

Council Connections

Parents, Teachers, All of Us

Message from Our Council President

Winter break is almost here!

As we get ready to wrap up 2019 and enjoy some well deserved time with our families, let us take a moment to look back and see how far we have come this year already! Take a moment to give yourself a pat on your back for the awesome work you have been doing - helping your wonderful PTA commYOUity!! In just a few months of 2019, we have accomplished a lot indeed! You All Rock!!!

What are your plans for 2020?

We know you are thinking big, and all of our children in our wonderful RRISD PTA commYOUity are **counting on us all to make 2020 the best for them. Of course it won't be easy, it will need a lot of work,** but that's where our Awesome RRISD PTA Spirit comes in - we take on challenges, find innovative solutions, join hands together and make things happen!

Success is not one size fits all. We have a very diverse PTA community and each of our campuses has very unique strengths and needs. But best of all, we are all together in this One Family. So when you dream big for 2020, make sure to reach out to your neighbors, work together, celebrate together!! Not only is it better for everyone but it's also more fun together!!!

And don't forget us here at Council, we are always eager to hear from you. How can we help? Reach out to the support officers assigned to your campus, and/or email me or just talk to any of our Council Executive board members. We are all here for you!! Let's meet, let's discuss and let's make 2020 even more awesome - making every child's potential a reality!!

Happy Holidays!

Thank you so much for all you do!!

-Snehal Phirke

President, RRISD Council of PTAs

INSIDE THIS ISSUE:

Council PTA Executive Board Roster	RRISD Community Members
Council PTA Officer Local Unit Assign-	Texas PTA News & Tips
Message from District Leadership	National PTA News & Tips
Council PTA News	PTA Member Benefits
Council PTA Highlights	
Local PTA/PTSA News & Spotlights	
RRISD PTA Partnerships	



2019-20 Council PTA Executive Board Roster

Interested in filling an Open Position?
Contact our Council President at president@rrisdpta.org

President	Snehal Phirke	president@rrisdpta.org
1st VP of Membership	Shawn Dempsey	membership@rrisdpta.org
2nd VP of Training	Dawn Watson	training@rrisdpta.org
3rd VP of Communications	Jill Strode	communications@rrisdpta.org
4th VP of Hospitality	Melissa Schmalbach	hospitality@rrisdpta.org
Treasurer	Liz Cantrell	treasurer@rrisdpta.org
Secretary	LaKissa Bright	secretary@rrisdpta.org
Parliamentarian	Jenn Griffith	parliamentarian@rrisdpta.org
COMMITTEE CHAIRS		
Clothes Closet Chair	Cecelia Zapalac	clothescloset@rrisdpta.org
DADS (Dads of Amazing Daughters/Sons)	Randall Goltzman	DADS@rrisdpta.org
Diversity	Estevan Zarate	diversity@rrisdpta.org
Healthy Lifestyles	Kristen Hullum	healthylifestyles@rrisdpta.org
Parent Programs	Melissa Hoskins	parentprograms@rrisdpta.org
Philanthropy	Jerry Vasquez	philanthropy@rrisdpta.org
Reflections/Arts in Education	Monica Welch	reflections@rrisdpta.org
SAGE	OPEN	SAGE@rrisdpta.org
Senior Scholarships	Edward Hanna	scholarships@rrisdpta.org
COMMUNICATIONS		
Directory	Beth Fitzmaurice	directory@rrisdpta.org
Newsletter	Sara Gandaria-Escamilla	newsletter@rrisdpta.org
Webmaster	Michele Chan-Thomson	webmaster@rrisdpta.org
National PTA Liaison	Heidi Schoenberger-Cobert	PTALiaison@rrisdpta.org
HOSPITALITY		
Decorations Chair	Lori Cortez	decorations@rrisdpta.org
FA for RROC, Success & GOALS	OPEN	facultyappreciation@rrisdpta.org
RRISD & PARTNERSHIPS		
Superintendent	Dr. Steve Flores	superintendent_rrisd@roundrockisd.org
Business Partner	Jessica Mosman	businesspartner@rrisdpta.org
Community Partnership Sup	Rachael Sefton	rachael_sefton@roundrockisd.org
Coordinator, Title 1 Parent Programs	Sibyl Lee	sibyl_lee@roundrockisd.org
PIE Foundation	Marianne Reap	marianne_reap@rrisdeducationfoundation.org
Legislative Chair	Sandi Bone	legislative@rrisdpta.org
Round Rock Chamber of Commerce	Amy Mizcles	amizcles@roundrockchamber.org

2019-20 Council PTA Officer Assignments

Have a question? Need Some help? We are here for you!

