

CYBER CITIZENSHIP

Your digital footprint is the data trail you leave behind when you use a computer, TV or mobile device. How private are your interactions? How safe are your children in this digital world? Join us for an eye-opening look into cyberspace

RESOURCES

<http://Facebook.com/help/privacy>
<http://oag.ca.gov/privacy/online-privacy>
<http://www.kidsmart.org.uk/digitalfootprints/>
<http://www.peoplesmart.com/privacy-education>

@capta

#DigitalDiary



TEENAGER PROFILE



WEBSITES AND THEIR "PITFALLS"



INTERNET PROFILE

= The Internet's only been around for a short time!

45 YEARS

= People who use social media will spend 10% of their life on these sites!

10%

TWITTER

240 million+ active users

Tweet

Twitter can be thought of as a public diary more than social media. You must be conscience to what every 1/140 characters give away.

FACEBOOK

757 million people log on daily

Status

Clicking on unsuspecting videos/images can cause viruses to attack your computer or allow host programs to post on your facebook wall. Do NOT friend someone if you do not instantly recognize them. Friending someone who *looks* like a peer could be dangerous.

TUMBLR

300 million unique monthly visits

Reblog

Do not give away any personal information hints like a name. Since blogs are libraries of thoughts, teenagers must be careful to what precious anonymity they poss.

TEEN TIPS

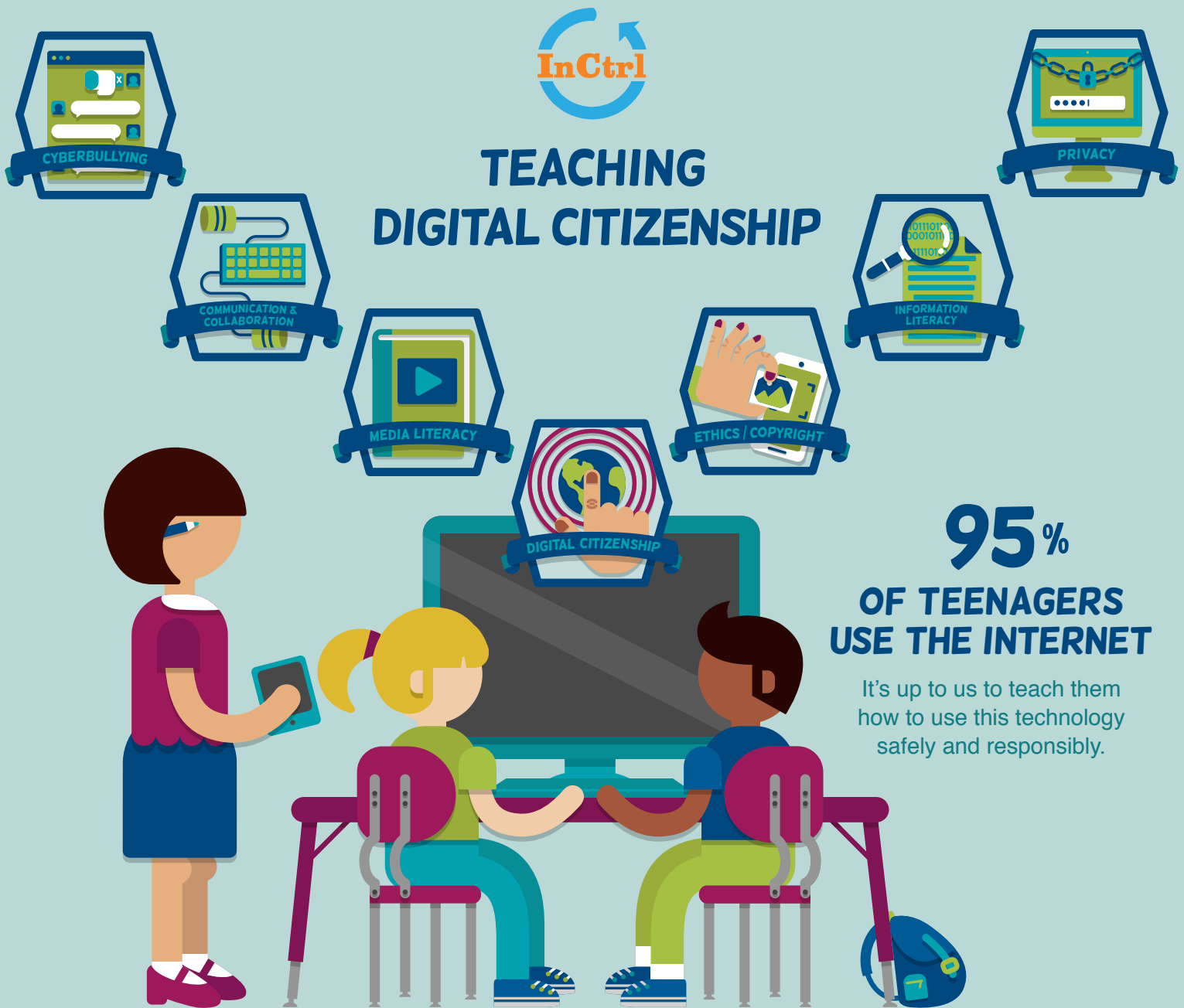
Teens are especially social people! But don't let that be an excuse to not be monitoring their internet usage. A little goes a long way, and that goes for both monitoring and giving responsibility to your teen. Be respectful of their privacy, but remember too, they're your responsibility.

