



SUMMER LEADERSHIP WORKSHOPS

Wednesday, July 21, 2021

New York State
PTA
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Session 1: 6:30 p.m. – 7:15 p.m.

1A How Can We Help? Making PTA Accessible to Everyone



Presented by: Susan Fisher, NYS PTA Legislation Coordinator; Namiko Suga, NYS PTA Diversity Coordinator; and Lissa Zukoff, NYS PTA Family Engagement Coordinator

Engagement, Diversity, and Advocacy: Engage your families by making PTA accessible to everyone. This workshop will help you increase outreach while pursuing equitable representation of all students and families. Meet your families where they are to better support and advocate for the needs of your community.

1B Men Can and Should PTA Too!



Presented by: Mike Keane, NYS PTA Male Engagement Specialist

Research shows that male involvement has significant benefits for our children. Learn the best ways to bring men into your PTA. Join us as we explore specific strategies to encourage men to become PTA volunteers and leaders. Hear the stories of some of our current male PTA leaders, and ways to increase the male membership in your unit.

1C Get Your PTA Board on Board!



Presented by: Jane Harsha, NYS PTA Immediate Past President, and Patty Frazier, NYS PTA Treasurer

The Executive Board sets the tone and direction for your unit. Each board member is entrusted with the reputation, well-being, and effectiveness of their unit and has fiduciary responsibilities that go far beyond financial decision making. Together we will explore how the actions of a competent executive board can ensure that the unit will stay focused on our PTA mission and achieve success now and in the future.

1D Bylaws for Region Bylaws Chairs & Region Directors



Presented by: Pat Assortato, NYS PTA Bylaws Coordinator

Training for Region Bylaws Chairs and/or Region Directors on the region process for reviewing bylaws.

1E Awards! They're Not Just for Celebrities!



Presented by: Bevin Llanes, NYS PTA Awards Coordinator, and Karen Quimby, NYS PTA Recognitions Specialist

Awards and recognitions are great ways to honor your members, volunteers, students, staff, and community members. During this workshop you will learn about the numerous award and recognition opportunities, as well as scholarships, that are offered by NYS PTA. There has never been a better time to recognize people for their dedication and volunteerism!

1F ~~Family Engagement: from Principles to Practices on Engaging ALL Families~~ – **CANCELLED;** **PLEASE VIEW WORKSHOP 1A FOR COMPARIBLE CONTENT**



\$ 1G Financial Literacy *(This workshop is available for possible CTLE credit)*

Presented by: Mountain American Credit Union

Students and families face pressing and challenging economic times. This workshop will discuss many of the tools and tips for making sound financial decisions, and review how PTAs and educators can facilitate financial literacy practices in school and home.

1H Conflict Support and Resolution



Presented by: Lucille Vitale, NYS PTA Vice President

Conflict support and resolution helps to ensure the health and wellness of the PTA and enables them to fulfill the mission and vision of PTA. It is a support for volunteer leaders and provides information and best practices.

1I You're the PTA President! Now What?



Presented by: Dana Platin, NYS PTA President

It's the beginning of your leadership journey! Congratulations! From one president to another, learn where to start and how to organize as you take on your new role.

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Session 2: 7:20 p.m. – 8:05 p.m.



2A New MemberHub Enhancements Overview

Presented by: Dania Welch, Membership/Insurance Manager

In this workshop, you will see the new MemberHub system and all the enhancements. If you are new to PTA, this overview will help you navigate the system to help you complete your tasks. If you are already familiar with MemberHub, this workshop will help you see what's changed and how to capitalize on everything new.



2B Tech Toolkit: Free & Low-Cost Tools to Improve Organizational Effectiveness

Presented by: Sonya Verrillo, Genesee Valley Region Director

Work smarter, not harder! Discover a variety of free and low-cost technology products designed to improve productivity, increase efficiency and create systems that can be a base your organization can build on for years to come.



2C Region Boardmanship

Presented by: Joan Wabnik, NYS PTA Field Support Coordinator, and Candy Ditkowski, NYS PTA Field Support Coordinator

The 12 regions of NYS PTA are the support and voice for our units and councils. Region board members play an important role in the success of our grassroots. Learn about the important role region board members play in the success of our units and councils.



2D Reimagining Literacy in our New School Environments *(This workshop is available for possible CTLE credit)*

Presented by: Kelly Howe, NYS PTA Programs Coordinator, and Mary McNamara, NYS PTA Literacy Specialist

Literacy is not just PARP. We will discuss how units can reimage and reinvigorate PARP in our new school environments. We will discuss the importance of Financial Literacy programs for our middle and high school students, and how to start a Social Justice Book Club in your school.



