



2017-2019 NATIONAL PTA[®]

STATE PRESIDENTS' GUIDE

**National
PTA[®]**
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Presidents' Guide to National PTA

WORDS OF WISDOM FROM PTA LEADERS:

"THERE ARE SO MANY KNOWLEDGEABLE PEOPLE ASSOCIATED WITH NATIONAL PTA THAT YOU WILL LEARN MORE THAN YOU EVER THOUGHT POSSIBLE ABOUT MOTIVATION, DEDICATION, AND PASSION. YOU JUST HAVE TO ASK FOR HELP...AND THERE WILL ALWAYS BE SOMEONE TO HELP YOU."

"IF YOU HAVEN'T READ THE TRANSITION TOOLKIT, DO SO ASAP!"

"FIND A CRITICAL LISTENER NOT CONNECTED WITH PTA TO BE ABLE TO BOUNCE THINGS OFF OF AND SHARE WITHOUT CONCERN OF IMPACTING THE PTA."

"TAKE TIME TO FOCUS ON THE RESOURCES AND SERVICES THAT PROVIDE PROGRAMS AND ASSISTANCE TO THE UNITS AND COUNCILS THAT ARE IN YOUR STATE."

"FOCUS ON SHARING THE VALUE OF PTA BEYOND FUNDRAISING. SHARE PROGRAMS AND ADVOCACY TIPS THAT ENGAGE LOCAL PTAS IN MAKING THEIR COMMUNITY A PLACE TO SUPPORT ALL CHILDREN."

You are an essential part of the National PTA governance team. Your success is important to National PTA. This guide is created based on the input of seasoned state PTA leaders and National PTA Leadership and staff. It is not a comprehensive list of everything you need to know about PTA. It contains the concepts and information our leaders say you need to know as you begin your journey as state PTA president. The quotes and tips and the focus, topics and resources highlighted were all identified from a survey of your peers. This guide is designed to help you be successful and take full advantage of the support available to you in your role as state PTA president.

Note that this guide is designed as an electronic tool. Bookmark it. Follow the links to learn more. And share this guide with others who will benefit from knowing more about National PTA.

Stay Current— Advice for Success

- You need to know about PTA to message its value. Develop a good working knowledge of PTA [programs](#), [grant/sponsor opportunities](#), [member benefits](#) and other initiatives and resources. You'll want to know what your local, region, council and district leaders are hearing, so [subscribe](#) to all National PTA newsletters; explore the National PTA [website](#) regularly; follow National PTA on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#); and regularly read National PTA's [One Voice blog](#).
- Want to take advantage of opportunities like National PTA-paid travel or sponsor/member benefit provider grants? Meet registration and travel deadlines or you may lose the opportunity to travel at National PTA's expense. Read your national email often if not daily. Attend the State President conference calls. Watch for deadlines and place them on your personal calendar.
- You're part of a family. Network and share with other state PTA leaders, especially states similar in size to yours. Join the LinkedIn state leader group when you are invited, search and contribute to the State Leader Resource Bank, and talk to your NSR about connecting with other states.
- Want to avoid burnout? Assign others to participate in conference calls, read newsletters and monitor national communications and social media. Create an internal process allowing information to flow so you stay in the loop without doing it all.
- Stay looped in. Keep up-to-date on legislative issues and PTA positions. Outgoing volunteer leaders and staff advise you to make this a priority. You need to be an effective advocate and you need to know how to work with potential collaborators.
- Become a valued source for others in your association. Share what you learn, talk about the value of your experience, and connect all levels of PTA together as one unified team.

National PTA Governance and Structure

To be a better, more effective leader, know your role within the governance structure, how National PTA functions, and how bylaws, structure, policy and staffing support the association. Outgoing state PTA leaders say this knowledge is very important to your success. A full description of National PTA's governance structure, officers, board, committees and meetings can be found in the [National PTA Bylaws](#).

National PTA is served by officers, a board, and standing and special committees. National PTA's actions are guided by a number of [groups and documents](#): the board, committees and members through the National PTA [Bylaws](#), Strategic Plan, National Governance Policy Manual, Position Statements, Resolutions and the National Constituent Association Advisory Council. You and your state provide input at many of these levels.

You can view the list of National PTA board members at PTA.org/Board.