INSTAGRAM

Be wary of who you follow, what pictures you like, and what pictures you post, because if you aren't on the private setting, everyone can see what you are up to!

WEB ADVICE

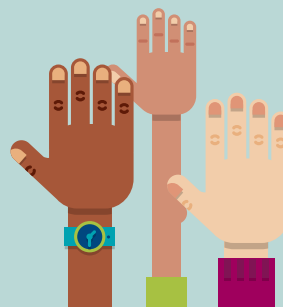
Things ARE too good to be true. For your teen and for you, beware of ads, coupons, people, places, and basically everything you see on the internet. Someone on the other side is hoping to take advantage of you while you believe you are safe at home.



Cable in the Classroom now offers InCtrl, a series of free, standards-based lessons that effectively teaches seven key digital citizenship concepts.



InCtrl is matched to Common Core State Standards and can be taught in any subject. Each lesson contains videos, background information, and activity ideas.



InCtrl is aimed at 4-8th graders and is designed to engage students through inquiry-based activities, and collaborative and creative opportunities. The lessons can be used as a series or individually.

Local Control Funding Formula

This is an exciting time for our kids and for our schools!

- We have a new school funding law called LCFF – that’s the Local Control Funding Formula – it’s a new way for schools to focus on student success by shifting spending decisions from the state to local school districts.
- LCFF provides extra funding for our students with greater needs and requires school districts to focus on eight key areas that help all students succeed.

One of the most exciting things for PTAs and parents is that LCFF requires school districts to involve parents in planning and decision making.

- This is a huge opportunity for us as parents to help shape the vision for our children’s education and make it happen.

When parents and families are involved in an active role in their children’s education at home, and in the community, children perform better in school and have a better chance of furthering their education.

- Informing and educating all parents about LCFF is a top priority for California State PTA. As a grassroots association with more than a century of experience in connecting families and schools, we are excited about the opportunity for greater parent and family engagement in our schools.

LCFF gives parents an opportunity to speak up for the things we think are important in our children’s education.

- Things beyond only academic performance – things like access to a full curriculum that includes the arts, music and PE. Things like school climate, instructional materials that align to the new Common Core State Standards and ensuring all students have access to classes that prepare them for college and careers.
- These are the things that PTAs have always fought and advocated for – and the new law makes it happen.

Parent Engagement

The new Local Control Funding Formula (LCFF) offers an historic opportunity to usher in a new era of parent and family engagement in our schools.

California State PTA is a grassroots association with more than a century of experience in connecting families and schools – parent engagement is what we do!.

There are no shortcuts to raising student achievement or to successful parent engagement. It takes an investment of time and resources and ongoing commitment.

- Authentic engagement is much more than a one-time check-box on a form. It’s about building a culture at every school where parents and family members feel welcomed, respected and appreciated – a culture where information is freely shared, and input is sought and genuinely considered.
- As we’ve seen through the School Smarts parent engagement program that PTA has piloted in more than 50 school districts, parents from all backgrounds often desire more foundational training about the school system, how their children learn, and the different ways to get involved, before they feel comfortable and confident to attend or speak up at a school board meeting, especially on a specific budget matter.

How to be a great spokesperson for PTA

It is the news media's right and responsibility to ask questions. It is a PTA leader's right and responsibility to answer them, and get the points we want to make out into the public discussion.

