

National PTA Convention Education Core Workshops*

*Seeking speakers through Call for Leaders process

MISSION: ADVOCACY

1. Lead a Diverse Coalition for Your Cause*

Track: Mission

Audience: Experienced

Topic: Advocacy

CALL FOR LEADERS: Leaders who succeeded at coalition-building with like-minded organizations.

Supercharge your PTA's advocacy efforts by partnering with like-minded individuals and organizations! Working in diverse teams can expand your view of what's possible, strengthen your voice and speed up the pace of change. In this workshop, we will define the steps of coalition-building and examine how PTA leaders can use them to work effectively with others toward a common goal. Participants will leave prepared to:

- Identify and attract the right partners.
- Lead your coalition with purpose.
- Define roles and responsibilities of each coalition member.
- Navigate diverse perspectives with grace and integrity.

2. Transform Stories Into Influence*

Track: Mission

Audience: All

Topic: Advocacy

CALL FOR LEADERS: Leaders who excel at storytelling and influencing decision-makers.

A great story can soften hearts and change minds. In this workshop, we will discuss the qualities of powerful stories and use examples to illustrate specific techniques that influence and inspire. You will have the opportunity to practice telling stories to persuade a policymaker or school decision-maker about an issue that matters to you. Walk out of this workshop feeling confident in your ability to:

- Uncover what appeals to your audience, especially policymakers and school decision-makers.
- Connect your cause to shared interests or motives.
- Incorporate the techniques you've learned into a compelling story that makes a difference.

3. Build an Inclusive Team Ready to Advocate*

Track: Mission

Audience: Experienced

Topic: Advocacy

CALL FOR LEADERS: Leaders who effectively built teams focused on PTA advocacy efforts.

A diverse and inspired team can take your advocacy efforts to the next level! In this workshop we will discuss how to select team goals and policy priorities, and then examine steps for recruiting a diverse team that is excited to take on the task. We will identify the different roles of participants, team members and leaders. Finally, we will explore inclusive ways to recruit new team members and assess their individual strengths and interests to keep them engaged for the long term. Expect to leave this workshop better prepared to:

- Communicate your focus in a way that inspires and attracts a diverse team prepared to tackle big advocacy goals.
- Employ best practices in inclusive team building and management.
- Leverage individual team members' strengths to make the greatest impact on decision-makers.

4. Experience Excellence in State Advocacy*

Track: Mission

Audience: Experienced

Topic: Advocacy

CALL FOR LEADERS: Leaders who achieved recent state advocacy wins.

The Every Student Succeeds Act provides a great opportunity for states to tailor their education systems. That means it is more critical than ever for PTA advocates to make their voices heard, to ensure that state decision-makers listen to students' needs and work to close achievement gaps. In this workshop, we will explore examples of successful state advocacy that show the impact of PTA advocacy plans in action. Participants will then have the opportunity to discuss the process of influencing policy with colleagues from other states. Expect to leave this workshop with a host of practical tips and strategies, and better prepared to:

- Create effective strategies for influencing state policy.
- Connect with advocates from other states for long-term support and collaboration.
- Model your advocacy plans after the success of others.

5. Dive Deep Into Hot Topics and Priority Issues for National PTA

Track: Mission

Audience: Experienced

Topic: Advocacy

Speakers: National PTA Legislative/Government Affairs Volunteers and Staff

Passionate about gun safety and violence prevention? Determined to improve school nutrition and increase physical activity for students? Concerned about the future of federal investment in public education? You are not alone! In this workshop, we will review National PTA's position on the advocacy issues that matter most to YOU. The session will include plenty of time to discuss the hottest topics that we are working on at a national level, as well as for you to share the most pressing issues for your state, district or school. Leave prepared to:

- Tell others about PTA's position and resolutions on “hot-button” issues.
- Prioritize your advocacy efforts.

6. Know the Difference This Election Season: Policy Not Politics—Issues Not Candidates*

Track: Mission

Audience: All

Topic: Advocacy

Call for Leaders: Leaders who led voter registration campaigns or successfully advocated during election season.