PTA Board Structure

5 Officers	<ul style="list-style-type: none">• 2-year term• Elected at National PTA Convention by voting delegates	National PTA Board of Directors
16 Member Representatives	<ul style="list-style-type: none">• 2-year staggered term; 8 representatives elected each year• Elected at National PTA Convention by voting delegates	
6 At-Large Member Representatives	<ul style="list-style-type: none">• 2-year staggered term; 3 representatives elected each year• Appointed by president and approved by Board of Directors	
2 Youth Members	<ul style="list-style-type: none">• 2-year term• Appointed by president and approved by Board of Directors	

Standing Committees

<ul style="list-style-type: none">• Bylaws Committee• Diversity, Inclusion and Outreach Committee• Field Service Committee; Finance Committee• Historical Preservation Committee• Legislation Committee• Membership Committee• Nominating and Leadership Recruitment Committee• Resolutions Committee• Youth Engagement Committee	Standing Committees
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National PTA Governance and Structure

WORDS OF WISDOM FROM PTA LEADERS:

“ESTABLISH A POSITIVE, FRIENDLY PARTNERSHIP RELATIONSHIP WITH NATIONAL PTA. USE THE RESOURCES NATIONAL PTA PROVIDES TO SUPPORT THE WORK YOU ARE DOING IN YOUR STATE.”

“GETTING TO KNOW OTHER PRESIDENTS WITH STATES YOUR OWN SIZE CAN BE VERY VALUABLE.”

“ATTEND CONVENTION AND LEG CON, SHARE THE LEADERSHIP GROUP EMAILS AND TAKE PART IN THE QUARTERLY CALLS.”

State PTA’s and PTA Members

Your state PTA will play a role in guiding National PTA through the National Constituent Association Advisory Council (NCAAC), a group composed of one member from each constituent association. Duties and composition of this Council can be found in Article X of the National PTA Bylaws. NCAAC’s duties include:

- Identify and prioritize topics and trends to assist the board in setting strategic direction;
- Submit written reports and make recommendations to the board regarding emerging issues; and
- Participate in leadership development meetings.

NCAAC meets at least twice a year, once in conjunction with the National PTA Convention. You’ll receive notices about these meetings. Please read them and pay special attention to deadlines associated with the meeting.

PTA members conduct the business of the association during the [National PTA Convention](#). The convention is convened at a place and date determined by the board of directors. Information about the Convention can be found in the National PTA Bylaws, Article XII. National PTA may cover some convention-related costs for you and others on your board, so be sure to read communications and comply with stated deadlines.

During the convention, delegates who comprise the voting body conduct the business of National PTA. Read your state PTA’s bylaws to understand how your state chooses its delegates. National PTA Bylaws, Article XII define the voting body. Your state PTA will be able to name at least five delegates from the members attending convention. You will receive additional information about identifying your delegates to National PTA prior to convention.

PTA is one association. National PTA Bylaws and the Standards of Affiliation Policy say that all constituent associations must:

- **Have the same purposes and principles as National PTA**
- **Operate according to National PTA’s vision, mission, values and policies**
- **Operate according to National PTA’s legislative and advocacy priorities and adopted positions and resolutions**

National PTA charters state constituent associations to help National PTA achieve its mission. Each state-level constituent association is an independent group under the control of its members and board. You are encouraged to identify local resources to assist in dealing with personality and conflict issues that may arise, and to identify local parliamentary, legal and financial resources to assist you and your units. We encourage you to be ready to deal with situations that may occur in a members, units, councils and state board members engage and grow.

National PTA Standards of Affiliation

Outgoing state PTA presidents identified the [Standards of Affiliation Policy \(SOA\)](#) as something every state president needs to know and understand. The SOA policy is a board policy, approved by the National PTA Board of Directors. It lays out the benefits state PTAs receive as constituent associations, the standards to which National PTA holds state PTAs accountable, and the procedures National PTA will follow if state PTAs fall out of compliance.

All state PTAs must submit specific documents in order to demonstrate compliance and deadlines vary depending on a state PTA's fiscal year, convention date, etc. All documentation should be sent to SOA@PTA.org. National PTA suggests you schedule an SOA call with your National Service Representative (NSR) soon after you take office to learn more and to set a time for required trainings.

The Standards of Affiliation ensure that state PTAs align with National PTA, comply with federal law, and support National PTA advocacy and positions. They preserve the reputation and trust of the PTA brand.

