PTA®
everychild. one voice.®
Welcome to PTA
Leadership: Onboarding

Heather Starks,
Minnesota PTA President
TOPICS FOR TODAY

• SETTING THE STAGE: State Education & Health Updates
• WHY PTA?
• PTA in PANDEMIC TIMES (deeper dive next week)
• PTA STRUCTURE
• MEMBERSHIP & NEW MEMBERSHIP CAMPAIGN
• THE BUSINESS OF PTA
• SET YOUR YEAR UP FOR SUCCESS!
• PROGRAMS
TOPICS FOR NEXT WEEK

PTA IN PANDEMIC TIMES

- Budgets/Fundraising, including getting out of contracts, finding grants, eBanking
- Community Building, including Family Engagement Strategies & Virtual Events
- Advocacy
- Remote Voting
- Running a Virtual Meeting
- Diversity, Equity, & Inclusion Practices

(other suggestions?)
TOPICS FOR THE FUTURE

TREASURER 101, including FINANCIAL BEST PRACTICES

COMMUNICATION in TODAY’S WORLD

THE BIG ”A” and LITTLE “A” of ADVOCACY

MEMBERSHIP – WHY PTA?

EMERGENCY & UNIVERSAL BYLAWS

OTHER (suggestions welcome!)
SETTING THE STAGE:

State Education & Health Updates
Back in June, Governor Walz directed school districts to plan for three return to school scenarios: in-person, distance learning, or hybrid. On July 30, he announced that school districts could choose which “base learning model” to begin the school year, using several factors including county health data. Details can be found in the Safe Learning Plan for 2020-21.  
https://mn.gov/covid19/for-minnesotans/safe-learning-plan/overview.jsp

Goals
• Prioritize the safety of students and staff
• Prioritize in-person learning, especially for younger learners
• Consider infectiousness and transmission risk among different ages
• Support planning, while permitting flexibility for districts
• Take into account disease prevalence at a local level
REOPENING SCHOOLS

**How do schools determine their safe learning model?**

**STEP 1** Minnesota Department of Health (MDH) will use data from counties to determine a base learning model for public schools.

**STEP 2** Minnesota Department of Education (MDE) will share county data and the consultative process for public schools to engage with education and public health experts to review their county health data and safe learning plans.

**STEP 3** Public schools, with their incident command team, will evaluate their ability to implement required and recommended health best practices.

**STEP 4** Public schools, in consultation with public health, will determine a learning model to begin the school year and communicate that decision with their school community.*

**STEP 5** Public schools and MDH will monitor the community and school-level impact of COVID-19 on a regular basis. Adjustments will be made to the learning model if needed.

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**Safe learning models:**

- **Distance learning**
- **Hybrid learning**
- **In-person learning**

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* Regardless of learning model, all public schools must offer an equitable distance learning option to all families.
## REOPENING SCHOOLS

<table>
<thead>
<tr>
<th>Number of cases per 10,000 over 14 days, by county of residence</th>
<th>Learning Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-9</td>
<td>In-person learning for all students</td>
</tr>
<tr>
<td>10-19</td>
<td>In-person learning for elementary students; hybrid learning for secondary students</td>
</tr>
<tr>
<td>20-29</td>
<td>Hybrid learning for all students</td>
</tr>
<tr>
<td>30-49</td>
<td>Hybrid learning for elementary students; distance learning for secondary students</td>
</tr>
<tr>
<td>50+</td>
<td>Distance learning for all students</td>
</tr>
</tbody>
</table>

Data from August 6, 2020. Updated every Thursday - two week rolling average [https://www.health.state.mn.us/diseases/coronavirus/stats/wschool.pdf](https://www.health.state.mn.us/diseases/coronavirus/stats/wschool.pdf)

Districts can go more restrictive (lower on the chart) without permission. Your district should be making a decision soon, if they haven’t already. Models are likely to change as the school year goes on as data changes.
REOPENING SCHOOLS

**Required for In-Person and Hybrid Learning**

- Masking Policy
- PPE for direct support student services
- Build routines of hygiene education & practices
- Daily cleaning and frequent cleaning of high touch surfaces throughout the day
- Building level COVID-19 program coordinator, with optional student counterpart
- Limiting nonessential visitors/volunteers/external groups
- Discontinue large gatherings/activities that do not allow for social distancing
- Monitoring and excluding for illness

**Required for Hybrid Learning**

- Social distancing of 6 feet at all times in school buildings
- School facilities at 50% capacity
- Transportation at 50% capacity
- Sufficient staffing levels to meet the requirements of the model
USE OF SCHOOL BUILDINGS

“Nonessential visitors, volunteers, and activities involving external groups or organizations should be restricted.”

“For indoor meetings or events held by an outside organization in school facilities, the seated entertainment and meeting venue guidance must be followed, and a preparedness plan must be developed and shared on your district or school's website. The occupancy limits are set at 25% capacity, not to exceed 250.”
USE OF SCHOOL BUILDINGS

Contact your district about their policies for outside groups using district facilities this year. It’s unlikely schools will be open for groups if district is in a full distance learning model.

