

JESSICA SHEEN

President

DUTIES

- Coordinates the work of all District officers and committees and supervises office staff
- Presides at all Board of Directors, District Board, and District Association meetings
- Represents First District PTA at
 - California State PTA Board of Managers Meetings
 - Annual California State PTA Legislation Conference
 - California State PTA Convention
 - National PTA Convention



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First District

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A PTA PRESIDENT'S ROLES AND RESPONSIBILITIES

Your PTA members look to you for leadership in creating partnerships within your community and fostering an environment where family engagement is encouraged and respected.

Responsibilities include:

- Chairing board and general meetings
- Overseeing fiscal compliance
- Serving as a liaison with school administration or community partners
- Checking in regularly with officers and committees to ensure the overall plan is on target
- Identifying challenges and inviting solutions
- Familiarizing yourself with all PTA programs and resources
- Representing PTA to the community
- Recruiting and mentoring volunteers and future leaders
- Volunteering at events, when available

Great presidents often have leadership, planning and public speaking skills and experience.

A PTA PRESIDENT'S FIRST 30 DAYS

If your team takes each of the following steps in (roughly) your first month in office, you'll be off to a fantastic start! These are great things to do during the summer months as you prepare for the school year.

REACH OUT

First District PTA is here to help and support you. Getting connected right away will make your job much easier! Visit the First District PTA website at pta1.org.

GATHER

There are several items you'll want to put your hands on right away, to be sure important records aren't lost in the transition. PTA records and materials belong to the unit, not to any one individual, and all materials should be passed on to the new leaders. These include:

- **Your PTA's Bylaws.** You and your board are responsible for following the bylaws, so you need to know what they say. If they are old and no longer relevant, one of your first moves should be to establish a bylaws revision committee to start the work necessary to make the document work for your current PTA. Your Council or District PTA can help.
- **PTA Procedure Book or "Board Book".** Whether it is an electronic file, a cardboard box full of papers, or a binder thick with documents, get up to speed on what has happened in the past.

- **The most recent audit.** You may need to talk to the treasurer about this. If an audit did not occur after the latest transition of officers, make sure to get one done as soon as possible. You will want to start fresh with a new set of books, so be sure the previous accounts are "closed" or "zeroed out" and audited.
- **Bank statements and electronic access.** Make sure you have the usernames and passwords, documents, accounts, etc., to access your PTA's financial information.

LISTEN

Before you begin planning, it is important to understand your unique community's strengths and needs. You will do more of this in the months to come, but for now:

- **Convene with the outgoing president and officers.** Talk about how you will reach out into your school and community to understand the priorities for your PTA. What worked last year? What did not? Who do they see as volunteers to encourage and grow?
- **Introduce yourself to the school personnel and administration.** Ask about their priorities for the year and tell them you are interested in helping them achieve their goals. If your PTA is a community or district-wide PTA, reach out to district and community partners in your area and offer to work collaboratively.
- **Introduce yourself to families and members of your PTA.** Ask what they think is working or not working. It is important for members to see a smooth transition and to feel that new leaders welcome their questions, ideas, and participation in the year ahead. A great way to start is with a survey. Every interaction is an opportunity to encourage members to renew and new families or teachers to join.

PROTECT

Take these few, critical steps right away to safeguard your PTA's nonprofit status and protect your unit from theft, fraud, and liability.

- **Your unit is a 501(c)(3) nonprofit** (all PTAs are), so ask your outgoing president or treasurer for the most recent IRS Form 990 filing.
- **Change the signatures on your PTA's bank accounts.** You will want to be sure previous officers no longer have access to your financial accounts. A transition letter from the outgoing treasurer to the bank may be necessary to enact this change.

Remember to pay your insurance premium when the payment is due. Insurance can protect your board members, events, and PTA property.

EFFECTIVE PTA LEADERSHIP STRATEGIES

Welcome all families, school staff and community members in a way that values their unique strengths, abilities and interests. PTAs create inclusive environments by embracing and valuing diverse perspectives and building intentional, authentic relationships.

Communicate effectively by listening and deeply understanding the perspectives of their community's families, teachers, administrators and students; by offering an individualized experience by communicating frequently and through a variety of methods, including personalized outreach; and by using feedback to create programs tailored to families' interests and needs.

