

# WELCOME!!

## *Advancing Diversity, Equity and Inclusion in Your PTA*

*September 14, 2020*

**National  
PTA<sup>®</sup>**

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*In the Chat...*

Please share your name and PTA and why diversity, equity, and inclusion matters for your PTA.

This workshop is being recorded.

The  
Center for Family  
Engagement<sup>®</sup>

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# WORKSHOP SPEAKERS



**Helen Westmoreland**



**Sylvia R. Reyna**



**Frances Frost**

# ★ BENEFITS OF ENGAGING ALL FAMILIES

- Children whose parents are involved in school are more successful in school
- Authentically advocate for the needs of all children
- More voices \* More hands!



# OUR OBJECTIVES:

1

Define concepts of diversity, inclusion, and equity; apply to your local PTA

2

Analyze the diversity, level of inclusion and equity in **membership, governance, programs & advocacy** in PTA

3

Discover strategies to increase diversity, inclusion and equity in PTA

1

Define concepts of diversity, inclusion, and equity; apply to your local PTA

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# WHAT DO THESE TERMS MEAN?



**Diversity**  
is representation  
of, and respect for,  
people from different  
backgrounds and  
identities.



**Inclusion**  
is actions, behaviors and  
social norms that ensure  
all people feel they are  
safe, welcomed, and  
that they belong.



**Equity**  
provides fairness in  
resources, opportunities  
and outcomes so that all  
communities get what  
they need to be engaged  
and successful.

# WE BELIEVE DIVERSITY IS OUR STRENGTH.

## In the chat:

What is one way diversity shows up in PTA?

We represent parents, caregivers, educators and communities of all children, which enables us to best achieve PTA's mission to make every child's potential a reality. Our collective backgrounds, perspectives and ideas allow us to best reflect the rich fabric of 21st century children, families, educators and community members—and create the strongest future and direction for PTA.

# WE BELIEVE COLLABORATION MUST BE INCLUSIVE.

We can only achieve our mission and vision in full collaboration and partnership with the broadest possible set of volunteers, staff, educators, schools and communities. We foster an association where everyone feels they belong, are integral to achieving our vision and have the opportunity to flourish and contribute at the highest level. That means tending to power dynamics where they occur and setting up a level playing field for all to engage in our work.

**In the chat:**

What is one way inclusion shows up in PTA?

# WE BELIEVE EQUITY DRIVES OUR MISSION.

## In the chat:

What is one way equity shows up in PTA?

Equity provides fairness in resources, opportunities and outcomes so that all communities get what they need to be engaged and successful. This moves beyond an “equal across the board” approach to:

- Recognize and address bias and privilege.
- Understand and attend to specific individual and community needs, providing additional resources to those with greater needs.

2

Analyze where your PTA is on its diversity, equity, and inclusion journey

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# The DEI Journey at PTA

## Color/Identity-Blind

At the *Beginning* stage, PTAs are “color-blind,” or “identity-blind,” either by design or default and do not lift up issues of diversity, inclusion, and equity in any regular or routine way.

## Diversity

At the *Emerging* stage, PTAs are focused on recruitment and building membership and leadership comprised of individuals from different backgrounds and experiences.

