Virginia PTA
MAKE EVERY CHILD'S POTENTIAL A REALITY
everychild. onevoice.®

PTA PRESIDENT
LEAD FOR IMPACT

JUNE 2025

TODAY'S AGENDA

- Introductions
- Leadership Style
- Principal Partnerships
- Prepare for the Year
- Tackling Challenges

WHO IS THE PTA?

PARENT TEACHER ASSOCIATION

The largest and oldest volunteer child advocacy association in the United States.

MISSION:

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

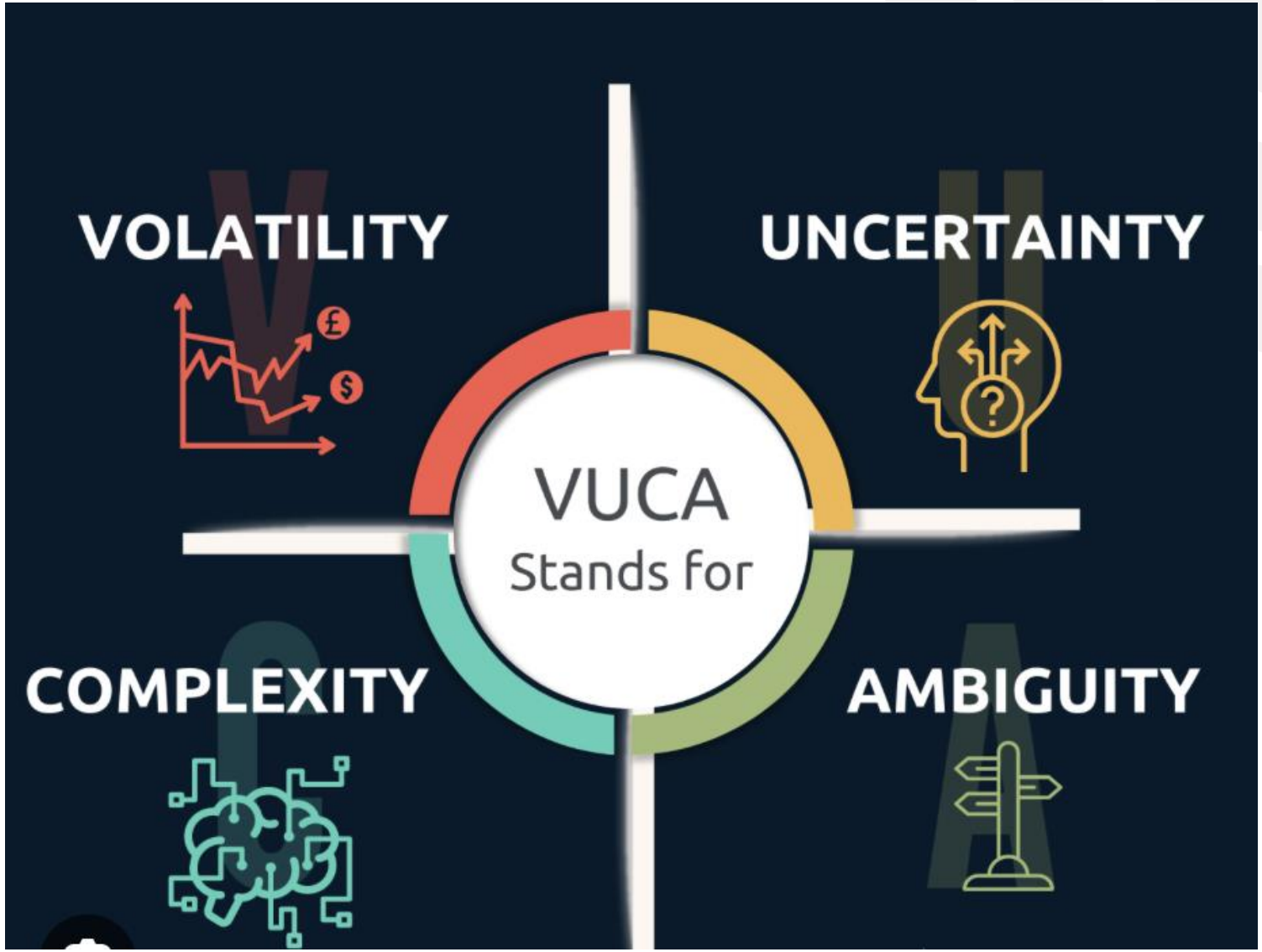
Virginia PTA
everychild. onevoice.®

RELEVANT RESOURCE