For PTA meetings & events:

Consider outdoor venues when possible (note, movie licenses typically do NOT cover outdoor viewing).

Explore other venues/opportunities in your community or virtual options.

Be ready to create a preparedness plan:
https://staysafe.mn.gov/industry-guidance/all-businesses.jsp
SO NOW WHAT?
WHY PTA?

MISSION: To make every child’s potential a reality by engaging and empowering families and communities to advocate for all children. (Every Child, One Voice)

VALUES:
• Collaboration
• Commitment
• Diversity
• Respect
• Accountability

DEFINE FOR YOUR COMMUNITY: What value will YOUR PTA bring to your school community this year? How might that look different than in the past?
PTA in PANDEMIC TIMES

BUDGET/FUNDRAISING: What items in your budget may need to be reallocated (ie. funds for bussing to fieldtrips)? What items/support could your school use this year (ie. items for outdoor learning)? How might fundraising look different? Do you want to save vs. spend this year?

COMMUNITY BUILDING: What activities are currently on your calendar that need to be reimagined? How can you build community from a distance? (“Family Engagement in a Virtual World” Webinar)

ADVOCACY: How are you going to help parents have a voice in decision making at the school & district level this year? How will parent feedback be incorporated in to plans now and in the future?
WHAT IS PTA?
Structure of PTA

You are part of a large family!

**Member (THAT’S YOU!)** – approx. 8,000 individual members in MN

**Unit** – approx. 200 across the state

**Council** – 3 (Duluth, Bloomington, Rochester – always open for more)

**State** – 12 board members + 1 P/T office manager

**National** – 3.5 million members! Headquarters in Alexandria, Virginia
MEMBERSHIP

**DUES:** $2.25 National + $4.00 State = $6.25 total per member (minimum 20 members per unit – requirement waived with authorization)

**MEMBER:** pays dues to unit, price varies. Examples…
- $5 per member (unit picks up additional $1.25 from fundraising)
- $10 per member
- $15 per member, $20 per family (pays 2 memberships)
- $10 per member, $5 per student

Unit should charge amount to cover “cost of operation” (see next slide)

Most units allow for “scholarships” – both for members to gift AND for members to request.

You may also get corporate sponsorships to cover membership costs.
Q: What is “cost of operation?”

A: Any cost incurred to operate the unit. Examples:
   Insurance (all units are strongly encouraged to hold insurance)
   Childcare for meetings
   Translation services (in person or print)
   Meals at meetings
   Transportation (to support members attending meetings)
   Printing costs

A unit that charges $15/person would retain $8.75 for operational costs. For 20 members, that is $175.
Ever wonder where your PTA dues go?

$6.25

**Minnesota PTA**
$4.00

What is provided to you:
- Reflections art program - local recognition and award ceremony
- Office Support - office staff to respond to all email and phone inquiries, and unit needs
- Annual convention - annual training, keynote speakers, resource development
- Board Member Support - Board Member interaction with your PTA on request
- Access to resource materials - meet and greets, online files, training videos & more
- Fall packets - mailed to your school with information to help manage your PTA
- Technology support - MN PTA website, social media & communication development
- Advocacy - Advocating at the state legislature to help support student needs
- Diversity and inclusion - Diversity and inclusion training and support
- Bylaw assistance - bylaw assistance and template drafting for all PTA's
- Many other resources and assistance provided for you on request

**National PTA**
$2.25

What is provided to you:
- Our Children magazine
- Professionally designed public service announcements
- National PTA Annual Convention registration information
- A Back-to-School kit
- Teacher Appreciation Week ideas
- Select resources developed in collaboration with PTA's national partners
- National PTA's Membership Achievement Program
- Numerous resources on parent involvement programs, fundraising, and more
- Advocacy at the international level working to support children across the globe
- Online parenting resources
- E-newsletters on parenting and legislative issues
- Exclusive National PTA member benefits and sponsor offers
- Leadership training opportunities in-person and online
- Discounted member rate for PTA's annual national convention, magazine subscriptions, and more
- The Member-to-Member Network
MEMBERSHIP via MemberHub

Minnesota PTA launched MemberHub at our 2019 State Convention. Admittingly, the rollout has not been as smooth as we’d hoped – some PTAs love the platform, others have nothing but frustration. We hear you, and we are working on solutions.

Membership campaigns with electronic means of joining will be critical in the pandemic. We hope MemberHub can be a resource for you and your units as you gather members this fall and beyond.

If you have issues using MemberHub, contact their support line or join one of their live workshops: https://www.memberhub.com/workshops

If you have further questions, contact our office: mnpta@mnpta.org
Introduction Video:
https://youtu.be/vG74RpvbGas

Membership Resources:
https://www.pta.org/home/run-your-pta/membership-campaign?utm_source=Informz&utm_medium=Email&utm_campaign=PTA&_zs=j7gBX&_zl=AxeB2
THE BUSINESS OF PTA
FIRST THINGS FIRST

1. Join National PTA’s website: https://tinyurl.com/y6rsamf4

2. Once registered, dig through the Local Leader Kit: https://www.pta.org/home/run-your-pta/local-leader-kit-access

3. Make sure you and your fellow officers are in MemberHub. That way you won’t miss anything from Minnesota PTA.

4. Follow Minnesota PTA on Facebook, Twitter, and Instagram.

5. Ask to join the Minnesota PTA Officers Facebook Group. https://www.facebook.com/groups/MNPTAOfficers
PREVIOUS OFFICER’S DUTIES

The following items should have been completed by past officers. Let us know if you need help completing anything.

