

Building a "New Foundation"... In TODAY's Kentucky PTA!

# Kentucky PTA Bulletin

September 2014

*Mission: To make every child's potential a reality by engaging and empowering families and communities to advocate for all children*

## In This Issue

[Important Forms](#)

[PTA Websites](#)

[Leadership Messages](#)

[Leadership Information and Resources](#)

[Convention/Leadership](#)

[Membership](#)

[Programs](#)

[Advocacy](#)

[Financial](#)

## Important Forms

- [Kentucky and National Dues](#)
- [District Dues](#)
- [Financial Review](#)
- [Advocacy Training Registration](#)
- [Officer and Chairmen Information](#)

## PTA Websites

- [14th District](#)
- [15th District](#)
- [16th District](#)
- [Kentucky](#)
- [National](#)

## Leadership Messages

### Kentucky PTA President Message

Hello PTA Friends and Family!



Our Kentucky PTA Convention/Leadership was an exciting time for many PTA leaders from around the state. There were many informative workshops, vendors to visit, and time to network with fellow leaders. Many of you were able to talk with our National PTA President, Otha Thornton, and National PTA Service Representative, Ivelisse Castro. I want to thank Kelly Capps, her committee, and the Kentucky PTA Board and staff for all their hard work in making this convention a success. Please SAVE THE DATE for the 2015 Kentucky PTA Convention which will once again be held at the Saber & Quill, at Fort Knox on July 9- 11.

Here are a few reminders of some necessary work.

- Do you have your Leaders Packet, which contains membership cards, important forms and information? If you have not received this packet, contact your district president or call the Kentucky PTA office at 502-226-6607.
- If you have not completed the [Officer and Chairman Information form](#), please fill out and email to [kentuckypta@bellsouth.net](mailto:kentuckypta@bellsouth.net).
- Your membership drive should be well on its way. Don't miss the great opportunities to enroll members in these early weeks: open house, school dances, fall festivals, football games etc.
- Your PTA budget should be finalized and presented to your membership at the first general meeting of the year, a requirement for spending money.

Thank you for your leadership in your school's PTA. I cannot stress enough the important role each of you play in the educational lives of the children who are our future. The Board of Managers and I will be looking to all of you to help us help kids. PTA was founded in 1897 as an Advocacy Association and our history is long and honorable. We need to continue the work of PTA like those that came before us.

I strongly believe that TOGETHER WE CAN by Building a "New Foundation"...In TODAY's Kentucky PTA!

Edward Squires

### **National PTA President Message**

#### **Otha Thornton**

Greetings! Welcome back to school and back to PTA! PTA volunteers had a wonderful year last year. As leaders took the voices of our children to our communities, administrators, and elected officials in Congress and the White House, they not only left impressions, but they left great footprints.

[Read more...](#)



### **Kentucky Commissioner of Education Message**

#### **Terry Holliday**

The 2014-15 school year is upon us, and it's going to be an exciting and busy school year for Kentucky public school students, educators and parents. Many new and continuing initiatives will require the time and attention of the Kentucky Department of Education (KDE), school districts, schools and educators. All of these efforts support our ultimate goal in Kentucky: college and career readiness for ALL students. Here is a quick look at some of the major initiatives and undertakings this coming school year. [Read more...](#)



## **Leadership Information and Resources**

### **Upcoming Events**

- 9/23 - Kentucky PTA Kids' Day
- 10/15 - Required Membership Dues
- 11/6-11/7 - Kentucky PTA Advocacy Training
- 11/15 - File 990 with IRS
- 11/15- Membership Dues
- 12/15 - Membership Dues
- 6/26-6/28 - National PTA Convention in Charlotte, NC
- 7/9-7/11- Kentucky PTA Convention in Fort Knox, KY

### **Leaders Notebook**

The Kentucky PTA Leader's Notebook is available on the [KY PTA website](#). Click on the tab at the top "For Members" and then find the Leader's Notebook for 2014-15. Contents include:

- All forms you will need throughout the year from membership reporting to awards and recognitions and scholarships - check them all out
- A section on Basics which includes bylaws forms if your need to renew those soon
- Financial Matters - everything regarding finance all your board members should be aware of
- Great ideas in the membership and program section
- And of course advocacy and legislation

### **E-Learning Library**

There are now 14 E-learning courses available on the National PTA's website, including Board Basics and sessions for President, Secretary and Treasurer roles. Check out the full course offering online by [clicking here](#).