## Inclusion

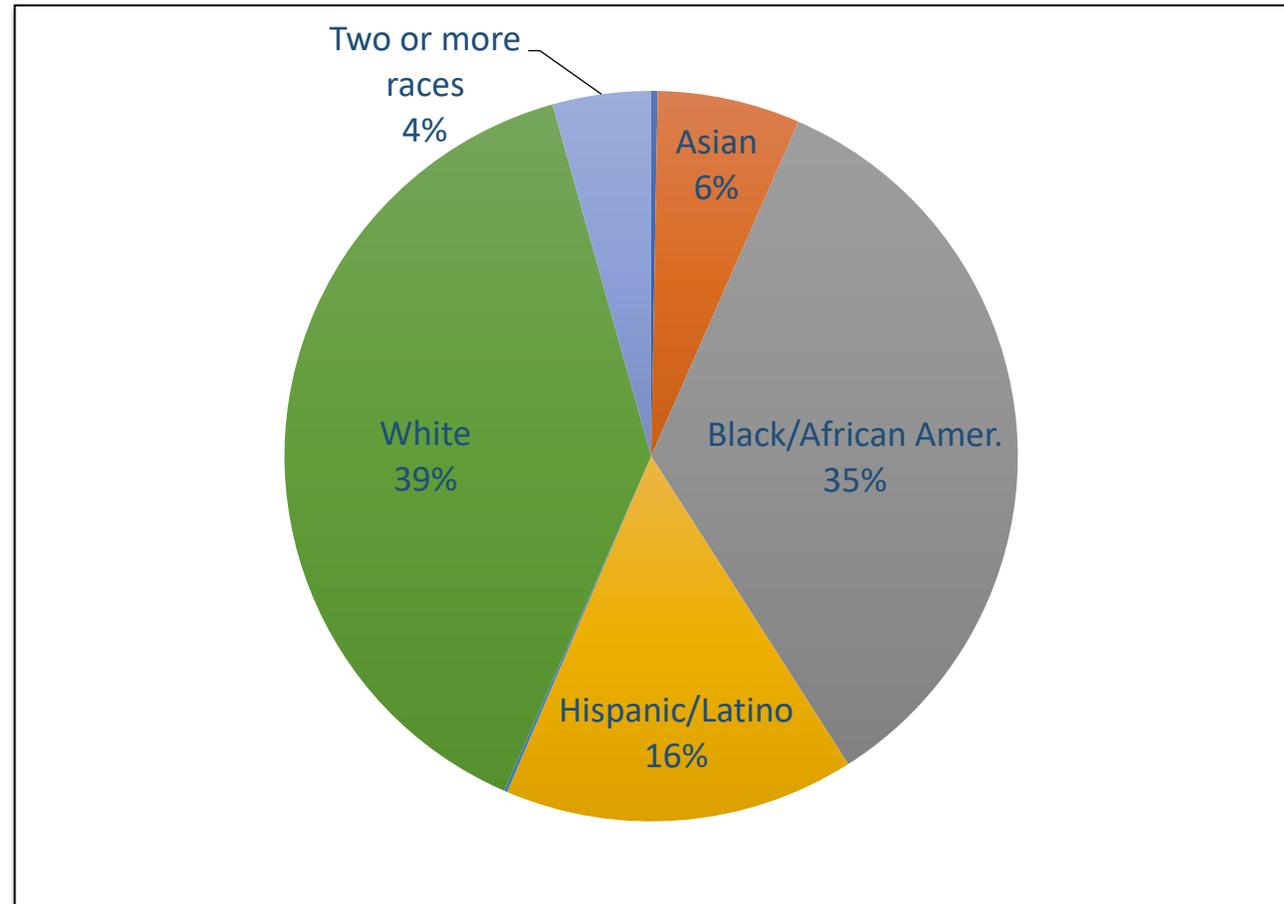
At the *Intermediate* stage, PTAs are focused on culture and creating an environment in which everyone is comfortable sharing and contributing their experiences.