PTA welcomes people from all walks of life and political affiliations, who all care passionately about the same thing: kids! In this workshop, we will examine the delicate balance we need to strike to effectively speak up for all children during election season while maintaining our nonpartisan stance and our 501(c)3 (tax-exempt) status. Our advocacy experts will explain how PTAs accomplish this by staying focused on *issues* rather than individual candidates. We will explore ways to shift your focus to voter engagement by brainstorming how your PTA unit could celebrate National Voter Registration Day in September. Participants will leave feeling confident in guiding their PTAs to:

- Stay nonpartisan and focus on child advocacy issues during election season.
- Encourage voter registration among child advocates who care about PTA's issues.
- Celebrate and promote National Voter Registration Day.

MISSION: FAMILY ENGAGEMENT

7. Navigate Special Education Policies & Practices*

Track: Mission

Audience: All

Topic: Family Engagement

CALL FOR LEADERS: Leaders or parents who have successfully navigated special education policies and practices.

Navigating the special education system—with its maze of jargon, services and eligibility processes—is daunting under the best of circumstances. For families caring for a child with newly diagnosed special needs, it is easy to feel lost and overwhelmed! In this workshop, we will explore special education policies and discuss the best practices for engaging families with special needs in PTA. You will have the opportunity to connect with other PTA leaders who are passionate about special education and leave this session prepared to:

- Plot a course to the best services and resources available for your own child and other children.
- Access a network of people you can turn to for help when you encounter roadblocks.
- Ensure an inclusive PTA experience for all families.

8. Engage Diverse Families in Relevant, Meaningful Ways: Leveraging PTA’s National Center for Family Engagement

Track: Mission

Audience: All

Topic: Family Engagement

Speakers: National PTA Volunteers/Experts in Family Engagement

The term “family engagement” means different things to different people. How can we ensure we are consistently living up to our mission of family engagement, while respecting the diversity of our 4 million members? In this session, we will describe how an inclusive design process – including the voices of nearly 400 volunteers, industry leaders and staff — shaped the vision and focus of PTA’s new Center for Family Engagement and its plans for the future. Then, we’ll report the most current information available on family engagement trends and opportunities. By the end of this session, participants will be able to:

- Share “insider expertise” about family engagement with your PTA, partners and policymakers.
- Describe the major findings from the Center for Family Engagement’s design process and future plans and foci.
- Reflect on how your own role a parent (meaning any caring adult in a child’s life) contributes to a shared PTA vision for family engagement.
- Identify and influence upcoming PTA resources related to family engagement.

9. Experience Transformative Family Engagement

Track: Mission

Audience: All

Topic: Family Engagement

Speakers: National PTA Volunteers/Experts in Family Engagement

Are you a local PTA leader looking for best practices in family engagement to recommend to your district or school leadership? Are you a state PTA leader interested in beefing up your guidance in this area? If so, this workshop is for you! In this session, you will visit stations of your choice to observe expert-recommended family engagement practices in action. Engage in dialogue to discover what makes each practice “transformative” and how you might use or extend this practice in your own context. Participants will walk away able to:

- Identify tools and strategies for transformative family engagement.
- Understand what makes these practices different from PTA’s family engagement “business as usual.”
- Determine whether and how these practices will work in your unique circumstances.

10. Revitalize Your Family Engagement and Equity Planning with Inclusive Leadership Strategies

Track: Mission

Audience: All

Topic: Family Engagement

Speakers: National PTA Volunteers/Experts in Family Engagement

How do you invite new and unique perspectives to solve an age-old problem? You change the conversation! In this session, you will practice using “oblique strategies,” or non-traditional dialogue facilitation techniques, with other PTA leaders around a family engagement or equity challenge that your small group chooses. You will receive a deck of cards, developed by Marc Chun at the Hewlett Foundation, which you can take home to encourage creative and inclusive problem-solving in your own community. Participants will leave able to:

- Connect the dots between diversity, equity, and inclusion and meaningful family engagement.
- Access a hands-on tool you can use at the community and/or board level to facilitate dialogue that values all voices and surfaces new ideas.
- Identify new ways of approaching common challenges to family engagement and equity.

