

### JULY 2010 BOARD OF MANAGERS REPORTS

#### Leadership Services Commission: Barbara Ledterman



- California State PTA leadership mentors are assisting districts as they go through the mid-term checkup and helping district presidents with training strategies and best practices.
- Nancy Cardenas is the new president of Thirtieth District PTA (Lassen, Plumas, Modoc and Sierra counties), and Tammi Suber has been elected president of Twentieth District (Monterey, San Benito and Santa Cruz counties).
- The commission is creating video training modules for use online. Officer training for president, secretary and treasurer, and an introduction to the PTA will be the first offerings.

#### Programs and Member Services Commission: Mary Galuska



- **JUST BETWEEN FRIENDS:** VIDEO CONFERENCE, GALUSKA AND OTHERS: This free, social networking program is used by National PTA and offers schoolwide applications as well as PTA networking. The new generation software being launched in August will add specific PTA applications, including volunteer hour tracking and an online Reflections entry system.

- **PTA Spotlight Award** instructions have been amended.
- **Reflections Chair Dell Goodman:** The **Reflections** theme for 2010-2011 will be "Together We Can." Please forward Reflections chairmen's contact information to council or district. **Theme Search** applications are due in the state office by Nov. 1, 2010.
- A Program Grab & Go Kit is being developed offering an organized presentation of PTA program pamphlets.
- **2009-10 Historian Report: Debbie Vincent:** With all but two districts reporting, PTA and PTSA volunteers donated 20,482,169 hours last year in their communities – even more than last year.
- **Honorary Service Award Selection Committee, Heidi McLean:** HSA honors surpassed last year, raising more money for scholarships. The committee is working to update the Golden Oak Certificate.



#### Communications Commission: Linda Mayo

- Roughly 175 **news reports** featuring California State PTA were generated April-June, with the focus being school funding and the joint lawsuit of PTA with California administrators and school board members.

- **Facebook** traffic is steadily increasing. State PTA is seeking "fans" and links to its **page** and **website**.



#### Convention Commission: Kathy Stevenson

- **Convention 2011**, to be held in Long Beach April 28-May 1, 2011, will be hosted by First District, Thirty-Third District, and Twelfth District.

- See highlights of the **2010 Convention**. Convention surveys have been analyzed and comments will be used in organizing next year's convention.

#### Community Concerns Commission: Brian Bonner

- **Grades of Green** is now an allied agency, as is **Attendance Counts**.



- **STATE SCHOOL ATTENDANCE REVIEW BOARD**, STATE DEPARTMENT OF EDUCATION, BONNER: The State SARB **supervision policy** has been amended.
- Sue Woodworth-Bennett and Bonner are helping plan the **Red Ribbon Week** kickoff event.
- Carl Barnes attended the **Disproportionate Minority Contact** regional training project of the California Department of Corrections and Rehabilitation. Findings: Stereotypes, even unconscious, affect behavior, but are amenable to change.
- PTA will participate in National Child Trafficking Day observances on Jan. 1, 2011 (1/11/11).

#### Education Commission: Suzan Solomon



- **CALIFORNIA MIDDLE GRADES ALLIANCE** MEETING, SOLOMON: Luncheon drew 11 legislators; 900 attended the **California League of Middle Schools** conference; **Taking Center Stage II** has instruction strategies; middle grades are a focus in the effort to lower high school dropout rates; a Google Earth mapping system application is being developed at CDE.

- Conference on **Performance Assessments for 21<sup>st</sup> Century Skills**: Solomon and Patty Scripter: Conference focused on education priorities and assessments of Canada, Singapore and Great Britain compared with the United States.
- **Western Association of Schools and Colleges**, meeting, Rosaline Turnbull: The WASC report is being aligned with **the Single Plan**. In Hawaii, legislation is pending to split the board into seven. Key issues in **accreditation of colleges** were discussed.
- **COMMISSION ON TEACHER CREDENTIALING**: MEETING, LINDA ROSS: Discussed draft procedures for alternative routes for preparation for expertise in specific subjects.
- **LINKED LEARNING ALLIANCE**: PATHWAYS TO COLLEGE AND CAREER SUCCESS: CONVENING, SOPHIA WAUGH: Reform recommendations include revising the California Education Code; changing finance systems; expanding curriculum and revising testing; training teachers to implement changes; improving flow from middle to high school; increasing support, counseling and work-based learning for students.

- **STATE BOARD OF EDUCATION**: MAY MEETING, SOPHIA WAUGH: Core subjects were reviewed for **digital textbooks**; the board approved levels for reading and math tests in Spanish for grades 5-7; discussed testing parameters, expanding testing window to 24 days; denied a charter in Ventura Co. after 80 parents spoke against it. A trustee with authority over the board and superintendent was appointed for **Alisal Union ESD** and a second trustee will have "stay and rescind" authority in Greenfield Union ESD. Both are three year appointments in Monterey County.