A state PTA in good standing enjoys, among others, the following benefits:

- Use of National PTA's service marks (including PTA® and PTSA®)
- Permission to charter new constituent associations
- Authority to collect dues for the association
- Representation by delegates at the National PTA Convention
- National Representatives (Nat Reps) to state constituent conventions and events
- Access to exclusive National PTA benefits and resources
- Eligibility for grants and award programs

TIP: Provide copies of the National Standards of Affiliation policy to each board member. It is your board's responsibility to maintain compliance with the Standards.

WORDS OF WISDOM FROM PTA LEADERS:

"STATE PTA LEADERS NEED A DEEP UNDERSTANDING OF THE STANDARDS OF AFFILIATION."

"MY ADVICE—BECOME FAMILIAR WITH ALL PARTS OF THE STANDARDS OF AFFILIATION."

"JUST LIKE UNIT STANDARDS OF AFFILIATION ARE IMPORTANT TO STATE PTAS, STATE PTA STANDARDS OF AFFILIATION ARE IMPORTANT TO NATIONAL PTA."

National PTA Staff and Office

WORDS OF WISDOM FROM PTA LEADERS:

“STAFF –WHAT A WONDERFUL GROUP OF PEOPLE WE HAVE TO HELP US.”

“GET TO KNOW HOW TO USE YOUR NSR.”THEY ARE “A WEALTH OF KNOWLEDGE.”

“LEARN WHO THE STAFF IS AND WHAT THEY DO.”

“CALL (STAFF) WHENEVER YOU NEED SOMETHING.”

“REACH OUT (TO STAFF) BEFORE PROBLEMS ARISE.”

“INTRODUCE YOURSELF TO EVERY STAFF MEMBER AND BOARD MEMBER AT YOUR FIRST IN-PERSON EVENT.”

“GOVERNMENT AFFAIRS IS SUPER!”

National PTA Staff:

National PTA’s professional **staff** work to implement the organization’s strategic plan and run the day-to-day functions of the association. The staff is led by National PTA Executive Director, Nathan R. Monell, CAE.

State PTA presidents consider the staff a valuable resource. Staff is ready, willing, and able to assist state leaders. Here are some samples of what staff wants you to know:

We put together resources pertaining to college and career readiness that are used by state leaders throughout the country. We are available to help all states in the areas of standards, implementation, assessments and accountability.

We want to give you tools to communicate about National PTA programs and services. Please name a Communications Chair with whom we can work; share PTA articles, social media posts and newsletters; and send us your success stories.

The more you know about what is going on in your state and how federal education policy is impacting your members, the better you will be in your advocacy efforts. Let us help you.

We want to know your membership goals, successes and challenges. We want to support your outreach efforts to diversify PTA. And we are ready to help with data, membership strategies, reports and best practices.

We want to provide you advice, service and support about best practices in generating non-dues revenue and tailored state-specific assistance upon request. It is a good idea to keep the national staff informed about the funding relationships you are developing as there may be national opportunities which complement or conflict.

We want to help you protect the PTA trademark. Call us with questions and ask for assistance.

Your **National Service Representative (NSR)** supports your entire state board and every level of PTA. Ask them for help—they are happy to connect you with other staff members throughout PTA. Ask questions, seek advice and info and bounce ideas off them. Your NSR is ready to provide a broad spectrum of assistance and can help you build membership and leadership, increase your PTA’s visibility, and help you focus on PTA’s mission. NSRs want to help you train your units and board, they are happy to facilitate discussions, and they want you to connect and capitalize on PTA programs and resources. Set up a regular time to talk to your NSR.

The **National PTA Office** is located at 1250 N. Pitt Street, Alexandria, VA 22314. The office can be reached by phone at (800) 307-4782 or (703) 518-1200. All staff members have a direct number, but you can reach any staff member by calling the main line and requesting that person.

Key National PTA Programs, Resources, Projects, and Benefits

Key National PTA Programs, Resources, Projects and Benefits

When National PTA surveyed National PTA officers, seasoned state PTA leaders, and staff to identify the top three items all state PTA presidents need to know, the following programs, benefits, and service rose to the top as the most frequent responses. *Please note: This is not a comprehensive list of all National PTA programs, benefits and resources. To learn more about all National PTA programs and resources, visit PTA.org.*

WORDS OF WISDOM FROM PTA LEADERS:

“REFLECTIONS CAN AFFECT EVERY PERSON AND STUDENT THAT TOUCHES THE ARTS.”