MISSION: PROGRAMS

11. Celebrate R50 -- PTA's Golden Anniversary of Reflections

Track: Mission

Audience: All

Topic: Programs

Speakers: National PTA Program Volunteers/Staff

National PTA's Reflections program is having a birthday—and you are invited! For half a century, the Reflections program has spotlighted the critical role that the arts play in student success. In this workshop, we will review the most recent national Reflections evaluation data, results and recommendations. You will be among the first to learn more about R50, PTA's 50th anniversary of the Reflections program, review the R50 marketing toolkit and hear about this year's challenge grants. Finally, we will reserve discussion time for developing strategies to reach your individual PTA program improvement goals. Participants will be well prepared to:

- Share National PTA information and resources to support R50 with your board and Reflections committee.
- Effectively plan to promote engagement in R50.
- Identify local, region and state program goals.
- Connect to broader national and regional efforts to commemorate R50.
- Lead your PTA unit in a community-wide celebration.

12. Spark, Inspire, Engage -- Fuel Your STEM + Families Initiative*

Track: Mission

Audience: All

Topic: Programs

CALL FOR LEADERS: Leaders who have implemented any STEM event/program

If you have a passion for empowering students to pursue careers in science, technology, engineering and math (STEM), then you will want to hear more about the National PTA's STEM + Families initiative! Participants in this workshop will have the opportunity to engage in a hands-on STEM activity themselves, as well as review data and hear valuable tips from PTAs who have already planned and hosted a Math Night or Science Festival. We will describe National PTA's STEM + Families grant opportunities and examine as a group the free toolkit and other program materials available to support this program. Through discussion, participants will reflect on how STEM + Families could best thrive in their own communities. At the end of this workshop, you will know how to:

- Locate and use National PTA's STEM + Families toolkit and resources.
- Apply for future STEM + Families grants.
- Design a fun, creative STEM night for your community that will explore, inspire, empower, and educate families about STEM education and careers!
- Anticipate and avoid potential pitfalls so that you can execute a successful event.

13. Sample the FUN of National PTA Programs

Track: Mission

Audience: All

Topic: Programs

Speakers: National PTA Program Volunteers/Staff

Interested in National PTA programs and grant opportunities, but not sure where to start? Ready to broaden your horizons and take on something new? This is the workshop for you! Participants will engage in a series of interactive, hands-on group activities to discover the variety of programs and resources available through National PTA. Then, take time to reflect on your experience and discuss which National PTA program could work best for your unique PTA and community. Best of all, this workshop offers lots of opportunities to interact directly with the National PTA Programs and Partnerships staff who are here to support you! At the end of the hour, you will walk away knowing how to:

- Locate more information and resources for National PTA programs.
- Promote, engage and share information about PTA programs.
- Apply for future grant opportunities.

14. Know How to Support Kids After Trauma or an Adverse Childhood Experience

Track: Mission

Audience: All

Topic: Programs

Speakers: National PTA Volunteers and Industry Experts

Traumas range from large-scale events affecting many—such as a terror attack or natural disaster—to more private experiences affecting just the child and his or her family. According to the National Survey of Children’s Health, almost half of U.S. children have already experienced at least one form of trauma, making this an epidemic that should concern every PTA at every level. In this workshop, we will identify the signs and symptoms of childhood trauma and discuss the impact that adverse childhood experiences have on students’ ability to learn. As a group, we will identify PTA’s role within a larger community effort to rebuild after trauma. Participants will leave feeling better prepared to:

- Recognize and support students who have experienced trauma.
- Engage families and schools in partnering with community leaders to rebuild after a traumatic event.

15. Lead Your State to Excellence*

Track: Mission

Audience: Experienced

Topic: Programs

CALL FOR LEADERS: Leaders who have promoted, recruited, supported, and celebrated local PTAs in School of Excellence

The National PTA School of Excellence program is a great way for local PTAs to attract action-oriented members who want to focus on the most critical issues affecting our children. In this workshop, State PTA leaders will gather to discuss the impact of the School of Excellence program at the state level. Share your experience and learn how other

State PTA leaders are promoting the program, supporting applicants, and celebrating designees. Take time for self-reflection to examine how you might further build the pool of enrollees and designees in your own state. Leave this workshop better equipped to:

- Engage more PTAs in your state to become key partners in continuous school improvement initiatives.
- Showcase PTAs in your state that embrace efforts to improve family-school-community partnerships and help all students succeed.
- Support family engagement efforts at the local level.
- Increase awareness, action and celebration of family and community involvement.
- Model your efforts after the successes and lessons of others.