#### Health Commission: Colleen You



- **California Action for Healthy Kids** was accepted as an allied agency to the Health Commission.
- **FluBusters** will partner with National PTA again this year to promote flu vaccine clinics.
- **GUINNESS WORLD RECORD!** All those PTA members and kids who jumped for fitness are in the record books. The California Association for Health, Physical Education Recreation and Dance, partnering with Jamba Juice and others, got the

record for "Most People Skipping Rope (multiple locations)" with 70,880 participants from 294 schools.

- The [LA County Collaborative](#) sponsored "Sugar Savvy" ([Rethink Your Drink](#)) trainings in English and Spanish.
- PTA issued a floor alert supporting [SB 1157](#), a bill to ban the highest risk pesticides in all California public schools.
- [AMERICAN HEART ASSOCIATION](#): MEETING, YOU AND HINTZKE: Discussion of ways PTAs and the association can collaborate. AHA programs include [Alliance for a Healthier Generation](#), [Jump Rope for Heart](#) and [NFL Play 60 Challenge](#).
- [ALLIANCE WORKING FOR ANTIBIOTIC RESISTANCE EDUCATION](#) (AWARE), CONFERENCE CALL, YOU: AWARE is working on a pediatric pharyngitis initiative and [cold-cough kits](#).
- [BREAKFAST FIRST CAMPAIGN](#): STRATEGY SESSION, YOU AND JAMIE HINTZKE: California Food Policy Advocates and state PTA are partnering with others to promote school breakfasts.
- Health Lifestyles Grants: National PTA's [grant application](#) is due Sept. 10. California State PTA's [grant application](#) is due Nov. 15 in the office.

### Membership Commission: Carol-Ann Koch-Weser



- Membership in 2009-10 in [Golden State PTA](#), the statewide unit, was more than 350, a record.
- The state membership theme is "PTA – Connected for Kids." The new Membership Kit – [step by step guide](#) is now online. PTA cards are available through district PTAs, based on 2009-2010 membership.
- [NATIONAL PTA](#): NATIONAL COUNCIL OF STATES MEETING: KOCH-WESER: Key topics were stronger relationships between levels of PTA; getting input from all demographics. Just Between Friends explored to facilitate all of the above.
- **Diversity and Inclusion Committee: Deborah Kemper:** The Emerging Minority Leaders Conference (Ontario Airport, Oct. 16), has 101 scholarships available. Contact district PTA.
- **Student Involvement Committee: Suzanne Meloy:** There are six students on the Board of Managers for 2010-11: Eric Thompson and Lane Erickson return; Dimiter (Mitko) Radonov of Sixteenth District will serve on the education commission; Joey Rodriguez of Twenty-Third District will serve on the Community Concerns Commission; Kelly Gregg of First District will serve on Programs and Member Services Commission; and Mone't Wilburn of Fifth District will serve on the Health Commission.

### Parent Involvement Commission: Becky Reece



- The commission continues its work with California Department of Education on the [California State Action Plan for School, Families and Community Partnerships](#).
- Family Action Network: Meeting, Reece: Presentations on [engaging families](#) and as school leaders. State Migrant Parent Conference: Tom Horn and Marielena Huizar of PTA presented on building school partnerships.

### Finance Commission: Treasurer Diane Foote



- Online financial software for units is being developed. The prototype, still in testing, allows units to create monthly treasurer reports and annual financial reports with a click. The software has layers of permissions, allowing read-only access, and prepares tax information in line with IRS forms. There will be a graduated fee based on the unit's gross income.
- It is *crucial* that every PTA file tax forms [by this year's tax deadline](#) or lose its nonprofit status. As of the July meeting, 407 PTAs were delinquent in filing tax forms. The IRS is offering an [amnesty program](#) until October 15 for units who failed to file and had a due date before September 15th.
- The [insurance](#) premium for the 2011 calendar year will be \$196 for units and \$120 for councils and districts. Payment is due in the state office by Dec. 20.