Focus on student success by planning PTA programs that are integrated connected and aligned with the broader education system to support student achievement and well-being.

Identify and advocate for specific school improvements. PTA leaders serve as a resource for parents, helping them navigate the school and community and speak up for their students' unique needs. Create a lasting impact, by providing opportunities for families to develop knowledge and skills that will enhance their children's educational experiences.

Create a board that works like a team by sharing power and growing the volunteer pool with different perspectives; resolving conflicts in a positive, productive way; showing children by example how teamwork can make their world a better place.

Collaborate with outside organizations or companies and provide a critical link between families, the school and the community. PTA leaders are the champions of school community and pride.

Develop an inclusive PTA through the lens of “The Four I’s of Family Engagement”:

- Inclusive: Intentional relationship building, inviting diverse perspectives, Questioning assumptions
- Individualized: Personal invitations, tailored experiences, being responsive
- Individualized: Putting the “T” in PTA, linking to learning, going beyond one-time events
- Impactful: Developing knowledge & skills, opportunities to practice & interact, measuring success

Key Role – President

- Oversees and coordinates the work of an executive board to run a PTA effectively
- Presides at PTA board and association meetings
- Serves as the official contact, communicator and representative of a PTA
- Designated as an authorized signer for PTA checks, contracts and authorizations for payment
- Serves as ex-officio member of all committees except the nominating committee
- Works with other PTA leaders to connect families, school and community to support student success

Getting Started

Preparation – Review files, procedure book and materials from last term to better understand the scope of your new position and learn more about:

- President's role and responsibilities in running a PTA
- Duties of each officer and chairman
- California State PTA policies, procedures and resources
- PTA council and district information
- Community resources

To expand your skill sets as a leader, plan to attend PTA council/district training along with the other members of your board.

Start recruiting chairmen and committee members, selecting first those whose work begins right away such as programs, budget, membership and communications.

Encourage experienced and new members to get involved and share the workload to grow leadership for today and tomorrow.

Networking – Soon after election, meet with the current president to talk about your new role, what works well and what needs to be tweaked to make your PTA even better.

Discuss ways to share information and files among outgoing and incoming board members to ensure a smooth transition.

Get connected by participating in meetings with your council/district PTA, principal and community partners. And, as a unit delegate to the California State PTA convention, take part in your PTA district's convention orientation.

Board Orientation – Arrange for the incoming board to meet to begin organizing for the new term.

To help select what PTA activities to focus on, encourage everyone to assess last term's programs and efforts. That way, you don't need to reinvent the wheel in making your plans.

At your board orientation, take time as well to:

- Set ground rules for meetings
- Identify 2-3 priorities as a team to make a difference in your school community
- Review your Bylaws to learn more about PTA
- Check the Insurance Guide for the Green-Yellow-Red Light activities a PTA can sponsor
- Get to know each other better and build relationships

At orientation, your board can also ratify the officers, chairmen and committee members appointed by the president and fill any vacant board positions so they can begin their activities. This may also be done at the first board meeting after the term begins.

Important Tasks – At the start of the year, submit a board roster, with names and contact information, to your council or district PTA.

Remember to update the signature cards for any PTA bank account and any usernames and passwords for access to the PTA website, social media and online services.

Did you know? ... PTA Board Members:

- Adhere to PTA financial procedures as outlined in Bylaws and State and National PTA guidelines
- Protect members' privacy by utilizing member information for PTA work only
- Attend PTA sponsored workshops or trainings
- Maintain a current procedure book to pass on to a successor, in hard copy or electronic format
- Work together as a team to improve the lives of all children and their families

How Tos

Running Your PTA – Monthly Activities

As the team leader, the president oversees and coordinates the work of the executive board in running a PTA.

Here are some tasks that, typically, the president works on each month.