LEADERSHIP: FIRST-TIMERS

16. Get Your First-Timers Roadmap to National PTA's Convention*

Track: Leadership

Audience: First-timers

Topic: Convention

CALL FOR LEADERS: First-Timer Friends willing to facilitate table discussion, answer questions, guide individual plans and encourage first-timers throughout the event

Welcome to PTA Convention! If you're new here, this is the workshop for YOU. We will preview the must-attend Convention events and help you identify what you hope to gain from this experience. You will have the opportunity to connect with other first-timers and hear from "long-timers" who once wore your shoes. Walk out of this workshop feeling oriented, confident and ready to:

- Design a plan for the weekend based on your personal learning and networking goals.
- Make new PTA friends and have the experience of a lifetime!

LEADERSHIP: PERSONAL DEVELOPMENT

17. Pave Your Path from PTA to Professional or Civic Leadership*

Track: Leadership

Audience: All

Topic: Leadership Skills-Building

CALL FOR LEADERS: Leaders who have tips for packaging skills into professional advancement in career or civic leadership

Turn your PTA experience into a better job, a new career, or even an elected office! In this workshop, we will explore the steps that others have taken to transform PTA leadership roles into exciting opportunities in civic and professional leadership. We will map your personal strengths and skills to the opportunities that interest you most, and then examine how to communicate the value of your PTA experience in bullets that show you have what it takes to succeed. At the end of this workshop, you will have the confidence to:

- Add PTA to your LinkedIn profile or resume in a meaningful way.

- Identify the PTA leadership path that will take you where you want to go.
- Seize opportunities to use your PTA skills in new ways.

18. Explore What It Takes to Be a State PTA Officer

Track: Leadership

Audience: All

Topic: Leadership

Speakers: National PTA Field Service Committee

Ready to take the next step in your growth as a PTA leader? This workshop will describe the must-have skills and qualities for success in a state leadership position. Stories from current and past state officers will enable you to sample some of the most challenging circumstances faced by successful leaders, as well as to experience the joy and satisfaction that State PTA governance can offer. By the end of this workshop, participants will be able to:

- Identify the qualities you already possess for success in state leadership.
- Define your leadership development and training needs.
- Make a plan to go after the role you want, and model successful leadership development for other members.

19. Map Your Journey to National PTA Leadership

Track: Leadership

Audience: All

Topic: Leadership

Speakers: National PTA Nominating and Leadership Recruitment Committee

Every National PTA leader started out by saying “yes” to a local leadership role. In this workshop, learn how you can build on the skills you’re learning at the local or State level and take your seat among National PTA’s next generation of leaders. We will discuss the skills and qualities that National PTA leaders possess, and examine what’s different about leading at the national level. Through conversation with current and past National PTA leaders, discover the process for applying to slate and how elections work. Then, hear first-hand about the joys and benefits of making the leap! Participants will be able to:

- Define your leadership development and training needs.
- Understand what you're getting yourself into when you commit to National PTA leadership.
- Follow the NLRC process for getting slated and understand the election process.

20. Communicate the Value of PTA as Revitalized, Relevant and Responsive

Track: Leadership

Audience: All

Topic: Membership

Speakers: National PTA Membership Committee

Membership begins with ME! In this workshop we'll explore how each and every PTA member can connect with others to grow support for PTA. You will learn how to assess your personal "sphere of influence"—the network of people with whom your thoughts and opinions carry weight. Together, we will construct components of a "Why PTA" elevator speech to use with the people around you, and we'll identify questions you can use to customize this speech to appeal to different people. Participants will leave better equipped to:

- Attract new members with diverse perspectives.
- Communicate PTA's mission and leadership opportunities effectively.
- Mentor potential new leaders.

21. Attract More Parents, Students & Educators to PTA in Middle or High Schools*

Track: Leadership

Audience: All

Topic: Membership

Call for Leaders: PTA leaders -- including youth -- who have increased engagement of parents, students and educators at middle/high school levels

The proven benefits of family-school partnership persist all the way through high school graduation. Yet, many PTAs struggle to keep families, students and educators involved beyond the elementary years. In this workshop, we will explore barriers to PTA engagement in the higher grade levels. You will hear directly from teens about the role they would like PTAs to play, and from fellow PTA leaders about practices that have led to greater support. Discover solutions that will work in your school, district or state. Participants will be better prepared to:

- Focus your middle or high school PTSA on what parents, students and educators care about most.
- Grow membership, volunteerism and engagement at your PTSA.

