PTA – 2nd Year

President

Presenter: Lisa Christoffel, GVPTA Region Director
Your First Most Important Job

- Identify and help future PTA leaders become more comfortable with the notion of leadership

  In other words: find your replacement!
Your Most Important Job

What kind of unit would you want to come in to lead?

✓ Well-run
✓ Fiscally healthy
✓ Knowledgeable and involved team
✓ Supported by school, community, families, students

So, now that you know what you’re doing…
YOU ARE A PTA LEADER

- Refer to NYS PTA Resource Guide often
- Knowledge is Key – stay informed, read your mail and attend leadership training workshops and conferences
- You will benefit personally and your PTA unit, school and community will benefit as well
THE LEADER OF THE PTA TEAM....

• Understands that consensus is important when making decisions because more people will have a stake in making the decision work.

• Knows the importance of accepting final responsibility.

• Understands PTA Purposes. Before beginning any program or project, a president makes sure it advances one of the Purposes of PTA and has the potential to improve the lives of children.
THE LEADER OF THE PTA TEAM

• Leaders are not born – they are developed through learning and experience
• Leaders should expect acceptance, fairness, trust, flexibility, respect and a sense of humor from one another
• Leaders know it is important to assign jobs and let people do them, while supporting their efforts.
• A leader who shows confidence in others gives them confidence in themselves and helps encourage future leaders
CHARACTERISTICS OF A LEADER

• Knows the Job
• Is Organized and Prepared
• Is Willing to Set Goals and Priorities
• Conveys Optimism and Positive State of Mind
• Responds well to Group Members
• Delegates
• Handles Conflict Wisely
• Is Dependable
• Takes Initiative
REPRESENTING YOUR PTA

• Remember you represent PTA wherever you go
• Be careful that you always represent the PTA accurately, fairly and with dignity
  – This includes ANY social media interactions
• Help your unit members to be knowledgeable about PTA positions
• Share the Bylaws, Basic Policy, Where We Stand and position papers
Minimum Deliverables

- Up to date bylaws and procedures
- Audited books, well-documented expenses and income
- “books” for each event (event procedures)
- Clear records to turn over (use record retention guidelines)
- Nominating committee to deliver new officer candidates
Unit in Good Standing

- Adheres to Purposes and basic policies of PTA
- Membership payment made by October 31 (≥ 25 members)
- Bylaws are up to date
- Insurance premium paid
- Annual officer update information (Form A) filed once per year
Issues you wanted to discuss

• Membership: how to build membership
• Volunteer participation
• What happens to everyone after the first meeting??
• Fundraising ideas that work
Issues you wanted to discuss

• Membership: how to build membership
  – Male engagement events, marketing
  – Contract for 3 hours of ‘service’ per family throughout school year
  – Teacher staff meetings: Christmas cookies, pizza, etc.
  – End of summer back to school fair
  – Ice cream socials
  – Tables at every school event
  – Marketing material posted/sent home (letter from PTA president in summer mailing)
  – Other shares?
Issues you wanted to discuss

• Volunteer participation
  – Male engagement events, marketing to men for help with Sports night or similar
  – Contract for 3 hours of ‘service’ per family throughout school year
  – Send home volunteer opportunities in both small and big chunks in the summer mailing
  – Find out from teachers who helps in their classrooms
  – Send out requests for specific small tasks and draw people in slowly
  – Other shares?
Issues you wanted to discuss

• Where is meeting attendance after first meeting?
  – Ask yourself at that first meeting: what’s in it for the attendees? Have you just conducted the business of your meeting? Or have they gotten anything out of it too?
  – Do you have students, guest speakers, or other information sharing at your meetings?
  – Do you pair the meetings with events at the school, when parents will already be there?
  – Do you vary times/days so teachers can also make meetings?
  – Other shares?
Issues you wanted to discuss

• Fundraising ideas that work
  – Vendor fair (craft fair sellers) paired with a school event like concert or near holidays
  – Food truck rodeo early in school year or near the end of school year, maybe as part of a back to school event to drive membership too
  – Donations kinds of fundraisers (like shoes)
  – Dances (door sales and food sales)
  – Scrips gift cards
  – Save around coupon books
  – Restaurant fundraisers
  – Boxtops, Target, Tops, etc: easy opt in kinds of things
  – Corporate sponsorship/donations
  – Other shares?
A Quick Summary

A good leader and PTA Team:

- Sets goals
- Communicates
- Delegates
- Develops future leaders
- Ensures the organization is run effectively
YOU ARE A PTA LEADER

• Enjoy your term of office
• Plan time for yourself and your family
• Remember your Region
• HAVE A SENSE OF HUMOR!

HAVE A GREAT YEAR!