Reflections

What you should know:

- Reflections is the largest National PTA program and most state PTAs participate. Outgoing state PTA presidents identified this as a “must know” for all new state PTA leaders.
- Dedicated staff supports the program.
- State Reflections Chair conference calls occur regularly to provide support and training.
- The State Reflections Library is a clearinghouse of templates and tools.
- A Reflections [e-learning course](#) is available for local leaders.
- The [Local Leader Reflections Toolkit](#) is a one-stop resource to help any unit set up a local Reflections program.
- The PTA website lists [arts in education resources](#) and partners to help PTAs at all levels promote the arts.

What you should do:

- Assign a Reflections Chair to attend all regularly scheduled calls. If the chair is unavailable, make sure someone from your PTA participates in the call.
- Visit PTA.org/StateReflectionsLibrary to learn more.
- Share success stories and suggestions with Programs department staff and your NSR.

Key National PTA Programs, Resources, Projects, and Benefits

WORDS OF WISDOM FROM PTA LEADERS:

"PTA PRESIDENTS SHOULD BE SUBJECT MATTER EXPERTS IN ALL OF OUR POLICIES AND SHOULD HAVE READY ACCESS TO THEM."

"I VALUE LEGISLATIVE CONFERENCE AS A TREMENDOUS RESOURCE."

"ADVOCACY IS CRITICAL TO THE MISSION OF PTA. WE HAVE SO MANY RESOURCES FOR PTA LEADERS!"

Federal Public Policy and Advocacy

What you should know:

- Biannually, staff in conjunction with the National PTA Legislation Committee produces the [public policy agenda](#), which reflects the association's top priorities for federal action. The materials contain PTA's positions and recommendations for federal action.
- Federal policy can be complex. If you need more information, reach out to Government Affairs staff. Their goal is provide accurate information in the best format for PTA members.
- The Government Affairs team advocates on behalf of PTA at the federal level on issues and policies reflected in position statements and resolutions.
- You and your PTA play a vital role in building grassroots capacity to promote the agenda with members of Congress.
- The National PTA Legislative Conference is held in March each year.
- The PTA Government Affairs department staff is knowledgeable about each of PTA's public policy priorities and they are available to assist in your advocacy efforts.
- PTA's Advocacy Toolkit is designed to help child advocates speak up for the education, health and well-being of children. It contains many resources that can be used at all levels of PTA.
- PTA has election guides to assist local leaders during election season.
- State PTAs cannot take positions that conflict with National PTA positions.
- National PTA does not take positions on state legislation.
- PTA is nonpartisan. Be aware of 501(c)3 lobbying limitations.

What you should do:

- Download the Public Policy Agenda and share with your board.
- Subscribe to the [PTA Takes Action e-newsletter](#) and encourage others to sign up for up-to-date policy and advocacy information. Encourage your entire board and all members to take action and send letters to Congress through the [PTA Takes Action Center](#).
- Assign a Federal Legislative Chair to participate in regular conference calls and promote the federal public policy agenda.
- Become familiar with [ESSA](#) and make sure someone from your state PTA participates in the monthly ESSA conference calls.
- Utilize the [Advocacy Toolkit](#).
- Become subject matter experts in PTA's [positions and resolutions](#). If your state PTA is exploring a position on a similar or related matter, reach out to National PTA Government Affairs for help.
- Attend National PTA [Legislative Conference](#). Consider funding additional attendees to develop leaders and increase your PTA's voice.
- Spread PTA's advocacy materials to all your members.

Key National PTA Programs, Resources, Projects, and Benefits

College and Career Readiness Initiative (formerly Common Core) and Assessments

What you should know:

- While National PTA staff works with specific states through a grant, many resources are available to all states in both English and Spanish. Staff is available to provide training assistance or direct PTA leaders to resources.
- The [Parents' Guides to Student Success](#) were developed by teachers, parents and education experts to help parents understand Common Core expectations. PTA also created custom state Assessment Guides. Find your [state's guide](#) here to learn more.
- The [Advocacy Toolkit](#) contains advocacy information which can be used for all advocacy. Items such as coalition building, recruitment, public speaking, media campaigns, and meeting with decision-makers are included.
- Grant opportunities may be available, so state PTA presidents should have a good working knowledge of College and Career Readiness including academic standards, assessments and ESSA.
- National PTA has a position statement on [standards](#) and [assessments](#). State PTAs cannot take a position that conflicts with the National PTA position. Contact the Government Affairs team if you have questions or need guidance.