Shawn Dempsey, 1st VP Membership
membership@rrisdtpa.org 616-272-9783

[Anderson Mill](#)

Cedar Valley MS

Cedar Ridge HS

Deep Wood

Early College HS

Hopewell MS

[Joe Lee Johnson](#)

[Robertson](#)

Dawn Watson, 2nd VP Training
training@rrisdtpa.org 512/415-7090

Blackland Prairie

Pearson Ranch MS

[Double File Trail](#)

Great Oaks

Kathy Caraway

Old Town

[Union Hill](#)

Westwood HS

Jill Strode, 3rd VP Communications
communications@rrisdtpa.org, 512/423-4741

[Bluebonnet](#)

Chandler Oaks

Deerpark

Herrington

Pond Springs

Round Rock HS

Walsh MS

[Wells Branch](#)

Melissa Schmalbach , 4th VP Hospitality
hospitality@rrisdtpa.org

[Caldwell Heights](#)

Chisholm Trail

[Gattis](#)

GOALS

Laurel Mountain

Spicewood

Liz Cantrell, Treasurer
treasurer@rrisdtpa.org 512-809-6282

[Berkman](#)

Cactus Ranch

Canyon Vista

[CD Fulkes MS](#)

Jollyville

Noel Grisham MS

Patsy Sommer

Stony Point HS

Lakissa Bright, Secretary
secretary@rrisdtpa.org , 303-827-1778

Brushy Creek

Canyon Creek

Fern Bluff

[Forest North](#)

McNeil HS

Purple Sage

Ridgeview MS

[Voigt](#)

Jenn Griffith, Parliamentarian
parliamentarian@rrisdtpa.org , 512-970-5130

[Callison](#)

Elsa England

Forest Creek

[Hernandez MS](#)

[Live Oak](#)

SUCCESS HS

Teravista

RROC



COUNCIL PTA PRIORITIES

1 Support Local PTA Leaders

#2 Conduct Business of the Council PTA

#3 Promote PTA

[BLUE](#) = Title 1 Campus

Message from District Leadership

RRISD Superintendent of Schools

Dr. Steve Flores



I hope everyone had a restful Thanksgiving break and took some time to enjoy your friends and families and count your blessings. Now, winter break is just around the corner. This time of year is both joyful and frenetic—there is much to be done before we leave for the holidays, our students can be especially energetic (to put it mildly!) and many of us have a host of extra commitments and activities to attend. Take a deep breath, accomplish the task in front of you, and don't forget to take time to enjoy what this season should be about: peace, joy and love.

Each month, I have the privilege of meeting with 28 of Round Rock ISD's best and brightest. One of the greatest honors of being superintendent is interacting with our Student Advisory Board. Why? Our students are truly amazing and each of us has a part in developing their leadership capacity. I launched this group when I became Superintendent in 2013 in an effort to be sure we are consistently hearing from our most important stakeholders. The group is made up of student council presidents of each middle and high school in the District, as well as junior and senior class presidents. If you ever despair for the future, I promise you spending some time with these young people will give you hope. They are articulate, thoughtful, brilliant, compassionate and eager to create change for good.

Each year, the group chooses a topic to focus on as a community project. For the past few years, as we've discussed options, the subject of vaping has come up. Long before this was an ever-present news story, our students have been sounding the alarm that e-cigarettes and vaping were becoming an epidemic among young people. This year, with mounting evidence on the serious dangers related to vaping, the Student Advisory Board has decided that it is time for them to concentrate their focus on the issue.

As luck would have it, it has become front and center on my radar as well, in part because of my involvement with the American Heart Association's new initiative to tackle the teen vaping crisis. I spent Nov. 14-15 as one of 11 superintendents from across the nation invited to participate on a National Superintendent Forum on the epidemic of e-cigarette use at the American Heart Association's premier annual cardiovascular meeting, Scientific Sessions, in Philadelphia.