- **Ask questions ahead:** Make sure to ask the reporter these important questions before the interview:
 - what will the story be about?
 - who else will you interview?
 - what types of questions will you ask me?
 - what is your deadline and when will the story run?
- **Stick to a couple of key points.** Before the interview, do your homework. Make a "cheat sheet" to use or memorize. Find a few key talking points:
 - On our website at www.capta.org
 - In our publications at <http://www.capta.org/sections/publications/>
 - In the Toolkit at <http://toolkit.capta.org/>
- **Use the reporter's questions to bridge back to your key points.**
 - Avoid answering questions with a "yes" or "no". Instead make a statement using a key point. For example: *Isn't your PTA worried about alienating parents who don't speak English?* If you answer "yes" or "no", the quote will end. Instead say: *"PTA always speaks for every child with one voice, regardless of ethnicity" etc.*
 - Tone of voice is as important as your answer!
 - Don't be afraid to say "I don't know. I will get back to you with that."
 - Remember: there is no such thing as off the record!
 - Never say NO COMMENT. No comment means you have something to hide.
 - Always remember to say THANK YOU to the reporter.
- **Be quotable.**
 - Use PTA phrases to your benefit such as: ★PTA speaks for *every child with one voice*; ★PTA connects families and schools; ★family engagement is the foundation upon which PTA is built; ★PTA positively impacts the lives of all children and families; ★PTA is the largest statewide volunteer organization working on behalf of children and families.
 - Use sound bites. Rather than giving a long explanation, use short, catchy phrases that are easy to quote by the media.
- **Be yourself.**
 - Be genuine and clear.
 - Look the reporter in the eye. Listen carefully to his/her questions.
 - Represent your members, and make your Key Points.
 - Your sincerity and credibility will come through, and that's what is most important and most valuable.

Top Ten Communications Basics Every PTA Leader Should Know

California State PTA
Communications Commissioners:

- **Kay Rookhuyzen**
- **Peggy Parker**
- **Rhi Farrell**
- **Denise Jennison**



What We Will Do Today

- Discover the tips and tricks of communicating up, down and across your PTA.
- Find out how to speak on the spot about PTA.
- Learn to juggle all the publications and alerts that come your way.
- Learn how to use the media to your benefit.
- And so much more



Are Communications Important?



Who has sat through this?



We're Not That Gal!

- We will provide:
- Interactive presentation – get ready to talk
 - Valuable resources to take back to your unit
 - PRIZES!



Do You Suffer From?

Communications Clutter
or
Publication Overload

DON'T PANIC!

We can help you go from...



This -



California State
PTA
everychild.one voice.

To This -



California State
PTA
everychild.one voice.

Because We All Want
PTA Bliss!



California State
PTA
everychild.one voice.

What Do I Do With All This Stuff?



California State
PTA
everychild.one voice.

Don't Forget Emails!



California State
PTA
everychild.one voice.

Who Wishes You Had One of These?



California State
PTA
everychild.one voice.

Top 10 Communications Basics

- 1. Listening
- 2. Nonverbal Communication
- 3. Clarity and Concision
- 4. Friendliness
- 5. Confidence



Top 10 Communications Basics

- 6. Empathy
- 7. Open-mindedness
- 8. Respect
- 9. Feedback
- 10. Picking the Right Medium



Key Messaging

- PTA brings valuable programs and services to your school.
- PTA is the main connector of parents and families to the school.
- PTA makes “their child’s” school a better place – and thereby boosts “their child’s” education.
- Frame advocacy messages in practical terms and the impact on your local school site.
- Unbundle the concept of “membership” from the obligation to volunteer.



Communicate Strategically

- Strategize Communications
- Decide - Who is Your Audience?
- Digital v. Traditional (print)



What Tools are Available to Me?

Electronic:

- Website
- Email
- Social Media
- Mobile
- Blogs
- Video

Traditional:

- Word of Mouth
- Personal Touch
- Publications/Fliers
- Direct Mail
- Advertising
- Newspapers



Key Facts to Help You Decide

- Mobile - Smartphone usage is up 465% in the past few years with more than 50% of the population using smart phones, and 64% update their status on a mobile device.
 - This is regardless of socio-economic status.
 - High-income, low-income, college-educated, high school or less than high-school education, Northern California or Southern California –
- People have mobile phones with access to the Internet, email and social media sites.
 - They may not have Internet access or a computer in the home, but statistics show that on average, one person in the household will have a mobile device.
- Email continues to be a preferred method of receiving information.
 - 91% of consumers using email daily.



What's Your Objective?



California State
PTA
every child, one voice.

Media



California State
PTA
every child, one voice.

Stick to Key Messages



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Tone

DON'T LOOK AT
ME IN THAT
TONE OF VOICE

DOROTHY PARKER



There is No Such Thing as...



Other Types of News Media

- Newspapers
 - Deadlines
 - Phone Interviews
- Radio
 - News
 - Talk Shows
- Television
- Foreign Language Media



Q & A

Thank You for Coming!

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