### **Executive Committee**

- President - Eddie Squires at [kypta.president@gmail.com](mailto:kypta.president@gmail.com)
- President Elect - Cherie Dimar at [kypta.preselect@gmail.com](mailto:kypta.preselect@gmail.com)
- VP Leadership and Outreach - Mark Hartman at [markohartman@frontier.com](mailto:markohartman@frontier.com)
- VP Organization Services - Kelly Capps at [kelly.capps@uky.edu](mailto:kelly.capps@uky.edu)
- VP Programs - Leeann Myers at [Leamyers1@aol.com](mailto:Leamyers1@aol.com)
- Secretary - Liza Holland at [liza@lizaholland.com](mailto:liza@lizaholland.com)
- Treasurer - Brian Wampler at [bwampler68@gmail.com](mailto:bwampler68@gmail.com)
- Legislative Commissioner - Sharon Whitworth at [sharon.whitworth@jefferson.kyschools.us](mailto:sharon.whitworth@jefferson.kyschools.us)

## Convention/Leadership

### **2014 Kentucky PTA Convention Wrap-Up**

*As I began my first year as president, I found myself searching for any and all direction. I knew some key area needed attention - dealing with finances and diverse populations. I attended every session I could in these areas, along with some on Common Core, engagement and other areas. Not only did I learn a lot from the presenters, I met other officers with similar questions and others who offered great advice and inspiration. I was so amazed at the quality of the presentations and the thought that was given to what the local PTAs need. I also had the opportunity to meet PTA members and leadership in my district. They made me feel very much at home and part of a group with a mission to help our children. I am very glad I made attending the Kentucky PTA conference a priority this year. It gave me knowledge and insight that is helping me be an effective leader for my local PTA. I would encourage every PTA officer to attend, given the chance. Kudos to the state and conference leadership for a great event!*

Selena Stevens, President  
Lemons Mill Elementary PTA  
Georgetown, KY

*Attending the 2014 KY PTA state conference was a great experience. The wide variety of session topics means there's something for everyone. From a discussion of financial guidelines to tips for running an effective meeting, from recruitment ideas to strategies for involving student members in a PTSA, each session was filled with useful information and great ideas. The experience has prepared me to be a more effective leader and will support our PTSA in better serving our students and school community.*

Cynthia Aossey, President  
Second Street School  
Frankfort, KY



### Outstanding Local PTA Award Winners 2013-2014

- Paul Mason Legislative Advocate for Children Award
  - Steven L. Beshear, Governor of Kentucky
  - Cindy Heine, Associate Executive Director Prichard Committee
  - Janice Jackson, Kentucky PTA Consultant



- Newsletter Award
  - duPont Manual PTSA 15th District
  - Veterans Park Elem PTA 16th District
- Volunteer Participation
  - Laukhuf Elem PTA 15th District
- Penguin Award (Outstanding Male Involvement/Participation)
  - Stephens Elem PTA 14th District
- Membership Campaign
  - Stephens Elementary PTA 14th District
  - Western Middle School PTSA 15th District
- Educator Award
  - Dr. Scott Hooper, Principal Jeffersontown Elem 15th District
  - James Detwiler, Principal Stephens Elem 14th District
  - Austin Allain, Principal Western Middle 15th District
- Website Award
  - John F Kennedy Elem PTA 15th District

- Outstanding Volunteer
  - Katie Bogan, Dunn Elem PTA 15th District
- Classified Personnel
  - Paula Fox, Western Middle PTSA 15th District
- Outstanding Programs
  - Hite Elem PTA 15th District
  - East Oldham Middle PTSA 13th District
  - duPont Manual High PTSA 15th District
  - Summit View Elem PTA 14th District

**Congratulations to all the units that received state membership awards for the 2013-2014 school year! [Click here](#) to view the full list of award winners.**

## Membership

### Membership is Key

We are back in school and the membership campaigns are in motion! Always remember during your campaign that members are the most important part of your PTA/PTSA. Members are the key to success, parent involvement, advocacy and empowerment! Remember the P in PTA does not just stand for parents, but also grandparents, aunts, uncles, friends, and neighbors.

Congratulations to the following 36 schools that had over 100 members by August 15th:

District 6: Niagara School; District 8: McNeill Elementary; District 12: Elkhorn Middle, Lemons Mill Elementary, Royal Spring Middle, Spencer County Elementary; District 13: Crestwood Elementary, East Oldham Middle, Harmony Elementary, LaGrange Elementary, Locust Grove Elementary, Oldham County High School; District 14: Goodridge Elementary, Gray Middle School, New Haven Elementary, North Pointe Elementary, Stephens Elementary; District 15: Ballard High, Brandeis Elementary, Brown School, Eastern High School, Hite Elementary, Jefferson County Traditional Middle, Lincoln Elementary Performing Arts, Louisville Male High, Noe Middle, Pleasure Ridge Park High, Seneca High, Western Middle; District 16: Ashland Elementary, Garden Springs Elementary, Maxwell Elementary, Stonewall Elementary, Tates Creek Middle, Veteran Park Elementary and Wellington Elementary.