END OF YEAR CHECKLIST:

FISCAL REVIEW:
STANDARDS OF AFFILIATION

(Previously known as “Unit in Good Standing”)

1. Officer Lists (submitted by July 1)

2. Taxes (submitted by November 15)
   [https://mnpta.org/resources/tax-filing-information](https://mnpta.org/resources/tax-filing-information)

3. Dues (submitted by December 1)

4. Universal Bylaws & Standing Rules
   [https://mnpta.org/bylaws-2/](https://mnpta.org/bylaws-2/)

All PTAs in Minnesota follow a Universal set of Bylaws. Each unit has their own unique Standing Rules that “personalize” how your association functions. Standing Rules are submitted once to the office when initially written and should be reviewed annually. When changes are made, the updated document should be submitted to the MN PTA office.
STANDARDS OF AFFILIATION

(Previously known as “Unit in Good Standing”)

Other items are likely to be added after our fall state board retreat. Such as…

Secretary of State Filing (annual)
Attorney General Filing (annual if qualified)
Insurance
   General Liability, Bond, Property, Officers

More information will come this fall/winter, but requirements won’t kick in until 2021-22 school year. Do NOT let this stress you out…
Q: Who can serve as an officer of a PTA unit in Minnesota?

A: Anyone.

This question has come up a lot this year due to previously committed officers changing schools due to the pandemic. The only requirements to be an officer in a local PTA are:

- 18 years old
- Resident of Minnesota
- Dues paying member of the PTA unit

We know that many families will be making temporary transitions to a new school community this year, but intend to return in 2021-22. Previously committed/elected officers may stay in their PTA even if they will not have a student at the school this year.
Minnesota PTA previously gave the guidance that local PTAs whom had contested elections in the spring should wait until fall, because we naïvely thought we’d be “back to normal” by now. Since that is not true, PTAs have three options for remaining officer elections:

1. Meet at the school (indoors or outdoors) or other public location following social distancing measures & procedures to conduct an election. Location MAY NOT be a private home or other non-public area.

2. Conduct the election virtually through programs such as Election Buddy or OpaVote. Votes must be by verified members but anonymous to everyone but the secretary (meaning virtual meetings are out).
3. Emergency Bylaws allow for current officers to stay in place until new officers are elected. If elections are not possible, current officers may extend their term until June 30, 2021.

A few notes:

If your Standing Rules do not spell out when officers take office, they default to the start date of the fiscal year (July 1).

The Executive Board can remove an officer who is not doing their job by following the procedure spelled out in the Universal Bylaws.

HOW TO MAKE 2020-2021 THE BEST IT CAN BE
SET YOUR YEAR UP FOR SUCCESS!

**ANSWER YOUR WHY:** Why are YOU in PTA? What role will your PTA serve this year? What will a successful year look like?

**SPEND A LOT OF TIME ON RELATIONSHIPS:** The principal. The executive board. The members. The non-members. The staff. The students. How can EVERYONE feel welcome, wanted, and valuable in your association?

**THINK ABOUT INCLUSION:** Who has a voice in your PTA? What perspectives are missing? Who has not received an invitation to be a member? Who doesn’t feel valued?
SET YOUR YEAR UP FOR SUCCESS!

SET YOUR CALENDAR: Meetings, events, fundraisers – get as much on the calendar as you can early.

BUDGET: If you did not approve a working budget last spring, you will need to do that first thing this fall. This includes choosing fundraisers (or getting out of current contracts), removing/moving line items, etc. Members drive the budget – not the exec board, not the principal.

SET YOUR YEAR UP FOR SUCCESS!

Look out for yourself…

Take care of your mental and physical health – running a PTA is a ton of fun when you are healthy. And in a pandemic, health is key. Put your oxygen mask on first before helping others.

Say no. Delegate. Ask for help. If there is no one available to run an event, cancel it. Yes, it’s hard – but you are not superhuman. Set boundaries and stick to them.

Find the fun: Host remote Happy Hours just for members to get to know each other, or other “get to know you” activities.
PROGRAMS & DATES

REFLECTIONS
National PTA’s Art Program – we had FIVE National winners this year!
2020-21 Theme: I Matter Because…
https://mnpta.org/reflections/

SCHOLARSHIP
On hold this year

ANNUAL CONVENTION
SAVE THE DATE! Saturday, April 17, 2021
@Wilder Foundation in St. Paul
THANK YOU!

QUESTIONS?
Additional Information

www.mnptta.org
(952)767-4909
mnptta@mnptta.org