Facilitating:

- Prepare for board meetings and create an agenda to send to the board ahead of time
- Lead board meetings, following the agenda to keep everyone on task
- Review board reports including those prepared by the treasurer, financial secretary and membership chairman plus the secretary's minutes from board meetings
- Sign PTA checks and authorizations for payment along with another, designated board member

Collaborating:

- Touch base with other team members about their plans and preparations for upcoming events
- Meet with the principal to share information on PTA and school activities and to clear all PTA written materials before publishing in hard copy or posting online
- Ensure that PTA volunteer hours are recorded and tallied for the Annual Historian Report

Communicating:

- Update board, members and community stakeholders on PTA plans and activities, encouraging input and feedback
- Thank PTA volunteers for their time, talents and efforts
- Promote outreach, inclusion and diversity to connect families, school and community

Managing Meetings – Quick Tips

PTA surveys tell us that members say meetings are effective when they know why they are meeting, believe their time was well-spent making decisions and feel they accomplished something at a meeting.

That's why the president's primary role at meetings is to act as a facilitator to set the tone and manage PTA business in an effective way. And, the main role of the board is to come prepared and assist the president in working through the agenda.

Here are some ways to help make meetings more effective and productive:

Before A Meeting – As part of your preparation, consult with other board members to identify the meeting's chief objectives, activities to engage participants and who will present verbal and written reports. This helps determine what to include in the agenda that you'll create for the meeting.

Send the agenda to participants ahead of time and widely publicize the purpose of the meeting.

To boost participation, add social time before or after a meeting for everyone to network. And, recruit interpreters and translate handouts in home languages for your meetings.

At A Meeting – Successful meetings give you an opportunity to inform, inspire and empower members. To run an effective meeting, keep everyone on track and time by following the agenda.

As the facilitator, it's also important to remain fair and unbiased so everyone feels welcome and able to participate.

At the end of the meeting, take time to summarize what was accomplished and important next steps for business items.

After A Meeting – Share the results of the meeting with participants to keep them connected to the work of your PTA. And, follow up with officers and chairmen on next steps and action items to complete tasks and accomplish goals.

Working With Administrators – 6 Effective Ways

School leaders and the PTA represent two important groups on the school campus: staff and parents. They work closely together at a school site as partners in education to support student success.

To nurture this important partnership:

1. **Set the Tone** – Build a relationship and collaborate together.
2. **Two-Way Communication** – Meet with the principal early in the year and keep him or her updated on events, activities or concerns.
3. **Collaborating with the School** – Be aware of the school's improvement needs and encourage PTA members to actively participate in school site councils, governance teams, or related committees.
4. **Training Opportunities** – Offer to provide parent training and resources at the school.
5. **School District Level Involvement** – Use the school district's master calendar to become aware of activities where PTA's presence is needed and request an opportunity to provide a presentation at school board meetings.
6. **Build a Strong Team** – Ask for the principal's help in encouraging staff to become PTA members. Learn from others and share your knowledge as well.

Other Useful Information

Resources:

California State PTA – www.capta.org

- PTA Leaders tab and more
- *California State PTA Toolkit*
- *Running Your PTA Made Easy*
- *Insurance Guide* – Also mailed annually to PTA presidents

Online Services:

- Officer Contact System – To enter officer and board member information and generate useful reports
- e-Bylaws – To revise and update PTA unit bylaws
- Tax Filing Support Center – To help units meet Federal and State reporting requirements
- PTAEZ – To handle PTA accounting needs and generate financial reports
- TOTEM - ELECTRONIC MEMBERSHIP SYSTEM – To join and renew membership and for PTAs to manage membership

National PTA – www.pta.org

- Run Your PTA tab and more
- E-Learning Workshops
- *One Voice* Blog

04/2019



FIRST DISTRICT COUNCIL/OUT-OF-COUNCIL PRESIDENT REPORT

Name:

Council:

Date:

Reports are due: September, December, February and May

CRITICAL ISSUES / NEED DIRECTION

Use this space to call attention to areas of concern for which a response is requested.