These 36 schools were put into the Back to School drawing and Noe Middle School in District 15 is the winner of the \$100 prize!

We have more membership drawings this year, so make sure to send in your membership dues to Kentucky PTA to get entered!

- January 15 - Strive for Five drawing for PTAs/PTSAs with a 5% Membership Increase by January 15
- March 15 - Reaching High for Kentucky Kids drawing for PTAs/PTSAs with a 10% Membership Increase by March 15

If you need to order more membership cards or have any questions about membership, send a request when you mail a dues payment or email [kypta.membership@gmail.com](mailto:kypta.membership@gmail.com).

To be a PTA in good standing you must send one dues payment in by October 15. Being a school in good standing ensures you are eligible for State awards and scholarships! Download the [National and State dues form](#) and [District dues form](#) now.

National PTA has negotiated special discounts with businesses for PTA members from renting a car to insurance discounts (and everything in between). So check out the discounts on the [National website](#). And make sure to mention this benefit when recruiting new members!

## Programs

### Kentucky PTA Kid's Day

Kentucky PTA Kids' Day is Tuesday, September 23, 2014. It is a special day set aside to let all the children in our schools know that they are special. So plan a celebration for your students! And when you complete your Kid's Day celebration, make sure to send in an application for an outstanding Programs and Projects Award. It's also a good opportunity to participate in the Kentucky PTA Self Esteem Award essay program. Entry forms are in the form section of the Leaders Notebook.

### Reflections Program

The National PTA Reflections Program recognizes student achievement in the arts. Consider this cultural arts program for your PTA this year. It's a wonderful way for you students to be recognized and helps your school meet the requirements for Program Reviews in Arts and Humanities and Writing.



An elementary student from Georgetown, was one of 4 National PTA winning entries from Kentucky. Her artistic statement explained that she was in a serious car crash and the firefighters helped save her life. Her photo, entitled Georgetown Heroes, won an Award of Merit in the primary division (p-2) after winning an Award of Excellence in Kentucky.

The theme for this year's program is "The world would be a better place if....." Entries are due to the KY PTA office by December 15. If you would like more info and the rules please contact Adrienne Thakur at [PTA\\_Adrienne@yahoo.com](mailto:PTA_Adrienne@yahoo.com).

### National School of Excellence

Becoming a School of Excellence is a deeply collaborative effort. To be successful, you will need to reach out to a broader and more diverse group of stakeholders than ever before. The payoff for this effort will be a stronger family-school partnership that enhances student success, as well as a revitalized group of volunteers who will enrich your school community with new ideas, perspectives, connections, talents and skills.



National PTA offers tools and resources to help you build and lead a successful School of Excellence team. Now is a great time to read or review the section, "Build Your PTA School of Excellence Team" in the [Getting Started Guide](#). Then, download easy-to-customize templates at [PTA.org/excellencetools](http://PTA.org/excellencetools). Items you might find useful at this point include the following:

- [School Leader Questionnaire](#)
- [Family Survey](#)
- [Sample Family-School Partnership Scan](#)

The steps you take to build your team, including meeting with school administrators and surveying families, are also preparing you for your next step; submitting the Family-School

Partnership Scan. Watch for more information about the Family-School Partnership Scan within the next few weeks.

Your [Family-School Partnership Scan](#) is due by November 1, 2014.

**Save the date and register for the following webinar:**

October 7<sup>th</sup> at 7:00 pm EST [Preparing Your Family-School Partnership Scan](#)

Bookmark [PTA.org/excellencetools](http://PTA.org/excellencetools) as your one-stop-shop for helpful resources at every step along the way. You can gain more hands-on support at any time by emailing [Excellence@pta.org](mailto:Excellence@pta.org) or calling 800-307-4PTA (4782).

## Advocacy

### Advocacy and Why It's Important to You

Anyone who speaks for another is an advocate. PTA is an advocate for children and their families on a wide variety of child-related issues in the areas of education, health and well being, and parent involvement. The purpose of advocacy is to communicate to decision makers to inform, educate, persuade or increase the level of awareness about an issue. Decision makers include elected and appointed officials, legislative bodies, school boards, SBDM Councils, and judges. Every PTA member can be an effective advocate.

- Keep informed about the issues.
- Choose issues important to your membership.
- Build support of members for your cause.
- Learn to work together.
- Recruit new members
- Take risks
- Retain your commitment to change.

How are PTA positions developed?