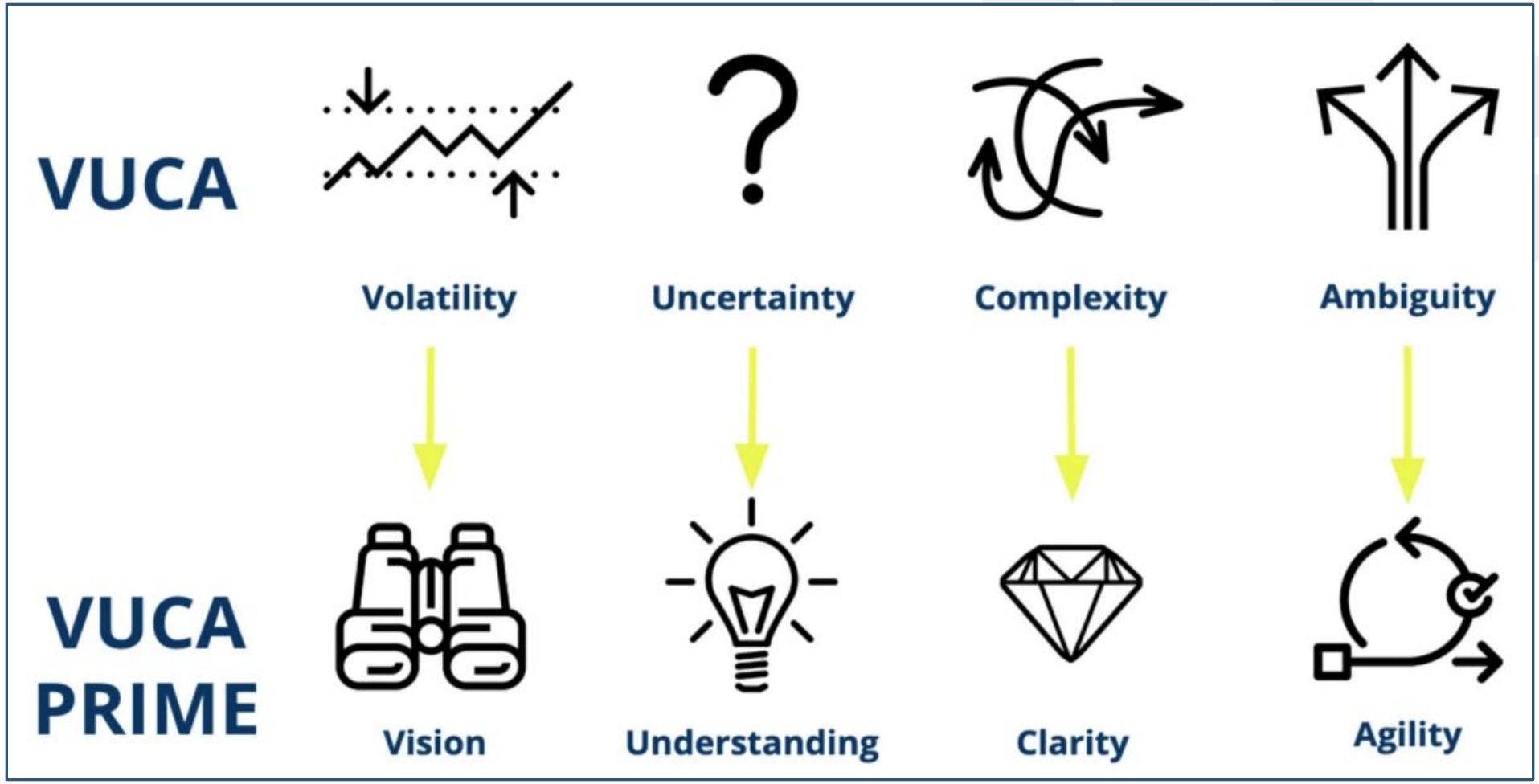
FOR FAMILIES & COMMUNITY

Virginia PTA
everychild. onevoice.®

VUCA State


VOLATILITY
UNCERTAINTY
VUCA
Stands for
COMPLEXITY
AMBIGUITY

Embrace VUCA



VUCA Prime: Actionable Strategy

- ✓Keep big picture in mind
- ✓Understand our environment
- ✓Develop an adaptive mindset
- ✓Anticipate and create change
- ✓Be agile
- ✓Design for the future
- ✓Focus on our community impact

LEADERSHIP STYLE

Influence, empower, and emotionally connect your team to a shared vision.