We need more research in this critical area, but we know the outlook is dire. The Centers for Disease Control and Prevention, the U.S. Food and Drug Administration, state and local health departments and other clinical and public health partners are investigating a multistate outbreak of lung injury associated with the use of e-cigarette or vaping products. As of October of this year, 1,604 cases of e-cigarette or vaping product use associated with lung injury have been reported to CDC from 49 states, the District of Columbia, and one U.S. territory. Thirty-four deaths have been confirmed in 24 states as of October 22, 2019.

Message from District Leadership

RRISD Superintendent of Schools

Dr. Steve Flores



ROUND ROCK
INDEPENDENT SCHOOL DISTRICT

(Continued)

At the end of the conference, the American Heart Association announced its End the Lies Youth Vaping and Nicotine Research Initiative, with \$20 million of funding for groundbreaking projects that focus on understanding how nicotine impacts young people.

The pillars of the work include school strategy; youth engagement; local campaigns; national, regional and community dialogue; and, of course, science and research. But before I even returned from Philadelphia to share this news, our own students here in Round Rock were brainstorming similar strategies. They are still at the beginning of their work, but already they are planning awareness campaigns for students, teachers and parents - all with targeted messages and mediums for the diverse audiences. They want to organize a town hall specifically for parents and to look at policies in our District, including enforcement and discipline as well as the possibilities of cessation programs and other avenues that offer help and assistance rather than just punitive responses.

This is a national crisis that we still do not fully understand and the American Heart Association has recognized that our schools are Ground Zero in this battle. But, more than that, our students recognized it long ago. One of my favorite singers, Bono of U2, once said: "There is a time for bold measures. This is the country and you are the generation."

As I watched our fearless, tireless students at work, deep in discussion and debate, I couldn't help but think of those words and know that our students are ready for bold action on this and many other important issues facing our community, our nation and our world.

Nothing makes me more proud or more hopeful in our future than watching these young minds at work. This is why we serve. This is who we serve. Stay tuned for more information on the important work to come and the changes in how we address this issue. But, for now, know that, in Round Rock ISD, our future is in good hands. And, it makes me proud to know each of your hands have had something to do with that! We are always better together!

"Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has." - Margaret Mead



Council PTA News

The 2019-20 RRISD Council of PTAs Delegate Luncheon Meetings

Jan. 16, 2020

Mar. 24, 2020

Apr. 23, 2020

11:00am-1:00pm

**Round Rock Sports Complex
400 Chisholm Trail, Round Rock, TX 78681**

**Questions? Contact Council VP of Hospitality at hospitality@rrisdpta.org,
or Council President, at president@rrisdpta.org.**

COUNCIL CONNECTIONS NEWSLETTER

PTA leaders, Principals, District Leadership, District Partners, Business and Community PTA members, are all encouraged to submit a written contribution to our Council Connections Newsletter.

If you would like to be included, email a brief, 1/4 page length, article to the Council Connections PTA Newsletter Editor, Sara Gandaría-Escamilla at newsletter@rrisdpta.org

A hard copy of the newsletter is distributed at each Delegate Luncheon Meeting and sent electronically to all executive board members whose names have been uploaded to Texas PTA Two Step. During the months when we do not have a Delegate Luncheon Meeting, a digital edition will be published and distributed by email.

Next submission deadline is: Friday, January 10th 2020

Stay Connected with your RRISD Council of PTAs



Website: <http://rrisd.council.my-pta.org>



Facebook: <https://www.facebook.com/RRISDPTA>



Twitter: <https://twitter.com/RRISDPTA>



Instagram: <https://www.instagram.com/rrisdpta/>

Council PTA Highlights

December 2019 National PTA News

By Heidi Schoenberger-Cobert
RRISD Council of PTAs National PTA Liaison

The National PTA has a variety of helpful Parent Resources available on the National PTA website. These resources include: the Center for Family Engagement, the Parents' Guide to Student Success, Family Guides; College and Career Readiness; Health Tips; Safety News; a Special Education Toolkit; and Our Children Magazine. Our Children Magazine, the National PTA Magazine "for parents, by parents," is available online at: <https://ptaourchildren.org/>. This site offers parenting, education, wellness and family fun tips to help children excel at school and in life. Besides the digital magazine, there is also the Our Children e-newsletter.