What you should do:

- Familiarize yourself with all of the [Common Core tools and resources](#) available to you at PTA.org/CommonCore and PTA.org/Assessments.
- Understand the difference between standards and testing, curriculum, and teacher evaluations.
- Learn what your state education department is doing to implement the standards and preparing students for college and career and ensure PTA has a seat at the decision-making table.
- Read the National PTA [position statement](#) on education standards and assessments.

WORDS OF WISDOM FROM PTA LEADERS:

"SHARE WHAT'S HAPPENING AROUND COLLEGE AND CAREER READINESS IN YOUR STATE."

Key National PTA Programs, Resources, Projects, and Benefits

WORDS OF WISDOM FROM PTA LEADERS:

"SCHOOL OF EXCELLENCE HELPS PTAS AND THE PRINCIPAL WORK TOGETHER."

National Standards for Family-School Partnerships and Family Engagement

What you should know:

- Family engagement is the cornerstone of PTA's work. The more you know, the better you will be able to speak to community and state-level educational leaders.
- National PTA implements programs that are family focused and the goal is family engagement. The Standards are the cornerstone for these programs.
- The standards are research-driven and used as the core of many states' educational laws and regulations driving family engagement. They are also incorporated into federal law.
- These standards are fundamental to obtaining PTA grants and awards.
- The School of Excellence program is a roadmap for achieving the Standards.
- Comprehensive program materials available include handouts, PowerPoint presentations, implementation guide, assessment tools and surveys for use by all levels of PTA.
- Take the [e-learning course](#) on the National Standards for Family-School Partnerships. Ask your board to take it as well.
- Familiarize yourself with the [Standards for Family-School Partnerships](#), and its associated tools, surveys and PowerPoints.
- Familiarize yourself with the [Implementation Guide](#), a comprehensive guide covering all facets of creating and implementing a family engagement strategy.
- Share community successes and effective models with Programs Department staff, other state PTA leaders and your NSR.
- View yourself as part of a team to build effective parent and community leaders through program and community engagement strategies.

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- View yourself as part of a team to build effective parent and community leaders through program and community engagement strategies.

Key National PTA Programs, Resources, Projects, and Benefits

Schools of Excellence

What you should know:

- **School of Excellence** started in 2013. It is one of the top three items outgoing state PTA presidents say incoming PTA leaders need to know well.
- School of Excellence is grounded in the National PTA Standards for Family-School Partnerships.
- National PTA partnered with hundreds of schools and PTAs in this program resulting in school improvements that deepen family engagement. You can read the report [here](#) .
 - In the program, PTAs and schools identify priorities, assess their current status and receive recommendations on how to assess and improve family engagement and create a roadmap to improve the school community by using the Standards for Family-School Partnerships. Participants track progress during the school year to show improvement to receive Schools of Excellence designation.
- States PTAs play an important role in promoting the program, as well as celebrating and recognizing success.
- Reaction to the program has been highly favorable among school administration.

What you should do:

- Familiarize yourself with the [program](#), learn to message its value in the field, and identify key state education stakeholders who will find value in the program.
- Familiarize yourself with all the tools available to your PTA and to your local units in the [State Excellence Library](#). These include reports, webinars, promotional tools, Spanish tools and training tools.
- Promote the program to community- and state-level educational leaders, your board and your membership.

Key National PTA Programs, Resources, Projects, and Benefits

WORDS OF WISDOM FROM PTA LEADERS:

"IT IS IMPORTANT TO TAKE E-LEARNING CLASSES AND RECOMMEND THEM TO OTHER BOARD MEMBERS."

"TRAIN YOUR BOARD."

"THE STATE RESOURCE BANK IS ONLY AS GOOD AS YOU MAKE IT. SHARE YOUR BEST RESOURCES WITH YOUR COLLEAGUES AND NETWORK WITH OTHER LEADERS TO ASK FOLLOW UP QUESTIONS OR TELL THEM YOU APPRECIATE THE ITEMS THEY HAVE SHARED."