## Equity

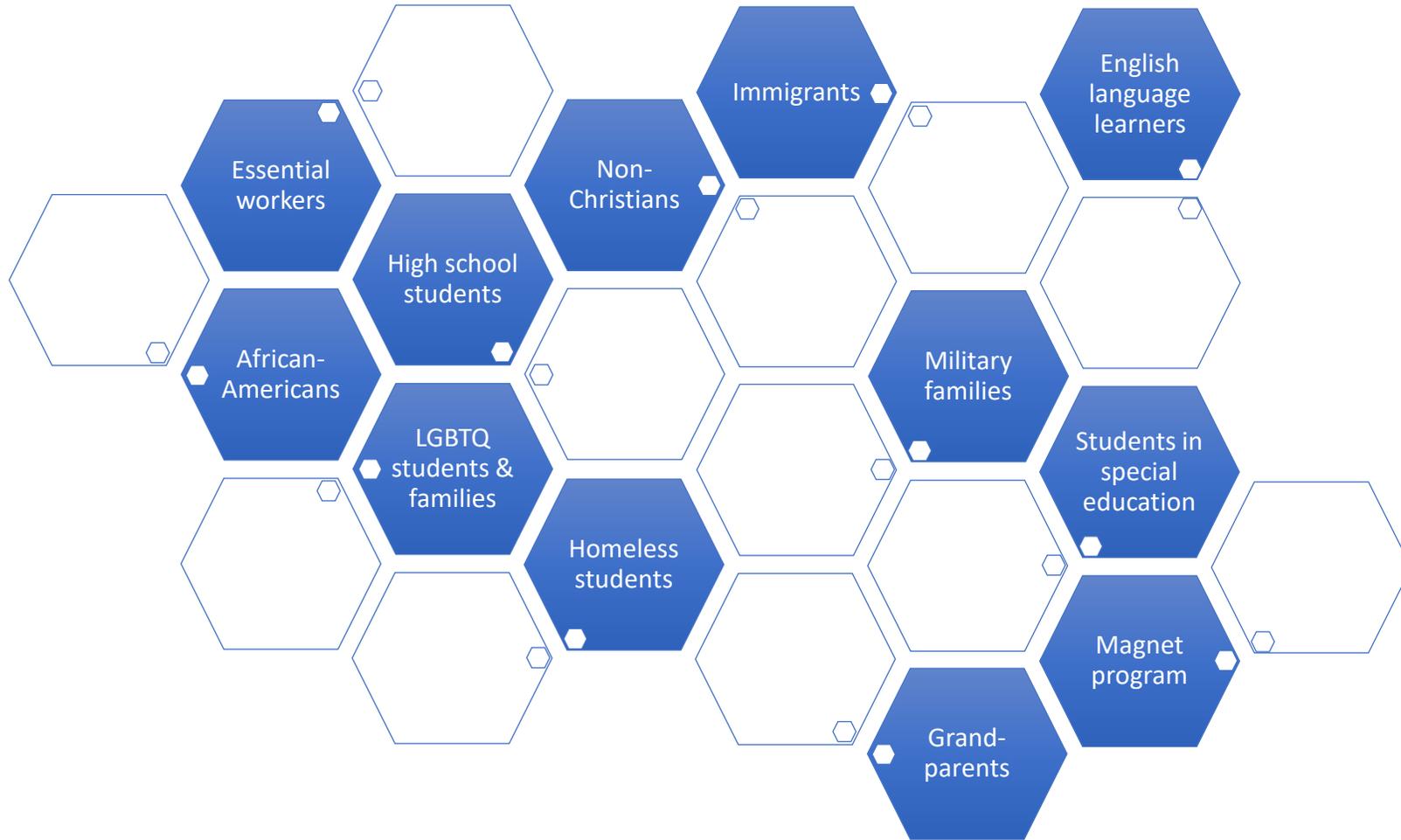
At the *Advanced* stage, PTAs are focused on systems to improve equity. The primary goal is integration of an equity lens into all aspects of the association’s work.

# KNOW YOUR SCHOOL AND PTA DATA

- Have a clear understanding of your school's demographic makeup
  - Highly Qualified Teachers
  - Absenteeism
  - Academic Achievement
  - Students Receiving Services
  - Suspensions & Expulsions
  - Graduation
  - *What else?*



# KNOW YOUR COMMUNITY



**Reflect:** Which demographics and communities are under-represented in your PTA's membership and leadership?

# IDENTIFY BARRIERS IN YOUR COMMUNITY

- **Culture**

- Expectations of parents' role
- Feeling welcome
- Attitude towards school & institutions
- Language

- **Socio-economics**

- Costs (real or assumed)
- Availability
- Other priorities

- **Institutional programs, policies, practices**

- Meeting format
- Activities & meeting topics

- **Relevancy of advocacy issues**

- Related to academic success of students
- Relevant to parents' concerns & priorities
- Accessible advocacy activities

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3

Discover strategies to  
move to more equity-  
centered **membership,  
leadership, programs  
& advocacy**