Registration is now open, and early bird pricing is available until January 3rd, for the 2020 National PTA Legislative Conference (LegCon) being held March 10th-12th in the Washington, D.C. Metro area. Don't miss the chance to expand your knowledge of federal law, grow your advocacy skills, explore National PTA's legislative priorities for the 116th Congress, and meet with your federal representatives on Capitol Hill. For more information email: LegCon@pta.org.

Check out the National PTA Events throughout the year. Find and interact with upcoming National PTA events by downloading the National PTA Events app. This free app is available for download on the Apple Store. It's also available on Google Play.

Safer Internet Day is on February 11th, 2020. Safer Internet Day is an international education and awareness effort. The day brings communities together to address online issues such as cyberbullying and social networking for a safer and better internet. Hosted by Connect Safely, Safer Internet Day features events for parents, students and edu-

cators to discuss trending digital issues and empower them to use technology responsibly, respectfully, critically and creatively. The National PTA will "continue the conversation" throughout the month of February.

A special way the National PTA is celebrating family engagement is through Take Your Family to School Week, February 16th-23rd, 2020. Schools are encouraged to choose a theme for the week and host an event. Following, are the National PTA program categories: Health & Safety, Literacy, Digital Learning, and STEM.

Clothes Closet

Clothes Closet Hours

Anderson Mill Elementary

Tuesdays

10AM-noon.

Voigt Elementary

Tuesdays and Wednesdays

9:30-11:30AM.

Volunteers are always welcome and donations of clean, gently used clothes are always appreciated and needed.

If you would like more information about volunteering at or donating to the Clothes Closet, please contact Cecelia Zapalac at clothescloset@rrisdpta.org



Council PTA Highlights

End of 2019 Treasurer Advice

By Liz Cantrell, Treasurer RRISDCouncil of PTAs

Happy December, Fellow Treasurers!

December means the holiday season is upon us, and before we know it, 2019 will be coming to a close. The new year brings tax filing season, so let's talk about sales tax.

If your PTA holds a sales tax permit, sales tax returns are due January 21, 2020 to the Texas State Comptroller. The return must be filed if you have a permit, even if you have no sales tax due during the reporting period. The Texas State Comptroller does charge a fee for filing late, so be sure to have your return in the mail on time.

Start gathering the information you need to complete the return. If your PTA files quarterly, you'll need information on sales and taxes collected from October-December. If your PTA files annually, you'll need sales info for the entire calendar year, January through December, so you'll need the sales tax info from the second half of the previous fiscal year as well as the first half of this fiscal year.

I've had several people ask about tax free days. Each PTA is allowed 2 tax-free days per calendar year. Whether you are filing for the entire year, or just for October-December, you should check tax returns and sales for the whole of 2019 to see if your PTA has already claimed any tax-free days in 2019. Tax-free days must be voted on prior to the event. More information on tax-free days, collecting sales tax, and completing your sales tax return can be found in the BASICS Treasurer Resource Guide at txpta.org/treasurer. To can find information on your PTA's filing period or sales tax permit status, visit the TX State Comptroller's website: www.comptroller.texas.gov.

Keep an eye out for treasurer training dates coming soon, and please feel free to contact me with any questions or concerns.

If you have any questions please do not hesitate to contact me at treasurer@rrisdpta.org.

Reflections Updates

By Monica Welch,
Reflections Chair
RRISD Council of PTAS

The Reflections Council Judging was a huge success! Thanks to approximately 60 volunteers and the dedication of countless parents at home, 444 pieces of student art, photography, literature, music, and film were judged at the Council Level Reflections Judging Event on the evening of Dec 4 at RRHS.