"ARIZONA PTA USES NATIONAL PTA E-LEARNING AS ONE AVENUE TO DELIVER MANDATED LOCAL UNIT LEADER TRAINING. BECAUSE OF THIS, ARIZONA HAS MORE E-LEARNING REGISTRATIONS THAN THE NEXT FIVE STATES COMBINED AND ALMOST 18% OF THEIR MEMBERSHIP HAS TAKEN AN ONLINE COURSE. WELL-RUN UNITS HAVE MORE MEMBERS."

E-learning, Training and State Resource Bank

What you should know:

- E-learning courses are available on a wide range of subjects. The courses were created to benefit all levels of PTA.
- E-learning courses are a good way to supplement your state's training opportunities.
- E-learning course topics include but are not limited to: Board Basics, PTA Basics, Budget Basics, Local PTA President, Cultural Competency, Local Unit Treasurer, Preventing Theft in PTA, Planning and Creating Successful Family-School Partnerships, and Local PTA Secretary.
- E-learning analytics that show who is taking advantage of the courses. Ask your NSR for more information.
- Spanish translations are now part of the course offerings.
- Micro-courses are a new addition to the e-learning library. They are shorter (5-15 min) and focus on a single area of training.
- State PTA presidents can expect training and development opportunities prior to and during Legislative Conference and National PTA Convention and as part of NCAAC.
- A State Resource Bank is available. Good examples of a variety of PTA materials are shared here. The State Resource Bank contains hundreds of examples from state PTAs and is growing.

What you should do:

- Encourage your board to take National PTA e-learning courses and webinars, and encourage unit, council, district and region leaders to do the same.
- Update state PTA board lists in the National PTA database. Only state leaders entered into the database have access to the State Resource Bank.
- Visit the [National PTA Resources](#) section of the website.
- Visit the [State Leader Resource Bank](#) and identify items that may help you and your board.
- Learn what training [tools and resources](#) are available to your local units and boards and share the information.
- State PTAs should submit new samples throughout the year. Talk to your NSR about how to do this.
- Watch for exciting new train-the-trainer materials, and provide feedback on how we can improve our existing training opportunities across the board.
- Plan to attend both Legislative Conference and National PTA Convention to take full advantage of training and networking opportunities designed specifically for you. Consider bringing your president-elect as well.

Key National PTA Programs, Resources, Projects, and Benefits

Resource Development and Fundraising

What you should know:

- National PTA sponsor and member benefit provider information is available on PTA.org. The list is updated as new sponsors and benefits are added or as contracts expire.
- The Resource Development team is continuously seeking external collaboration. Many of these relationships will likely have opportunities for states that are interested and able to participate.
- PTA promotes partners, member benefit providers, and advertisers because the companies' success in building brand awareness among PTA members ensures their continued investment in PTA. Often, that corporate investment benefits state PTAs as well.
- National PTA does not endorse any commercial entity, product or service. State PTAs are encouraged to use similar language.
- The Resource Development team is eager to work with you. Reach out to them for assistance.
- National staff want to secure useful member benefit offers for the field and seek your input on what companies and offers are most valuable.

What you should do:

- Keep up-to-date on the latest sponsor and [member benefit provider](#) information and regularly promote these benefits to your PTA's membership. The more awareness and success for these companies, the more broadly they invest in PTA over time.
- Share your best practices and template materials with resource development staff, other state PTAs and your NSR.
- Avoid selecting state-level sponsors that directly compete with an existing National PTA sponsor. Rather, reach out to the National PTA team to ask for an introduction to a regional representative for your state from the National PTA sponsor.
- At the National PTA Convention, ask national staff to help you make connections with specific exhibitors and sponsors that you feel may be a strong fit for your state PTA. Together, we have more opportunity for success and we can present PTA as a unified, collaborative association.

Key National PTA Programs, Resources, Projects, and Benefits

WORDS OF WISDOM FROM PTA LEADERS:

“THE STATE RESOURCE BANK IS ONLY AS GOOD AS YOU MAKE IT. SHARE YOUR BEST RESOURCES WITH YOUR COLLEAGUES AND NETWORK WITH OTHER LEADERS TO ASK FOLLOW UP QUESTIONS OR TELL THEM YOU APPRECIATE THE ITEMS THEY HAVE SHARED.”