LEADERSHIP SERVICES

Field services, contact with advisor, organizing, disbanding, concerns, training/workshops

EDUCATION

All education related issues (reading, arts in education), testing, school finance, collective bargaining

MEMBER SERVICES

Membership, Reflections, publications, annual reports, programming, Founders Day, student involvement, historian

COMMUNICATIONS

Information about district newsletter, and news releases, public relations, television programs

HEALTH

Red Ribbon Week, HIV/AIDS programs, all health-related concerns including environmental concerns

COMMUNITY CONCERNS

Child safety, school safety, disaster preparedness, juvenile justice, all community-related issues not falling within the other subject matter commissions

PARENT INVOLVEMENT

Parenting education programs, PEP Guide and National PTA materials

FINANCE

Insurance, fundraising, financial practices, Honorary Service Awards program, scholarships/grants

PARLIAMENTARIAN

Bylaws and standing rules, nominations and elections, parliamentary concerns

LEGISLATION

All aspects of legislation

ANNUAL CONVENTION

All aspects of convention

Professional Governance Certificate

The California State PTA has adopted the professional governance standards. Every PTA is encouraged to adopt professional governance standards at the beginning of each term.

The California State PTA will issue a certificate to each PTA that adopts the professional governance standards.

Mission Statement of the California State PTA

The mission of the California State PTA is to positively impact the lives of all children and families by representing our members and empowering and supporting them with skills in advocacy, leadership, and communications.

California State PTA Board of Managers, July 2007

Purposes of PTA

To promote the welfare of children and youth in home, school, community, and place of worship.

To raise the standards of home life.

To secure adequate laws for the care and protection of children and youth.

To bring into closer relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth.

To develop between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social, and spiritual education.

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Professional Governance Standards

The California State PTA would like to recognize your PTA for its work. Please notify the California State PTA that your PTA has adopted the Professional Governance Standards. A certificate will be mailed to the PTA president and a letter of acknowledgement will be sent to your administrator.

Name of PTA _____ ID# _____

Name of Principal _____ Number of PTA Executive Board Members _____

Name of PTA President _____

Mailing Address _____

Email Address _____

Date Adopted _____ Council _____ District _____

PTA President Signature _____

PTA President Print Name _____

Mail to: California State PTA, 2327 L Street, Sacramento, CA 95816-5014
916.440.1985 • FAX 916.440.1986 • www.capta.org • info@capta.org

Professional Governance Standards

The bylaws and standing rules for each PTA provide a framework for the organization. In order to operate effectively using this framework, PTA executive boards and individual board members will benefit from adherence to professional standards of governance.

Professional governance standards specify principles involved in governing responsibly and effectively and were developed to support PTA boards in their efforts to enhance their membership's and the community's understanding about the responsibilities of the PTA board.

The PTA Executive Board

The members of the PTA executive board work together as a governance team which assumes collective responsibility for building unity and creating a positive climate during term of office. To operate effectively, the executive board:

- Develops a unity of purpose by involving parents/guardians, students, staff and community
- Communicates a common vision
- Operates with trust and integrity
- Remains responsive to input from the school community
- Governs in a professional manner, treating everyone with civility and respect
- Fulfills requirements set within bylaws and standing rules

The Individual Board Member

A PTA board member is a person elected or appointed to serve on a PTA executive board. Individual board members bring unique skills, values and beliefs to the PTA board and in order to function effectively, individual board members must work together for the association. To be effective, an individual board member:

- Recognizes and respects differences of perspective and style among the individual board members
- Acts with dignity and understands the implications of demeanor and behavior
- Honors the confidentiality of board discussions
- Is open to new ideas and suggestions
- Is familiar with the bylaws in respect to the individual position as well as the organization as a whole
- Understands that authority rests with the board as a whole and not with individuals
- Understands that the basis for all authority rests with the membership

- Takes collective responsibility for the board's performance
- Proposes for adoption by the membership a fiscally responsible budget based on the organization's vision and goals
- Monitors the fiscal health of the association regularly
- Ensures that safe and appropriate activities are provided to implement the goals
- Provides community leadership on issues that affect children and youth

Participates in opportunities for training

- Commits the time and energy necessary to be an informed and effective leader
- Assists those with less experience
- Understands the distinctions between PTA and the school staff and refrains from performing functions that are the responsibility of the school district
- Values, supports and advocates for public education
- Represents the PTA only when authorized to do so

"With strong leadership, PTA will have the competent, committed people necessary to be effective advocates for children and youth."

California State PTA Toolkit

- Works collaboratively with other groups and agencies that share the same concerns on issues that affect children and youth
- Encourages individual board members to attend available training opportunities
- Serves as a communication link between the home, school and community
- Evaluates the activities and direction of the board on a regular basis