Based on each student's creative interpretation of this year's theme, LOOK WITHIN, judges placed entries into the following categories:

Overall Award of Excellence

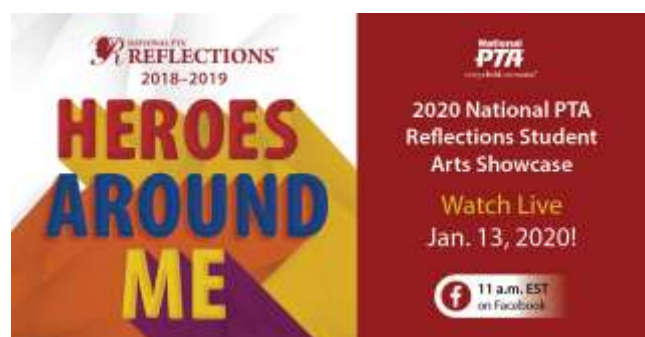
Given to one entry per category for each age group. These entries will represent RRISD Council of PTAs at the state level. The state judging event takes place mid-February.

Award of Excellence
1st Place, Blue Ribbon

Award of Merit
2nd Place, Red Ribbon

Honorable Mention
3rd Place, White Ribbon

The awards ceremony for ALL students with entries at this Council level event will be on February 10 at 7pm in the Cedar Ridge PAC. Each student will cross the stage and receive their award. We look forward to celebrating with you there!



(Click the image to join the Facebook Event)

Council PTA Highlights

TIPS FOR EFFECTIVE EXECUTIVE BOARD MEETINGS:

1. Support the Mission and Purposes of PTA.
2. Treat each board member with dignity and respect.
3. Approach all interactions and tasks positively, in word and deed.
4. Agree to disagree.
5. Recognize differences and use those differences for the benefit of all.
6. Focus on contributing to the good of the whole. Cast personal agendas aside.
7. Learn from the past, but always work in the present, with an eye on the future.
8. Provide leadership, support and encouragement.
9. Address questions or comments to individuals privately.
10. Listen quietly, without interruption.
11. Stand up to be seen. Speak up to be heard. Sit down to listen.
12. Smile. You are working for every child ...one voice

Please Consider Becoming a PTA Comm**YOU**nity Member



As a PTA Community Member, your generosity and dedication to education sets you apart through your significant commitment to RRISD and more than 51,000 students.

Partner with us in achieving PTA's mission to *"make each child's potential a reality by engaging and empowering families and communities to advocate for all children!"*

As a RRISD Community Member, you will be recognized with a certificate to proudly hang in your home, office or business; a window decal for your car or business window, and acknowledgement on our [RRISD Council of PTAs website](#).

Local PTA News/Spotlights

Berkman PTA

- Berkman PTA is excited to host a Holiday Shop with Penguin Patch on December 9th-13th during school from 12-2:45pm. Our students will be able to shop for their families for the Holidays. Penguin Patch will provide us with products that range in price from .25 cents to \$14. We will also provide wrapping for them and help them write who the gift is for. While they shop they will learn about giving along with how to count money. It's a great event for our students. We also have the ability to help those students whose families cannot participate financially, by letting them shop on our behalf. It's an amazing week of Joy just seeing all of our kids happy.
- nated they Turkey and coordinated dessert donations from our parents. The teachers and staff enjoyed their meal.
- This month we hosted our annual Holiday Shop. Helping our students find a gift for their friends and family is always one of our favorite fundraisers of the year.
- Holiday Shop week ended with a Family Movie Night viewing of the Polar Express.
- For our December Teacher Appreciation, Callison PTA will wrap gifts for our teachers and staff while they enjoy some hot chocolate.

Blackland PTA

- Blackland Prairie Elementary started the fall off strong with our fall donation drive fundraiser, raising over \$37,000. We celebrated the achievement with a movie night for the entire school.
- We had great participation for Reflections this year. Two of our students were chosen to go on to State Judging!
- After providing pies for our teachers to show them how Thankful we were, we celebrated the holiday season with our annual Cocoa and Carols event which provides some holiday shopping with both community and student vendors, as well as Santa, community performers, cookies and of course cocoa!

Callison PTA

- At 316 members we have already surpassed last year's membership numbers and are at an all time high.
- In November Callison helped our teachers with their annual Thanksgiving Luncheon. PTA do-

Canyon Vista MS PTA

- During the 1st week of October 2019 CVMS PTA / Parent volunteers assisted with State mandated Hearing & Vision Screening for 7th Grade Students.
- In the 3rd week of October CVMS PTA parent volunteers donated soups, salads, fruit and desserts for the annual CVMS Staff Luncheon. The variety of food that was donated, was very much appreciated by the CVMS staff.
- In November CVMS PTA collected "virtual" pies for all of the 148 teachers, administrators and faculty to show our thanks for all of the incredibly hard work they do to further our children's education.