22. Grow Membership with a Relationship Marketing Plan

Track: Leadership

Audience: All

Topic: Membership

Speakers: National PTA Membership Committee

Successful businesses invest in strategies to understand and deliver on the things that matter most to their customers. In this workshop, we will explore how we can use similar "relationship marketing" methods to foster long-term PTA engagement and support. Design a plan that engages every member of your PTA board

in attracting diverse members, including educators, parents, and child and community advocates. Walk away with template tools you can use to teach these strategies to others. By the end of this workshop, you will be able to:

- Use relationship marketing strategies in your community or state.
- Design a plan that engages your board and attracts anyone who cares about kids.
- Teach others to view every interaction as an opportunity to attract or retain members.

23. Reach Out to Hispanic/Latino Families Using Univision’s *Clave al Éxito*

Track: Leadership

Audience: All

Topic: Membership

Speakers: National PTA Volunteers/Staff and Univision

Would you love to find the key to successfully attracting and involving Hispanic/Latino immigrant families in your local PTA? In this workshop, we will preview Univision’s *Clave al Éxito* (Key to Success) curriculum — a groundbreaking resource to help Hispanic parents engage in their child’s education. We will identify cultural barriers faced by many of the Spanish-speaking families in our schools, and we will discover points of connection between PTA culture and Hispanic/Latino cultures. Then, we will explore lessons learned from early pilots in which PTA units used the *Clave al Éxito* curriculum to increase diversity and engagement. Walk out of this workshop ready to lead your PTA’s efforts to:

- Connect PTA with Hispanic/Latino community values.
- Increase membership and volunteerism among your local Hispanic/Latino community.
- Implement *Clave al Éxito* in your school or district.

24. Become a State PTA Membership Success Story

Track: Leadership

Audience: Experienced

Topic: Membership

Speakers: National PTA Membership Committee and Invited State PTA Leaders

Who doesn’t love a good story? Come to this workshop ready to be inspired, as our speakers identify the specific steps that successful State PTAs took to turn around years of membership decline. In this resource-rich session, participants will gain access to sample marketing products and proven training tools, and discover concrete solutions to common barriers to growth. Participants will leave prepared to:

- Develop a membership plan based on best practices and lessons learned.
- Avoid reinventing the wheel and get started immediately.
- Grow membership across your state, and write your own happy ending!

25. Transform Your Support for Our Collective Customer: Local PTAs

Track: Leadership

Audience: Experienced

Topic: Membership

Speakers: National PTA Membership Committee and Invited State PTA Leaders

The National PTA organizational structure was created with a single purpose: to serve and support parent leaders at the local level. In this workshop, we will take an honest look at how we are doing. We will begin by using market research and survey data to explore local PTAs' perspectives on the support they receive from their PTA counterparts. In discussion groups, you will have the opportunity to reflect on your own PTA's customer service approach and hear what other PTAs like yours are doing to better support their primary customers. Individually and as a group, we will identify areas of improvement that could have the greatest impact on the retention and growth of PTA membership in the years ahead. Participants will leave feeling better prepared to:

- Respond to local PTAs' needs.
- Polish what could be better.
- Offer meaningful support as a selling point to attract new parent leaders and school decision-makers not currently connected to PTA.
- Grow new leaders.

26. Train, Support, and Guide PTA Leadership through Finance

Track: Leadership

Audience: All

Topic: Finance

Speakers: National PTA Finance Committee

The role of a PTA Treasurer is essential—and one that many boards find challenging to fill. This workshop will explore how we can better support local PTA leaders to make the treasurer’s responsibilities more accessible, while improving the health of unit finances. We will discuss the most critical content to cover in your PTA Finance basic trainings and explore the most effective training methods. Then, we will spend time investigating specific scenarios that may require more hands-on support and intervention. Come with your toughest questions, and leave this workshop ready to:

- Shift your tone from “PTA police” to supportive coach.
- Employ easy-to-use tools to support local treasurers and boards.
- Facilitate more effective trouble-shooting and problem-solving when needed.