Responsibilities

Leader, Manager, Advocate, ***Team Member***

❖Lead & Manage

- Preside over meetings
- Set the Meeting Agenda
- Help Executive Board set and achieve goals
- Ensure financial and legal obligations are met
- Maintain communication with members

❖Represent your PTA

- Attend Council, State and National PTA Meetings
- Foster community relationships
- Create collaborative environment with the Principal
- Speak for your PTA – AFTER A VOTE!

❖Protect Assets & Reputation

- Promote PTA values & initiatives
- Use filter of “what’s best for the children”?
- You are a role model

Virginia PTA
everychild. onevoice.®

Task

Hard-working
Perfectionistic
Detailed
Focused on quality
Cautious

C

Cautious

Beaver

Lion

D

Dominant

Leader
Decisive/Direct
Problem-solver
Goal-oriented
Competitive
Enjoys challenges

Cautious/Quie

t

Quick/Verbal

Loving
Nurturing
Loyal
Good Listener
Encourager
Sensitive

S

Supportive

Golden Retriever

Otter

I

Inspiring

Fun-loving
Charismatic
Networker
Motivators
Creative
Verbal

People

Virginia PTA

everychild. onevoice.

Take the Quiz

Cultivate Your Style

Knowing your style can help you Understand, Value, Communicate and Motivate EACH OTHER

Everyone has some of all 4 of these tendencies at different times and in different situations.

Your PTA benefits by having each personality type on your board!

Work to cultivate your natural tendencies to find a nice balance that supports a healthy team.

Some suggestions for each personality type:

- **LIONS**: Be softer and more gentle. Include others when making decisions.
- **OTTERS**: Think before you speak/act. Focus on finalizing plans or delegate to others.
- **RETRIEVERS**: Practice saying no and expressing your ideas and concerns.
- **BEAVERS:** Learn to relax and don't expect others to do things just like you would.

Virginia PTA
everychild. onevoice.®

6 Secrets to a Strong Team

1. **Understand Roles**: Focus on finding committee chairs and officers that are genuinely interested in that role and ensure everyone knows what their role/job description is. (Standing Rules can be helpful to describe each job position.)

2. **Value Each Role**: Every member of your Board should feel like their job matters. Everyone brings unique talents and perspectives. Treat each role as if it's essential and encourage brainstorming and listening.

3. **Communicate**: Be Transparent. Even if an information item doesn't involve someone, including them in the communication helps everyone work toward the same goal. Ensure even, inclusive communication with the entire Executive Board.

4. **Set Achievable Goals:** Set short term and long term goals to stay focused on what adds value for your families. Remember to set deadlines and milestones to give Board members/volunteers an opportunity to ask for help.

5. **Celebrate Successes and Failures Together:** Recognize individuals or the group for a job well done. Avoid placing blame for something that didn't go as well as hoped. Instead, take equal responsibility and come together to make a plan for next time.

6. **Know Each Other:** You don't need to be best friends, but getting to know each others time constraints, personal interests, motivation and style of work will make difficult discussions more constructive.

PRINCIPAL PARTNERSHIPS

Virginia PTA
everychild. onevoice.®

Understanding Your Principal's Role

- Instructional leader
- School climate
- Safety
- Regulatory compliance
- Day-to-day operations
- Manage school personnel
- Family engagement
- Community relations

Principal Partnership Tips

Your Principal is an ex-officio member of your Executive Board

Full right to participate and vote in deliberations. Does not count towards quorum.

