

California State
PTA
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Spotlight Awards

Unleash the power of

PTA

April 29 - May 2, 2010

111th Annual
CONVENTION
Sacramento, California

2010 SPOTLIGHT AWARD RECIPIENTS

This award was formerly known as the My PTA/PTSA Award. The name was changed to reflect the new realities facing local units and councils. This program recognizes the achievements of local units and councils in familiar and new categories. Applicants may apply in multiple categories, including; Leadership Development, Student Support and Achievement, Environment, Family Involvement, Membership and Outreach, Collaboration, and Advocacy. To be eligible, a unit must be a member of the Chairman's Club in the year in which the award application is submitted.

COUNCILS

Membership and Outreach

Torrance Council of PTAs, Inc., Thirty-Third District

This council participated in its district's DELMAC (District English Learner Multicultural Advisory Committee) Open House. Information was presented in nine languages. When council members realized that their Japanese families were underrepresented, they undertook the project of having the California State PTA brochure "Involvement Makes a Difference" translated into Japanese. This project compliments their Membership theme: "Building Community Unity."

Family Involvement

Fremont Council PTA, Peralta District

Peralta Council members saw the need for parent education to reach more families. They organized a two-part parent education series, Parenting: Personality and Family Dynamics, presented by a licensed marriage and family therapist. They offered these workshops free of charge, instead asking families to bring non-perishable food, diapers and socks for a local domestic-violence shelter. The attendance was very good with both parents and teens from 26 different schools attending.

Student Support and Achievement

Corona-Norco Council of PTAs, Twenty-Third District

"Teaching our students at an early age how to become leaders ..." is the philosophy of the Corona-Norco PTA Council. Its Red Ribbon committee, which is comprised of more than 50 percent students, is chaired by a student. It is its responsibility to organize the Red Ribbon event and to deliver the Red Ribbons to all of the schools in their council, including private schools. In addition, students sit on the Unity Student Board, American Cancer Society Board and the school board has a student member. Student leadership activities continue throughout the year.

Collaboration

Lake Elsinore Council PTSA, Twenty-Third District

Good communication between parents, principals and the superintendent was the goal for the Lake Elsinore Council PTSA. To achieve that the superintendent and the council president together created a Principal/President's Pledge. This pledge outlines the expectations that presidents and principals have for their leadership teams. This pledge hangs in every principal's office and is in the PTSA president's procedure book.

Environmental

Torrance Council of PTAs, Inc., Thirty-Third District

To combat the problem of E-Waste, Torrance Council organized a city wide "E-Waste Donation Day". They promoted the activity throughout their council and at city council meetings, chamber of commerce and public libraries. The event was very successful and it has become an annual event.

Leadership

Capistrano Unified Council of PTSAs, Fourth District

Developing qualified leaders is imperative to the health of the organization. Capistrano Unified Council PTSA developed a monthly schedule of important topics that council members wanted to review with their presidents. The topics are relevant to their calendar of events. They restructured their monthly meeting into two parts: the President's Roundtable and the business meeting. In addition to the presidents, they invited the appropriate executive board member from the unit to the workshops. This strengthens not only the council leadership but the unit's as well.

Membership and Outreach

San Juan Hills High School PTSA (4th)
Capistrano Unified Council of PTAs Council

San Juan Hills High School PTSA found a need to develop a diversified membership and to reach out to all families. They developed a goal to meet that need. Their outreach efforts included new collaborations and they were successful in bridging potential barriers and trust issues. Their membership increased by both numbers and diversity.

Family Involvement

Los Cerritos Middle School PTSA (12th)
Conejo Council

“Pitch in and Make a Difference” is a well chosen theme for the Los Cerritos Middle School PTA. When they say how the downturn of the economy was affecting the families in their school, they decided to do something about it. They held a Charity softball game to benefit MANNA. MANNA is a non-profit food bank that helps families in the Conejo Valley. 100% of the proceeds went to the food bank. They enlisted another local middle school to join them in their efforts. Besides helping the food bank, they created a community bond amongst the parents, students and teachers. This sense of community lead them to also hold a successful blood drive.

Student Support and Achievement

Dana Hills High School (4th)
Capistrano Unified Council of PTAs Council

After the tragic death of one of their students, Dana Hills High School PTSA decided that things needed to change. They worked with the staff and students to bring awareness of the consequences of bullying. They created “Blue Ribbon” week to take a stand against all types of bullying. On the first day of the Kick off, the students were greeted with blue ribbons and balloons. The students prepared a “quote for the day” making a stand against bullying. The quotes are included in the morning announcements. They held a Parent/Student Education Night on the subject, “What is School Really Like”. They posted posters stating the Six Pillars of Character throughout the school. Teachers and Staff gave out blue tickets to students who were caught “doing good”. There was a drawing at the end of the semester.

Advocacy

Thomas A. Edison Elementary PTA (1st)
Burbank Council

Thomas A. Edison PTA members embarked on an advocacy campaign to correct a dangerous situation, after years of city officials refusing PTA’s requests to provide a crossing guard at a busy six-way vehicle intersection combined with an additional two-way crossing for bicycles and pedestrians (all protected only by stop signs) near their elementary school, and several close accidents involving children crossing the street for school. PTA leaders were able to demonstrate that this was a unique type of intersection that warranted an exception to state guidelines cited by the city. Over several months, petitions, testimony at traffic commission and other public meetings, rallies and press coverage were all employed successfully, and the city council unanimously approved funding for a crossing guard. As a result, more parents now are walking

their children to school, and traffic violations are down significantly. Children involved in the advocacy effort also witnessed a civics lesson personally. This is a great example of how grass-roots advocacy and persistence can make a difference for children.

Collaboration

Dana Hills High School (4th)
Capistrano Unified Council of PTAs Council

To combat the problem of teen drinking, the Dana Hills High School PTSA joined with local civic groups and started an Underage Drinking Awareness Program: Minor Drinking, Major Problems. The first stage of the program was merchant education. Merchants in the area received an educational packet and the opportunity to attend

“Responsible Beverage Service” trainings. They held an Underage Drinking Town Hall meeting where students and parents were invited.

Environmental

Oso Grande Elementary (4th)
Capistrano Unified Council of PTAs

This PTA used its school colors and the mascot, the grizzly bear, to create an environmental theme, “Blue and Yellow make Green Grizzlies”! To eliminate the school fliers sent home with the students, representing more than 20,000 pieces per month, PTA members made their website their main source of information. The website is updated every week. In addition, they encourage the use of “Go Green Lunchboxes,” which have washable inserts so they may be re-used. They have competitions for the class that collects the most water bottles. As part of their literacy week, they recycle books in a book swap. They are well on their way to becoming a truly “Green” school.

Leadership

Flory Academy of Science and Technology PTA (12th)
Moorpark Council PTA

While attending the 2009 California State PTA Convention, the delegates from Flory Academy of Science and Technology PTA realized that to obtain everything they wanted for their school, they would have to develop a leadership plan. At their ice cream social they surveyed the parents on what they wanted for programs, fundraising and, most importantly, what goals they wanted to set. They developed a better communication model by using the Internet as the primary means of communicating with parents. They recruited parents to take positions as chairmen. They created a document which categorized each committee as administrative, fundraiser or program. This helped clarify what is required for each committee. The attendance at their monthly meetings has doubled.