27. Lead your State Finances with Clarity and Transparency

Track: Leadership

Audience: Experienced

Topic: Finance

Speakers: National PTA Finance Committee

Take your PTA Finance skills to the next level! In this highly interactive workshop, we will develop a shared understanding of the roles and responsibilities of a State PTA Treasurer. Engage with your peers around Finance hot topics and seek their insight on your most pressing concerns. Finally, get some hands-on practice in effective reporting. At the end of this workshop, you will be better prepared to:

- Carry out your responsibilities, and delegate to your Finance Committee when appropriate.
- Prepare reports that communicate clearly and in a transparent way.
- Troubleshoot with fellow State PTA Treasurers.

LEADERSHIP: FUNDRAISING

28. Pitch Corporate Sponsorships That Win

Track: Leadership

Audience: Experienced

Topic: Fundraising

Speakers: National PTA and Texas PTA Resource Development Staff

Corporate sponsorships are the “home run” of PTA fundraising—and just like a home run, they take practice and timing, aim and determination. In this workshop, learn how to prospect effectively for corporate funds and hone in on corporate values to design messages that connect. Then, take the opportunity to practice your “swing” in a guided “see one, do one” practice activity, with feedback from the pros and your peers! Whether you are just stepping up to the plate, or you would simply like to increase your corporate batting average, this is your chance to:

- Focus your corporate outreach to maximize success.
- Align your mission with corporate benefits.
- Pitch sponsors effectively to increase non-dues revenue.

LEADERSHIP: BOARD MANAGEMENT

29. Shake it UP on Your Board With Fun Team-Building Experiences

Track: Leadership

Audience: All

Topic: Leadership

Speakers: National PTA Volunteers and NSRs

Is your board a well-oiled machine, or could it use a tune-up? Do members show up to meetings fully expecting to get a lot done and have a great time doing it? If not, this lively workshop can help! We will engage in meaningful, interactive ice-breakers and team-building exercises. Along the way, attendees will assess their own performance as a board member and the performance of their board as a whole. Your workshop leaders will demonstrate tips and strategies to build more powerful teams, and lead you through a visioning exercise to help you imagine an exciting future for your PTA. Participants will leave energized and ready to:

- Bring back exercises to help your board become a more cohesive and powerful team.
- Add more value to the association.
- Make meetings fun as well as effective.
- Think BIG and look forward to unlimited possibilities.

30. Focus Your PTA on What Matters

Track: Leadership

Audience: Experienced

Topic: Leadership

Speakers: California PTA and NSR Collaboration

What gets measured gets done. Is your state PTA measuring what matters? In this workshop, we will engage in facilitated conversations among table groups to examine how State PTAs compare in a variety of areas, including basic requirements for local units, services provided by their local units, and statewide data collection. We will then move into discussion about the types of things State PTAs *could*—and *should*—be measuring to truly assess our progress toward achieving our mission. At the end of the hour, participants will be better equipped to:

- Evaluate your local units' effectiveness in meeting your State PTA goals.
- Determine whether your PTA's basic unit requirements help your State PTA achieve its goals.
- Connect with other State PTA leaders and develop new ways to use data to create an impact-focused, mission-driven state PTA.

31. Embrace Inclusion to Increase the Diversity of Leaders in Your PTA

Track: Leadership

Audience: All

Topic: Leadership

Speakers: National PTA Nominating and Leadership Recruitment Committee and Diversity & Inclusion Committee

Diversity in leadership is key to becoming a more powerful voice for all children. In this workshop, we will explore what it means for a PTA to truly be inclusive and diverse. We will identify specific ways to welcome new leaders and encourage growth among existing members. In a safe environment among peers, we will note common barriers to inclusion and discuss creative solutions. Participants will leave this workshop feeling more confident in their ability to:

- Attract leaders from all perspectives, especially those you don't currently have on the board.
- Transform your communication style and actions to be more welcoming and empowering.
- Remove structural, cultural or practical barriers to leadership growth.

**WORKSHOPS 32 - 36:
TBD - SEEKING ADDITIONAL WORKSHOP PROPOSALS
FROM PTA VOLUNTEERS LIKE YOU!**