STEP 1: LISTEN & LEARN

- 30 min meeting; 4-6 weeks before school starts
- Ask about goals, programs or areas of focus

STEP 2: ALIGN TO PTA GOALS

- Develop 5 action ideas to support the school's focus/goals
- Send your PTA Executive Committee's ideas to the principal BEFORE the meeting

STEP 3: START PLANNING WITH YOUR BOARD

- Select 1-2 goals and start creating action steps

Do not engage in personnel issues
Do not engage the school administration in PTA personality issues
(Seek PTA Support)

Virginia PTA
everychild. onevoice.®

PTA Do's and Don'ts of Admin partnerships

PTA BASICS

Your PTA Structure

EXECUTIVE COMMITTEE

Elected Officers

Sets PTA goals to take to Exec Board & Members

Appoints committee chairs and members

EXECUTIVE BOARD

Executive Committee + Standing Committee Chairs + Principal

- Create or eliminate standing committees
- Approve Committee Plans of Work
- Select Financial Review Committee
- Approve Budget for Membership

GENERAL MEMBERSHIP

All of your members

Adopts Dues

Approves Local Unit Org Structure

Approves your budget

Elects your officers

Invite the whole school community to your meetings!

Bylaws = Policy

- Define the basic governance of your PTA in accordance with state and federal laws
- Uniform. The same for every PTA in Virginia

Local Unit Organizational Structure Form

1. *Dues*
2. *Officer Structure*
3. *Term Length*
4. *Meeting Notice & Frequency*
5. *Election Timeline*

READ THE BYLAWS!!

Organizational Structure Form

Adapting Uniform Bylaws

Date Approved by Membership: OCTOBER 12, 2021

TAX ID NUMBER XX-XXXXXX

PTA INFORMATION

Name of PTA Unit: Sample High School PTA		
Mailing Address: 1441 Big Campus Blvd City, VA 220XX		
PTA Type (Check One)	☐ PTA ☑ PTSA ☐ SEPTA ☐ Council	**Virginia PTA Region:** Sample
School District: Sample City Public Schools		**Virginia PTA Council:** Sample Council PTA

Annual Membership Dues charged to your Members (Includes both $1.50 to Virginia PTA and National PTA dues)
Individuals: $10 Students: $5 Teachers: $5 Other:

ELECTED OFFICERS

President, Treasurer, Secretary, --------

Number of Vice Presidents: 3

List Vice President Position Titles: (Add positions as applicable. Please do not list the names of individuals.)
1st VP of Family Engagement
2nd VP of Fundraising
3rd VP of Student Engagement
4th VP of
5th VP of
6th VP of
Additional Positions:

Officer Term Length (Check one):
☑ 1 year term with 2 consecutive terms
☐ 1 year term with 3 consecutive terms
☐ 1 year term with 4 consecutive terms
☐ 2 year term with 2 consecutive terms

EXECUTIVE COMMITTEE MEETINGS *(Elected Officers. Meets at the call of the President)*

Meetings per year: 5 (Minimum)	Days Notice: 5 (Standard Meeting)	Days Notice: 3 (Emergency Meeting)

EXECUTIVE BOARD MEETINGS *(This includes Elected Officers, Principal, and Standing Committee Chairs)*

Meetings per year: 7 (Minimum)	Days Notice: 5 (Standard Meeting)	Days Notice: 3 (Emergency Meeting)

GENERAL MEMBERSHIP MEETINGS *(Quorum is 10 members: Recommended 5-7 meetings per year)*

Meetings per year: 8 (Minimum)	Days Notice: 14 (Standard Meeting)	Days Notice: 3 (Emergency Meeting)

NOMINATIONS & ELECTIONS
Nominations Committee should be elected 2 months before election. Must have odd number and no less than 3 people.

Month Membership Elects Officers: (Check one) X May ____ June	**Officer Transition:** (Check one) X Last day of the school year ____ Last day of the fiscal year (June 30)

** Officer Transition must be completed by July 1st. It is the fiduciary responsibility of outgoing officers to facilitate a transition that ensures events scheduled for the year are completed as planned and an orderly transition of documents and accounts occurs, until there is a transfer of fiduciary duty to incoming officers. Outgoing officers should complete the financial review and tax filing for the year they oversaw.*

Standards Of Affiliation

Legal Requirement to maintain your tax-exempt status & your affiliation with Virginia PTA.

