



From Kansas to Oz: Having the Brain, the Heart, and the Courage to Become a Great PTA Board

Summer Leadership Conference 2022

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PTA EXECUTIVE BOARD

Who is on your PTA Executive Board?

- Defined in bylaws
- Includes
 - Executive Committee (officers)
 - Chairs of Standing Committees
- May include
 - Immediate Past President (if available)
 - Principal or other Administrator
 - Teacher Liaison
 - Parliamentarian (a non-voting member)
 - Student Rep(s)
 - Historian
 - Directors/Building Representatives (Central PTAs, SEPTAs)
 - Council Delegate (where applicable)

ROLES AND RESPONSIBILITIES

Each member is the “go to” for some aspect of PTA work and operations

- Transact business between general meetings
- Create committees
- Approve the committee plans of work
- Adopt procedures
- Present reports at meetings
- Review and submit the proposed annual budget to the association for adoption.
- Appoint an audit committee as per bylaws
- Fill vacancies in office
- Fiduciary Responsibility
 - Duties of care, loyalty, obedience

BOARD & MISSION

- Mission focused, mission driven
- Sets framework for participation by all members
- Board members are your ambassadors
 - Tone and direction
 - Reputation
 - Well-being
 - Effectiveness
- By staying mission focused, a PTA unit meets the requirements of being a tax exempt 501(c)(3) organization

NYS PTA MISSION

PTA is a **powerful voice** for all children, a **relevant resource** for families and communities, and a **strong advocate** for the education and well-being of every child.

CHILD-CENTERED MISSION

NYS PTA VISION

Making every child's potential a reality
by establishing the New York State
Congress of Parents and Teachers,
Inc. (NYS PTA) as the premier
association for parent involvement and
advocacy for all children

*As long as there is a need- PTA will be the voice for children.
Carol Buyakowski, NYS PTA President 1993-96*

CHILD-CENTERED MISSION

NYS PTA PURPOSES

- To promote the welfare of children and youth in home, school, places of worship, and throughout the community;
- To raise the standards of home life;
- To advocate for laws that further the education, physical and mental health, welfare, and safety of children and youth;
- To promote the collaboration and engagement of families and educators in the education of children and youth;
- To engage the public in united efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth; and
- To advocate for fiscal responsibility regarding public tax dollars in public education funding.

CHILD-CENTERED MISSION

Throughout our 125 year history, we have remained steadfast in our commitment to children. Our work has been accomplished on behalf of children and we have taken on issues through the lens of how they affect children and youth.

Of note are

- Juvenile protection- child labor laws, youth court
- Public school kindergartens
- The federal school meal program
- Mental health support/education-as early as the 1920's
- Media safety, literacy

KNOWLEDGE AND SKILLS

- Positive board interaction
- Culture - inclusivity, respect, civility, transparency, trust
- Orientation - engage and empower to
 - understand own role, duties, expectations
 - learn roles and expectations of others
- Collaboration - open, positive attitude; honesty; flexibility (no turf, no silos)
- Support of new members (especially those in your former roles)

KNOWLEDGE AND SKILLS

Training for success

- Region training events and workshops
- Statewide events, workshops and webinars
- National PTA Thrive e-learning, Local Leaders Kit, DEI resources
- Ongoing at each meeting

Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.

Andrew Carnegie

OUTREACH, ADVOCACY AND THE VALUE OF MEMBERSHIP

- Volunteer Development invests in
 - most valuable PTA resource - members
 - present and future of the unit and NYS/National PTA
- Parent/member education is a PTA tradition; inclusive engagement tool
- Training in parenting and family engagement, advocacy issues, PTA basics/programs
 - connects with current members and attract new ones
 - helps achieve full potential as parents, PTA members, active citizens
 - prepares to step up and train for leadership role
 - creates skilled, well-informed, effective volunteers to carry out PTA work

OUTREACH

Diversity, Equity, Inclusion (DEI)

- Representative and Varied - school community (“every child”); different backgrounds, experiences, interests, knowledge, talents, skills, perspectives- fill diverse roles/needs; broaden vision
- Sustainable - evolving, relevant, turnover (no burnout/ruts)
- Inclusion-active recruitment; equitable BoD access

Respect

- members, school families and staff, community
- Positive relationships -acceptance, regard, trust
- Confidentiality -Trust
- Contributions of all - welcome as colleagues and value “new” input

Communication

- proactive and transparent: assume a need to know
- two-way: speaking - open, honest, empathic
- good listening- focused, intentional, validating

ADVOCACY

- Be proactive: help members understand our mission, principles, ethics, current policy, and historic advocacy. Education leads to informed decisions; it's the first step towards taking action
- Build priorities into your structure: chairs, committees, task forces, goals, plans of work
- Be confident: act based on PTA mission and policy even if concern is not the focus of a specific resolution or current NYS PTA campaign/ Lobby Day issues
 - *Voter Voice* is a customizable tool, not just preset
 - Take visible action: "Time Out" school-wide sit down (2015)
- Collaborate: use PTA network, PTA partners, community organizations with shared mission -> share the work, expand participation, broaden the impact

VALUE OF MEMBERSHIP

- Becoming a part of the mission is the real value of membership
 - Member “benefits” include
 - parent education
 - understanding of education system
 - strong working relationships
 - good communication between home and school
 - productive collaborations with community members and other organizations

VALUE OF MEMBERSHIP

- Don't wait for a crisis to become a member
 - take ownership and promote our work
 - have the courage to ask people to join the cause and become engaged, ongoing members
- Recognize the value of the executive board

The quality of an organization depends upon the courage of its members and by accepting what we are and recognizing what we want to become, we can challenge ourselves to even greater heights of purpose and achievement.

Edna Polin, NYS PTA President, 1974-77

THERE'S NO PLACE LIKE PTA

With the three essentials for success: a brain rich in **knowledge and skills**, the heart for our **child-centered mission**, and the courage to **promote outreach, advocacy, and the true value of PTA membership**:

Serving on the Board is

- Attainable - Inclusive, Diverse
- Feasible - Trained, Supportive, Sustainable
- Rewarding - Honorable, Productive, Valued

RESOURCES

[NYS PTA Resource Guide](#)

[Current Leadership Webinars and Workshops](#)

NYS PTA facebook groups:

Diversity, Inclusion and Outreach

NYS PTA Leaders

[National PTA Local Leader Kit](#)

[eLearning - Run Your PTA](#)

[Thrive - eLearning - Run Your PTA](#)

Region Director and Region Board

[Contacts-Region Directors](#)

**Find a group
of people
who
challenge and
inspire you,
spend a lot of
time with
them, and it
will change
your life.**

Amy Poehler

THANK YOU FOR ATTENDIN