2E Membership Mindset

Presented by: Renee Daniels, NYS PTA Membership Engagement Specialist

A positive mindset is everything! We will take a look at how simple practices can help Membership Chairs (both new and experienced) create new membership campaigns for this school year. An emphasis will be placed on mindset, online tools to compliment traditional methods, and best practice.



2F Hot Topics in Education *(This workshop is available for possible CTLE credit)*

Presented by: Kyle Belokopitsky, NYS PTA Executive Director, and Megan Zarchy, NYS PTA Education Coordinator

Our children face a new reality in our schools, and our educators and schools have adapted to the ever-changing world to support them. This session will discuss pressing educational issues and focus on what September may look like in our school buildings. Everything from assessments and COVID testing, to academic intervention services, and student mental health - we'll cover it all.



2G 30-Point Check Up

Presented by: Geri Lehane, Field Support Coordinator

Attendees will use a 30-point checklist to review their unit's calendar, budget, and programs to ensure they are in compliance with their bylaws and the PTA mission. Review of the points will provide ideas and suggestions for a successful organization and quality member services.



2H Recruiting and Supporting New Leaders

Presented by: Amanj Dgheim, NYS PTA Vice President, and Rob Rijos, NYS PTA Leadership Development Coordinator

Most PTA leaders will agree one of the biggest challenges they face is recruiting future leaders to continue and build on their own work and accomplishments. In this workshop we will discuss ways to develop a succession plan, identify new PTA leaders and provide them with the support and mentorship that set them up for success.



2I Nominations and Elections - It's a Mystery to Me

Presented by: Jacqueline Wilson, NYS PTA Leadership Training Specialist

The nominating committee is one of the most important committees in your PTA. We will explore the best practices that will assist the committee with its work. We will also review how to conduct a proper election.

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Session 3: 8:10 p.m. – 8:55 p.m.

3A Tips and Tricks for a Successful Membership Year

Presented by: Mary Sotomayor, NYS PTA Membership Coordinator

Expert guidance on growing and retaining membership through strategic thinking, research, and support using the NYS PTA membership team.

3B MemberHub for Region Board Members

Presented by: Sonya Verrillo, Genesee Valley Region Director

This workshop will focus on the PTA Manager and other advanced MemberHub modules and how Region Board Members can use the MemberHub platform as they work with units.

3C Taking Your Team from Good to Great

Presented by: Dana Platin, NYS PTA President

Everyone brings their own uniqueness to your board. Learn how to find ways to build your team, so as to find the perfect fit. A great board works together like a well-oiled machine.

3D Running a Reflections Program

Presented by: Kelly Howe, NYS PTA Programs Coordinator, and Jensuh McCormack, NYS PTA Arts Specialist

Is your school interested in the Reflections Program but don't know where to start? Join us in this workshop to learn the basics of Reflections and why the Arts are important.

3E Special Education in the New Norm: 2021 and Beyond *(This workshop is available for possible CTLE credit)*

Presented by: Lissa Zukoff, NYS PTA Family Engagement Coordinator, and Tina Shek, NYS PTA Special Education Specialist

This comprehensive workshop will cover basic special education policy, as well as special education practices and policies in our new normal. Attendees will discuss critical terms, innovative concepts, and reflect on the future support for our special education students.

3F Your Unit Budget from Start to Finish

Presented by: Patty Frazier, NYS PTA Treasurer

We will review drafting, approving, and amending your budget. Financial reports, monthly reconciliations, and the audit will also be discussed.

3G How to Run an Effective Meeting

Presented by: Helen Hoffman, NYS PTA 1st Vice President; Jacqueline Wilson, NYS PTA Leadership Training Specialist, and members of the Field Support Team

It is important for a presiding officer to be aware of the correct procedures when chairing a meeting. Knowing how to run a meeting in the proper way ensures that all business will be addressed and all members will have the opportunity to participate. Experience how the Field Support Team PTA conducts their meeting from start to finish.

3H Advocacy 101: Shining a Light on Advocacy

Presented by: Lucille Vitale, NYS PTA Vice President, and Susan Fisher, NYS PTA Legislation Coordinator

This workshop will empower you to advocate for Every Child with One Voice. You'll learn how to draft an advocacy plan and mobilize your members on critical topics facing our children, community and school.

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