“MEMBERSHIP IS FAR MORE THAN NUMBERS OF MEMBERS—IT IS THE ROLE THOSE MEMBERS PLAY ON ADVOCACY ISSUES.... THE POWER OF MEMBERS TO UNDERSCORE THE PTA PRESENCE IN A STATE.”

Membership, Marketing, and Tools

What you should know:

- Membership is everyone’s job and the state PTA president sets the tone for membership.
- Know and share your state PTA membership goals with National PTA. We are ready to work with you to evaluate numbers and trends and provide advice.
- National PTA develops resources to assist with membership growth and relies on state PTAs to help promote these materials.
- Regular conference calls are held for state PTA membership chairs.
- Your PTA must submit a monthly dues report, even if your PTA has no dues to submit.
- NSRs are ready to help your PTA create a membership outreach plan and assist you in identifying outreach opportunities and connect with membership resources and opportunities.
- Spanish resources are available to assist you, as is a staff support of diversity efforts. A new Spanish Style Guide is available to adapt for state use.

What you should do:

- Become familiar with the depth of marketing materials available, including tip sheets, incentives and campaign materials. Ensure your state PTA website [links to these tools](#). Check out resources available on the [PTA Portal](#)—your state can customize these outreach tools.
- Familiarize yourself with the [Diversity Toolkit](#) and [Spanish Resources](#) available to help you do outreach.
- Participate in membership chair conference calls. Invite anyone within your PTA who is involved with marketing and outreach to join the call.
- Consult your NSR and board to develop strategies for retaining and recruiting members as you create your Membership-Extension Plan.
- Share successful membership initiatives with other state PTAs, your NSR and National PTA membership staff.
- Provide materials to the [State Leader Resource Bank](#) at PTATraining@PTA.org.
- Ensure that someone—preferably more than one person—from your PTA has been trained to use the National PTA database to submit dues reports, enter new unit information and update leadership contact information for your state board as well as your local unit leaders.

Key National PTA Programs, Resources, Projects, and Benefits

Communications

What you should know:

- National PTA publishes four e-newsletters: PTA Takes Action (advocacy), PTA Parent (members), Leadership Briefing (state leadership) and Local Leaders News (local leadership) in addition to regular reports from the National PTA President and updates from all PTA departments.
- [Our Children](#) is an online publication with easy to share articles for parents and PTA members. There is one print copy distributed in the spring.
- PTA uses multiple platforms to get out information and has a robust social media presence.
- The Back to School Kit is electronic and is considered to be one of the most valuable resources produced by National PTA.
- Experienced state presidents highly value the National PTA website.
- National PTA staff is available to assist state and local PTAs with media relations, spokesperson training and crisis management.
- National PTA provides [brand and style guidelines](#) and staff can assist with trademark and branding issues.

What you should do:

- Follow National PTA on [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#) and read the [One Voice blog](#). Share social media posts, articles, blog posts, news releases and photos .
- [Sign up for all e-newsletters](#), including your entire board.
- Explore [PTA.org](#). Be sure to login to fully explore the site. Get to know all the resources available to you and your units.
- Share great stories about grassroots advocacy success, your PTA successes, and PTA member profiles with National PTA communications staff and with your NSR.
- Designate and train at least one spokesperson. Contact National PTA communications staff for guidance when approached by media with a national reach and when facing negative press.
- Be familiar with all the resources available in the [PTA Back-to-School Kit](#), especially the Finance section which contains information that is useful for state PTAs as well as local units.

SOCIAL MEDIA:



[National PTA on Facebook](#)



[National PTA on Twitter](#)



[National PTA on YouTube](#)



[National PTA OneVoice Blog](#)



[National PTA on Pinterest](#)



[National PTA on Flickr](#)



[National PTA on LinkedIn](#)



[National PTA on Instagram](#)

Other Useful Information

State of the States Dashboard Report

You will be curious about how other state PTAs operate. National PTA began collecting state PTA statistics in 2012. The final report, the State to State Dashboard Report, is shared with all state PTAs. It contains information about board structure and activity, state PTA office and communication, and state PTA training and events and much more. You will be asked to contribute data before the report issued in March each year. Experienced state PTA leaders report that this data is useful to them as they evaluate state board structure and activity.