All PTA positions are derived from voted positions. The Kentucky PTA Legislative Platform and resolutions are approved each year by delegates at the state convention. All legislation supported or opposed by the Kentucky PTA is based on the voted positions of the Kentucky and National PTA.

PTA: A Voice for All Children and Youth

Children can't vote. Lawmakers, whether they serve in state legislatures or the U.S. Congress, listen to voting blocks. Because children can not vote and are therefore not heard, PTAs across the country exist as their voice. Whether they are trying to ensure children are immunized against disease, have access to a quality education, or protected against school violence, PTA members make themselves heard - everychild.onevoice.

Add you name to the KY PTA legislative contact list by contacting Sharon Whitworth, KY PTA legislative commissioner at [Sharon.Whitworth@jefferson.kyschools.us](mailto:Sharon.Whitworth@jefferson.kyschools.us).

### Grassroots Advocacy Training Session

On November 6-7, 2014, we will be having a grassroots training with PTA members on how to have an effective voice with the legislators. You will learn how to talk to legislators, how to find information about bills that will be introduced, how to write letters to your legislators and your newspapers, and how to build an advocacy campaign. We need your voice to be heard!

Believe me, you will go away ready to work hard for issues that are affecting our children. Cost is \$50.00 per person. That will include 1 night hotel room (two to a room), dinner on Friday and

lunch on Thursday.. We will be accepting the first 25 people who sign up. [Click here](#) to download the registration form.

### **KY PTA Leaders Receive Key Appointments by Governor**

The governor appointed nine new members to the School Curriculum, Assessment and Accountability Council (SCAAC). The 17-member council advises the Kentucky Board of Education on the design of the testing and accountability system. Two PTA leaders were appointed to the council including Heather Wampler, 15th District PTA President, and Liza Holland, KY PTA Secretary.

## **Financial**

### **Upcoming Insurance Webinar**

You are cordially invited to attend a webinar on September 25, 2014 at 8:00 pm to discuss each chapter's insurance requirements. The meeting is hosted by our insurance brokers, The Underwriters Group, and sponsored by the KY PTA. Topics will include:

- What insurance does each chapter need and how much does it cost?
- How does a chapter enroll in the program?
- What is covered and what is not?
- What are the basic risk management Do's and Don'ts for PTA chapters?

1. Please join my meeting, Thursday, September 25, 2014 at 10:00 A.M. Eastern Daylight Time. <https://www4.gotomeeting.com/join/236220703>

2. Use your microphone and speakers (VoIP) - a headset is recommended. Or, call in using your telephone.

Dial +1 (626) 425-3113  
Access Code: 236-220-703  
Audio PIN: Shown after joining the meeting

Meeting ID: 236-220-703  
Not at your computer? Click the link to join this meeting from your iPhone®, iPad® or Android® device via the GoToMeeting app.

### **Insurance**

Many of you already enrolled with Underwriters, the KY PTA insurance agency, for your local PTA insurance. Because the Redbook regulations now mandate insurance, know that coverage is available through KY PTA. The rate is \$337 annually and covers \$1 million liability, \$7500 bonding, and Directors and Officers coverage Enrollment period starts September 1. You should have received enrollment letters, however if you are a new unit or have not received a letter yet, please contact [Linda Cook at lindac@uscky.com](mailto:LindaCook@uscky.com) or 502-489-6252. You must be a unit in good standing in order to have this insurance.

### **Financial Review**

The financial review form was due to the KY PTA on Friday, August 15. You can download the form [here](#). This review is for the 2013-14 financial year of your PTA.

### **The 990 Filing with the IRS**

PTAs fiscal year is July 1 to June 30. You are now able to file any of the 990 forms. Please forward a copy of your receipt to the state office at [kentuckypta@bellsouth.net](mailto:kentuckypta@bellsouth.net). All filings must be done **before November 15, 2014**.

### **KDE Redbook**

PTAs and PTSAs across the state are impacted by the regulations in the 2013 edition of the Redbook. [Click here](#) to access the Redbook found on the KY Department of Education's



website. Please note that some school districts have added policies related to the Redbook so if you have questions after reviewing the Redbook you should contact your central office finance officer. When reviewing the 2013 Redbook - go to the section entitled External Support/Booster Organizations. The site also has a FAQ section. The KDE contact is Susan Barkley - [susan.barkley@education.ky.gov](mailto:susan.barkley@education.ky.gov) or (502) 564-3930.

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**Kentucky PTA** | 148 Consumer Lane | Frankfort, KY 40601  
502-226-6607 | [kentuckypta@bellsouth.net](mailto:kentuckypta@bellsouth.net) | [www.kypta.org](http://www.kypta.org)

**Stay Connected**