THIS IS YOUR WORK FOR JULY!!

https://vapta.org/pta-basics/leaders-get-started/standards-affiliation

Treasurer Basics

Financial Health is Everyone's Responsibility

- 3 Officers on the Bank Account
- Checks signed by 2 people
- NEVER sign a blank check or a check to yourself
- Dues submitted MONTHLY (if more than 5 members)

- Bank statements are reviewed and verified against the Treasurer's Report every month by a non-signer
- Bank account and budget statements EVERY month!
- Cash is counted by two people
- Deposits should be made the same day
- Reimbursements should have a receipt and be attached to a reimbursement request form.
- Budget adopted at first meeting of the year, and general membership vote on changes that are more than $500

Legal Fiduciary Obligation

- Make sure your PTA has insurance.
- Annual Financial Review (3 Pages!)
- Annual IRS 990 filed by August 1st
- Sign all contracts once approved by membership.
- Remember, this is your member's money – and we are the stewards of that money!

Virginia PTA
everychild. onevoice.®

Communication Drives Engagement!

- **Develop strong communication channels with your Board!**
  - Email, phone calls, texts?
  - Pre-planned meeting dates (calendar doodle)

- **Share your PTA meetings and events with your school community!**
  - Talk with your principal about notifications
  - Use Givebacks to send newsletters
  - Use Social Media to send updates and reminders

- **ORGANIZE! Set-Up a Google for Non-Profits Account**
  - Share files and resources to build archives and records

Virginia PTA
everychild. onevoice.

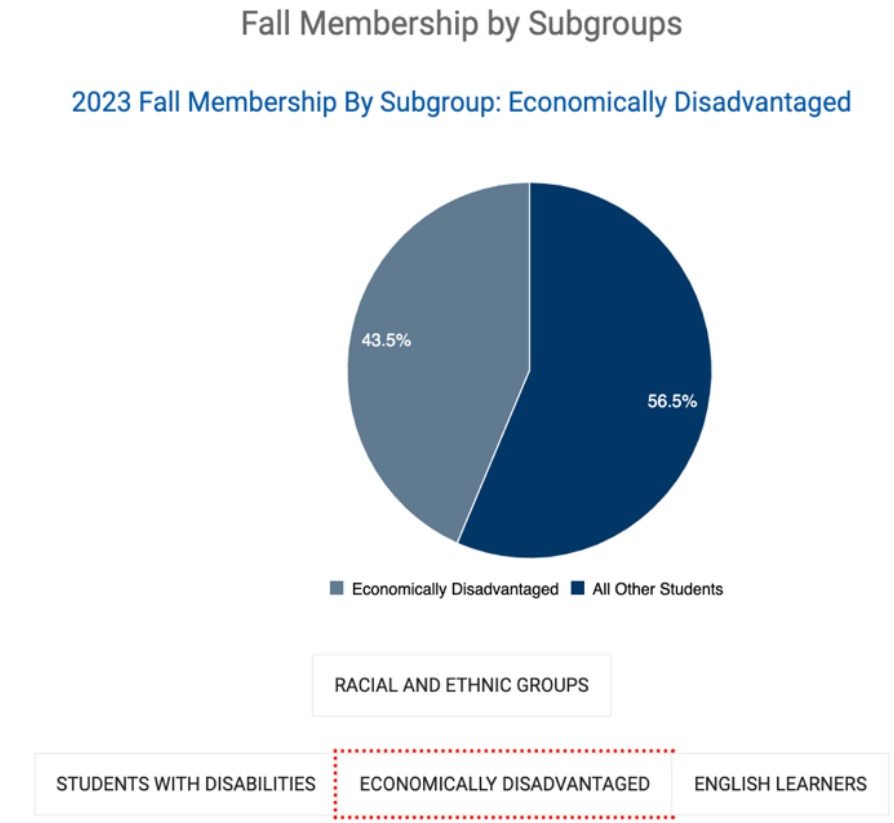
LEARN ABOUT YOUR SCHOOL

Learn About Your School

School Quality Profiles

Required school quality data reporting since 2015 under Federal Every Student Succeeds Act (ESSA) and state law.

