planning meetings, now you're getting ready for your first general membership meeting. *Do you have volunteers? Do you have enough volunteers?* You can always use more help to be part of your PTA team so here are some [helpful hints](#) that will give you plans, ways to promote your PTA, volunteer roles, and more.

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## Tell Congress to #STOPCutsToClassrooms

Our overall classroom funding cuts couldn't be coming at a worse time. Today's classrooms are more in need of funding than ever-most public-school students are now from low-income families, yet federal spending for high-poverty schools has [decreased by more than 8% in recent years](#). There are also more students with special needs in our nation's schools than ever before, but [funding to serve these students has also decreased](#). To [learn](#) how you can spread the word - it's easy!

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### 2017-18 School of Excellence Program - Open

PTAs across the country are beginning their journey to strengthen family-school partnerships at their schools and make a substantial, positive impact on student success.

By enrolling in this program, PTAs and school administrators are making a year-long commitment in identifying and implementing an action plan for school improvement based on [PTA's National Standards for Family-School Partnerships](#). Enroll now to be considered among the 2018-2020 [National PTA Schools of Excellence](#) recipients.

To learn more visit [PTA.org/Excellence](http://PTA.org/Excellence), email [Excellence@PTA.org](mailto:Excellence@PTA.org) or call (800) 307-4782.

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