Regular Conference Calls

To help you stay connected, consider using these calls as a way to increase your knowledge and develop others' leadership. In many instances, you may be able to ask more than one person to participate in the calls. If you do not have a chair, consider joining the call yourself or asking someone else on your board to do so.:

- Federal Legislative Chairs: Every other month
- Membership Leaders: Quarterly
- State Arts Chairs: Monthly
- State Health and Safety Chairs: Quarterly
- ESSA Calls: Monthly
- State Treasurers: Quarterly
- State Presidents: Quarterly
- State President Elects: Quarterly

Please note that this list is subject to change.

TIP:

Contact your Nat Rep directly and introduce yourself. Share your PTA's successes. Prepare the Nat Rep for your event. The Nat Rep may be able to provide workshops in addition to the ones you selected on the Nat Rep form.

National PTA Representatives for Conventions and Conferences

State PTAs are entitled a visit from a National PTA Representative (Nat Rep) once a year. Do not confuse the Nat Rep with the National Service Rep (NSR)—they are two different people. . The Nat Rep is a National PTA officer or board member, or a senior staff member and he or she attends a state event of your choice. The Nat Rep gives a speech reinforcing the connection among all levels of PTA and emphasizing the benefits and value of PTA, and provides a workshop. You will have an opportunity to select from a list of workshops and individuals. Nat Rep request forms are sent to state PTAs twice yearly.

The Nat Rep request process is two-part: Part one requires you to choose individuals and workshops. Part two asks for specific housing, event and travel information. Your Nat Rep is assigned by the National PTA president. To avoid confusion and ensure communication among all involved parties, we encourage you to share the Nat Rep materials with everyone involved in organizing your event.

National PTA State Presidents and Presidents-Elect Linked in Group

You may want to communicate with others who are doing the same type of work as you. A LinkedIn group was created to allow state leaders to share and engage in conversation. Inclusion is by invitation only. Talk to your NSR about how to receive your invitation.

Additional Important Links:

Remember, this guide is not a complete list of all of National PTA programs, resources, tools, initiatives, and policies. It simply highlights important-to-know items identified by experienced state PTA leaders and national volunteer and staff leaders. The following links guide you to other information survey respondents found useful.

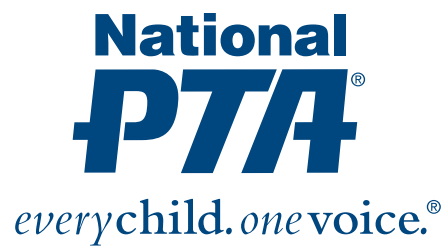
- **State Transition Toolkit** (timeline and strategies for ensuring smooth transitions)
- **Healthy Lifestyles**
- **Connect for Respect (C4R) and bullying information**
- **Family Reading Experience literacy program**
- **National PTA Travel Policy** (and how it applies to you)
- **Every Child in Focus information**
- **Tax Exempt Revocation resources**
- **IRS Form 990 and tax exempt guidance**
- **State Treasurer's Library of information**

Moving Forward In Your Term

Your success is important to us. National PTA is here to support your work and the work of your state PTA. Together, we work for children and families and to achieve PTA's mission. We suggest you arm yourself with information that will make you an effective advocate:

- Does your PTA have a strategic plan? What role do you play in the plan? Does it align with National PTA's Strategic Plan?
- Does your state PTA have a leadership development plan? An orientation plan? Recruitment strategy? What role do you play?
- Do you have a support system in place to help your state PTA move through "people" issues and into effective team work?
- Do you have an attorney and a parliamentarian to provide good guidance?
- Have you surveyed PTA members' needs related to advocacy, membership and leadership?
- How many children (0-18) are in your state? How many are in the public school system? What is your state education budget?
- What are your PTA's legislative priorities and plan for the year?
- Does your state have a relationship with your state school Superintendent/Commissioner?
- Is your PTA at the table in ESSA implementation and College and Career Readiness planning?
- What are your communication and meeting plans with state educational leaders and with your state's governor?
- Have you analyzed and compared state membership data and identified challenges, areas for growth, gaps, etc.?

National PTA understands that you are a volunteer. We are deeply grateful for your commitment and passion. The work of PTA cannot be done without your efforts. Imagine all we can accomplish together. What will your legacy be?



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