- Student demographics
- Student achievement
- College and career readiness,
- Graduation rates
- School safety
- Teacher quality
- Some Funding Information



https://schoolquality.virginia.gov/

How Can Your PTA Help?

IDENTIFY COMMUNITY CHALLENGES

- Low Reading scores?
- Low Math scores?
- High Ratio of At-Risk Learners?
- Safety?
- Hunger?
- Mental Health?
- Transportation?
- Lack of access to technology?
- Building in disrepair?
- Lack of qualified teachers?

Virginia PTA
everychild. onevoice.

FUNDRAISE *OR* ADVOCATE?

Is it something that the school division should provide?

Does the fact that you are paying for it create inequity with other schools?

Intentionally Build School Traditions

ELEMENTARY/MIDDLE

- *Bingo Night*
- *Pancake Dinners*
- *Fun Run*
- *Family Dances*
- *Family Breakfast*
- *Garden Clean-Up day*
- *Field Day*
- *Family Art Night*
- *Parades*

HIGH SCHOOL

- Reflections Arts Contest
- Poetry Lab
- Webinar on preparing for college
- Webinar on SAT prep/study habits
- Game Night
- SAT Practice Session
- Graduation Signs
- Sunrise Senior Breakfast

Student Advocacy!

MISSION CONNECTED FAMILY ENGAGEMENT

Advocacy Connected Family Events

PTA Planning Calendar

Set your calendar at the start of the year.

JULY:	Financial Review & Membership Drive Prep
AUGUST:	Back to School
SEPTEMBER:	Reflections Arts Kick-Off
OCTOBER:	Farm to School/School Lunch
NOVEMBER	STEM+Families
DECEMBER:	Giving Activity
JANUARY:	CAPITOL DAY & School Board Budgets
FEBRUARY:	STEM Night
MARCH:	Family Reading
APRIL:	Earth Day/Military Child/Autism Accept.
MAY:	Teacher Appreciation

After School Enrichment

6 weeks

2-3 Series per year

Virginia PTA

everychild. onevoice.®

https://vapta.org/planning-calendar/

2026-27 Reflections Arts Contest

2026-2027 Reflections theme:
"What My Culture Means to Me"

Arts Categories

- Film Production
- Dance Choreography
- Music Composition
- Literature
- Visual Arts
- Photography

Reflections Theme Search
Your idea could inspire the nation!
NATIONAL PTA® REFLECTIONS®

Virginia PTA
everychild. onevoice.®

Healthy Lifestyles

EVENT IDEAS

HEALTHY BODY
Bike/Walk to School
Family Fitness Month
Vaping Awareness Campaign

HEALTHY EARTH
School Gardens
Family Tasting Night (with Cafeteria)
Food Pantry Donations
Cafeteria Recovery Donations

HEALTHY MINDS
Mental Health Fair
Peer Helper – Sources of Strength
Teen Hang-out/ Activity
Color Run
Share Mental Wellness Tips

PTA HEALTHY LiFESTYLES
Healthy Bodies • Healthy Minds • Healthy Earth

MISSION FOCUS

- Substance Use Prevention
- Fentanyl Awareness
- Bullying Prevention
- School Safety
- Mental Health Awareness
- STEM/Environmental Careers
- Hands on learning
- Healthy School Meals
- Farm to School

TAKE ACTION

- Scratch-cooked locally grown meals
- Free School Meals
- E-Cigarette disclosures / flavoring
- School Counselor / Psychologist / Social Worker / Nurse Staffing
- Tele-mental Health
- Healthy School Buildings
- Youth Violence Prevention Funding

GRANTS

- PTA Healthy Minds (Allstate)
- PTA Healthy Minds (New York Life)
- Tobacco Prevention (Tobacco-Free Kids)
- PTA Wellness Fairs (Walmart)

Virginia PTA
everychild. onevoice.

Improve Literacy = Family Reading Events

EVENT IDEAS

- Bedtime Stories
- Reading Camp-Out
- Reading Bingo
- Illustrator's corner
- Literacy Escape Room
- Story Walk
- Literacy Scavenger Hunt
- Poetry/Spoken Word Café Night
- Community Book Swap
- Little Free Library

- Sept 8: International Literacy Day
- October: Dyslexia Awareness Month
- March: National Reading Month
- March 2: Read Across America Day
- April: National Poetry Month

TAKE ACTION

Virginia Literacy Act

Increase Reading Specialists

Increase Literacy Coaches

Staff Librarians / Media Specialists

Up-to-date library collections

WHY

Persistent learning loss in reading and math for Virginia students in grades 3-8.