# EQUITABLE MEMBERSHIP

## General Approach:

- Have little to no engagement with parents/community members who do not actively seek out organization
- Assuming everyone knows what PTA is about
- Not collecting or analyzing data by demographic group

## With a More EQUITABLE Lens:

- Asking *every* parent to join the PTSA
- Partnering with community organizations to reach out to potential members
- Sharing messages that conveys that *every parent* belongs in PTA
- Membership sponsorships

# CREATE EFFECTIVE PTA MESSAGING



- ✧ Why PTA exists – what are the goals, what do you stand for
- ✧ What your PTA has **achieved**
- ✧ How parents' engagement with PTA **benefits** themselves, their children and the school community
- ✧ Address **issues that matter** most to the families and communities whom you seek to engage
- ✧ What your PTA expects of members – dues, volunteering, advocacy, meetings

# FOR MOMS

For more than 120 years, PTA has provided leadership opportunities for women – growing the PTA into the largest child advocacy association in America



THERE IS NO  
WRONG WAY  
TO **PTA**

# FOR MOMS, DADS, GRANDPARENTS, CAREGIVERS, COMMUNITY MEMBERS

Today, everyone has a role to play in growing and improving our schools



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# EQUITY IN PTA GOVERNANCE & LEADERSHIP



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# EQUITABLE GOVERNANCE & LEADERSHIP

## General Approach:

- Rotation of the same PTA leaders
- Nomination Committee asks people they know to run for office
- Plan a couple activities focused on diversity

## With a More EQUITABLE Lens:

- Diversity committee helps every committee use a “DEI lens” in their workplans
- Measure your progress on DEI efforts – both in headcounts and in impacts
- Review bylaws for leadership requirements that may limit diversity in leadership

# OVERCOMING STRUCTURAL BARRIERS

*In the chat:*

How would you refine or revolutionize PTA's governance structures to advance diversity, equity, and inclusion?

# EQUITY IN PTA PROGRAMMING



# EQUITABLE PROGRAMS

## GENERAL Approach:

- Program Committee hosts the same program(s) annually
- Family Reading Night
- Program Topic: Tips for Beach Week!

## With a More EQUITABLE Lens:

- Family Reading Night with active parent participation, ELL supports, activities to take home, and feedback opportunities
- Program Topics:
  - College Application Prep
  - Summer Employment Options
- Keep programs relevant to families' needs

# EQUITY IN PTA ADVOCACY



# EQUITABLE ADVOCACY

## General Approach:

- Everyone gets school supplies
- Posting a #BlackLivesMatter image on social media

## With a More EQUITABLE Lens:

- Advocating for history/social studies content that covers indigenous experiences
- Discussing disproportionate discipline with school leaders
- Advocating for more Black teachers in school
- Coaching a parent on how to advocate for her child to receive their special education services

# YOUR COMMITMENT

*In the chat:*

What is one thing you will start, stop, or change to advance diversity, equity and inclusion in your PTA?

# Learn More!

- PTA Leader Resource: [How to Welcome Diverse Perspectives into Your PTA \(en Español\)](#)
- PTA Leader Training: [PTA 101: The National Congress of Colored Parents and Teachers and Unification](#)
- Parent Resource: [How to Talk to Your Child About Race and Injustice in America](#)
- Parent Resource: [Notes from the Backpack: A PTA Podcast](#)
- National PTA's [Commitment to Diversity, Equity, and Inclusion \(en Español\)](#)
- National PTA's [Position Statement on Institutional Racism](#)

# Resources from the Diversity, Inclusion, & Outreach Committee

- A community for resource-sharing, encouragement, and problem-solving!
  - National PTA [Diversity, Inclusion, and Outreach Facebook Group](#)
- Questions for the Committee?
  - E-mail [diversity@pta.org](mailto:diversity@pta.org)
- Have something special to share about your DEI work or want to see some good examples?
  - Check out and apply for the [Jan Harp Domene Diversity & Inclusion Awards](#)

**PTA  
FOR  
YOUR  
CHILD**

**JOIN NOW**