### Legislation Committee: Debbie Look



- The California State PTA has taken positions on three initiatives slated for the November ballot, meaning PTAs and PTSAs may take action supporting the state PTA position, or may remain silent. They may not take a position in opposition to the state PTA position.
- [PROPOSITION 19](#), LEGALIZATION OF MARIJUANA: The state PTA has taken a *NEUTRAL* position on this measure, as it was determined that PTA does not have any relevant authorities to do otherwise.
- [PROPOSITION 24](#), REPEAL CORPORATE LOOPHOLES: The state PTA has taken a *SUPPORT* position on this measure, based on the commitment to fairly spreading the tax burden, and the dire need for revenue for education.
- [PROPOSITION 25](#), MAJORITY VOTE FOR THE STATE BUDGET: The state PTA has taken a *SUPPORT* position on this measure, which lowers the threshold to pass a state budget but does not lower the two-thirds requirement to raise taxes. The measure to reduce the threshold for local parcel taxes, which PTA supported, failed to qualify for the November ballot.
- [PERFORMANCE ASSESSMENTS FOR 21<sup>ST</sup> CENTURY SKILLS](#): CONFERENCE, PATTY SCRIPTER: Challenge for the future is to create motivated, self-reliant workers, which will take turning away from the recall-focused teaching and testing, to a focus on inquiry.
- ARTS EDUCATION ADVOCATES: MEETING, LOOK: Presentation on [Deeper Learning](#) by Hewlett Foundation about critical thinking. Americans for the Arts "[50 days in 50 states](#)" campaign.
- [BRINGING THE COMMON CORE TO CALIFORNIA](#): CONFERENCE, PATTY SCRIPTER: Implementation of adopted math and reading standards is expected to improve college success, with both content mastery and critical skills. Debate centers on algebra in eighth grade.
- [REPORT ON HIGH SCHOOL REFORM](#): ASSEMBLY SELECT COMMITTEE, NANCY VANDELL: Dr. Patrick Aynsworth of CDE spoke on personalizing learning plans for each student. Ideas include expanding the school year, use of technology and problem-based curricula, as well as combining career and college tracks so students are financially and career-management literate.
- [LINKED LEARNING FEASIBILITY REPORT](#): ASSEMBLY SELECT COMMITTEE, VANDELL: Speakers said budget crisis is opportunity. Businesses need work-ready graduates. [Multiple Pathways](#) and linked learning will help close the achievement gap.
- **Resolutions Committee: Brenda Steffen:** Two 2009 California resolutions, [Teen Driving Safety](#) and [Social Host Accountability for Underage Drinking](#) were adopted by National PTA. For more information on resolutions, click [here](#).



### Parliamentarian: Sue King

- [E-bylawS](#) use is increasing and Phase Two testing continues. The parliamentarian processed 885 sets of bylaws during the 2009-2010 year.



### President-elect: Carol Kocivar

- For information: [EdSource](#) has timely, nonpartisan explanations of school funding issues. [Read California and the "Common Core"](#) and get [news and resources](#).
- COMMUNITY CONNECTIONS: A ceremony was held for 19 graduates of the school [Family and Community Partnership Leadership Academy](#) of Sacramento Unified School District and California State PTA. Their curriculum included raising achievement through parent engagement; role of parent groups and working with businesses.
- [Facebook](#) and National PTA are creating program for responsible Internet use by youth.
- National PTA [Convention Workshop materials](#) are available online until August 31.

**President: Jo Loss**



■ [Robles-Wong v. California](#), the California State PTA’s joint lawsuit with groups representing school administrators (ACSA) and school boards (CSBA), continues with procedural work. The lawsuit challenges the state of California’s system of education funding.

■ Loss submitted a statement to the U.S. Supreme Court endorsing [AB1179](#), the 2005 California law to restrict sales of violent video games to children. The court is expected to hear the case this fall.

■ California State PTA will once again survey its local leaders to find how we can best meet their needs.

■ State PTA board members testified at a California Board of Education hearing as a voice for parents.

**Executive Director: Paul Richman**



■ See the [2009-2010 Annual Report](#) for California State PTA.

■ New [member benefits](#) for PTAs are being provided by businesses.

■ “[Parents Know the Answer](#)” public service announcements on DVDs have been sent to television stations thanks to the Pearson Foundation. Members are asked let us know when they run.

■ The office is working with membership to gather officer contact information to strengthen support, also enhancing membership outreach and retention efforts with surveys and data collection.

■ Our members are asking for technological support, and we are providing a suite of services for units: Networking, calendar and e-mail help through [Just Between Friends](#); the online financial program being developed; and [e-bylaws](#).

■ Wal-Mart Foundation Engaging Emerging Leaders Grant: We have expanded translation of materials and conferences, are creating pilot video trainings and supporting the Emerging Minority leaders Conference. California State PTA is one of five nonprofits in the state vying in the Wal-Mart Associate Choice program. Employees vote to award one \$100,000 grant.

■ **Special Committee for Arts Education, Patti Yomantas:** The committee is moving forward with a pilot parent engagement program at 16 schools.

**National PTA: Report of Carla Niño**

■ National PTA has completed its move to the Washington, D.C., area. Its new contact information is:

National PTA Headquarters  
 1250 N. Pitt Street  
 Alexandria, VA 22314  
 Phone: (800) 307-4PTA (4782)