2022-2023 SOL performance shows more than half of 3rd-8th graders either failed or are at risk of failing their reading SOL exam.

Virginia PTA
everychild. onevoice.

Digital Wellness & Online Safety

EVENT IDEAS

Be Internet Awesome / #ItsCoolToBeKind
Teach kids fundamentals of digital citizenship
Bullying Prevention (safer, smarter, kinder)

Digital Families: Conversation-based sessions to explore how your family responds to real life online interactions and situations

The Smart Talk: Set Healthy Digital Limits

Ready Tech Go: meaningful peer-to-peer discussions about screen readiness and ways to promote healthy and responsible device use for all members of the family.

Build Up & Belong: meaningful technology discussions between teens and their parents and caregivers.

PTA CONNECTED
Take Charge of Your Digital Life

norton Meta Discord
Google YouTube AT&T

TAKE ACTION

COPPA 2.0 & KOSA
Parental Consent & Controls
Prohibiting the sale of student data
On-line protections raised to age 16
Parent and Student data control
easy to read privacy policies

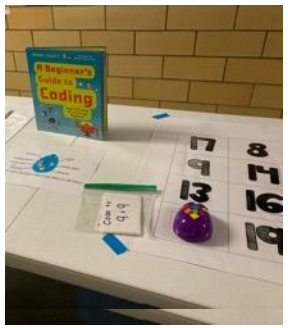
GRANTS

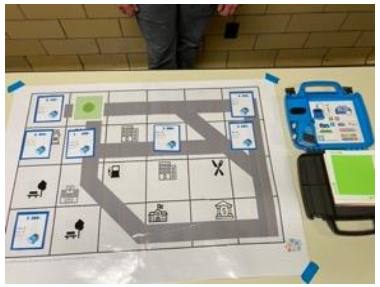
- Ready, Tech, Go! (AT&T)
- Be Internet Awesome (Google/YouTube)
- The Smart Talk (Norton)
- Build Up and Belong (Discord)

Virginia PTA
everychild. onevoice.

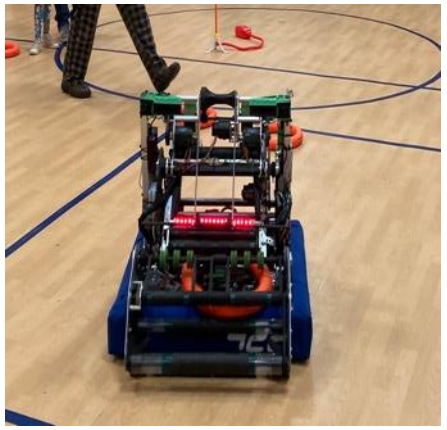
STEM careers = STEM+families

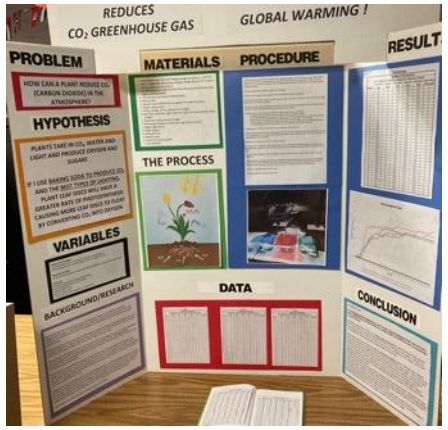
EVENT IDEAS





STEM +FAMILIES





TAKE ACTION

Solar Energy for Schools

Electric School Buses

Composting Programs

Environmental Literacy Program

STEM Advisory Board

GRANTS

- Propelling Our World (HII)
- Science Festival (Bayer)

Virginia PTA
everychild. onevoice.

Common Challenges (Opportunities)

- Volunteers
- Meeting attendance
- Engaging Middle/High School families
- Raising money in a Title 1 School
- Principal Partnerships

OPEN DISCUSSION