Local PTA News/Spotlights

Chandler Oaks PTA

- We can't believe first semester is already coming to an end and plans for second semester are underway.
- Our PTA membership continues to grow.
- COE PTA awarded \$3535.07 to Chandler Oaks Teachers through our Fall Mini Grant program. We love supporting new and innovative ideas to help our children learn!
- Our Annual PTA sponsored Trunk-Or-Treat was a huge success! It was chilly outside, but the kids had fun at the costume parade and checking out all the amazing, creative trunks.
- We are looking forward to our Free Family Movie Night, a Parent Education class and Spring Teacher Mini Grants to kick off second semester when we return in January. We wish everyone a safe and enjoyable Winter Break!

Elsa England PTA

- "There is no Plan-et B" is what keeps motivating Shilpa Kale and Priya Nambiar at Elsa England Elementary PTA. These highly motivated "Go Green Stars" successfully launched the Go Green Program at our school. The program took off on the National Recycling day, November 15th, 2019. Shilpa and Priya expressed their desire to start something which promotes the concept of reduce, recycle and reuse. They strongly believe that if we start with our kids through PTA we will be able to make a better impact. Nish Jindani, our Programs Coordinator, kick-started the program with a plan that included recommendations to reduce, recuse and recycle. Our school Principal Ms Jana Stowe also offered all her support to make this program a success. She also shared her plan to get water bottle re-filling stations installed. Our PTA members agreed to fund this item this year. Further Shilpa and Priya got very constructive encouragement from the EEE third grade team. Under the guidance of Ms Sawyers, Ms Lilleboe and Ms Cho EEE PTA environmental committee has

successfully placed Crayon and Marker recycling stations at different locations in the school. The other objectives of this program include having earth friendly class parties, reduce use of prints, use more electronic modes of communication. They plan to increase awareness for recycling, reusing and reducing through this program. We at EEE PTA are proud to have this new committee in action for the welfare of our future generations. We wish them great success in the coming years!

Great Oaks PTA

- As a civics lesson, our PTA hosted an election to choose our carnival theme. It took place on Election Day, and the students choose "Outer Space," for this year's theme.
- We provided all of our teachers and staff with a pie of muffins for Thanksgiving.
- This month we started planning for our Annual Celebration of Cultures that will take place early in 2020.

PTA TRAINING EVENTS

**Keep on the look out
for future training events,
Leader 2 Leader
Networking, LUNCH &
Learns, Roundtables and
more coming this year!**

Local PTA News/Spotlights

Grisham PTA

- In November we hosted GRIZZGIVING!! This is a Grizzly-style celebration of thankfulness! More than 150 family members joined their kids for lunch and a fun dessert/game time in the gym. Parents donated 750+ servings of desserts and the PTA served them. Students enjoyed small group time to hear why their teachers are thankful for THEM! While their kids received this amazing encouragement from their teachers, parents joined the PTA in a Parent Lounge for coffee, tea, and time to get to know one another. We know that when parents are engaged with the school, student academic performance increases. What is more welcoming than coffee, tea, a meal, delicious desserts, and fun? Thank you to the 60 parents who donated desserts for more than 750 students and guests! Thank you to the 20+ parents who volunteered. Most importantly, thank you to the 150 families who joined us for Grizzgiving!

Jollyville PTA

- We've just finalized the purchase of new picnic tables for the playground to help fill a need for our students and teachers to have a space to sit during recess and other activities.
- We had our Fall Carnival on November 9th.
- Our holiday shop opens on the 9th of December. Big thanks to our executive board and all our volunteers!

Stony Point HS PTSA

- Stony Point PTSA had several PTSA membership drives and spirit wear sales including Junior Night. This is a night for students and parents to meet with teachers to review the upcoming year.
- In November we also supported our last home football game.
- As part of our teacher appreciation, the Stony Point PTSA hosted its annual Fall Teacher Chili

- luncheon. We had several of our members donate their time, chili expertise, and volunteerism to support this event. A big thanks to them!
- In early November, Stony Point PTSA began a new community partnership with BBVA. BBVA and Stony Point PTSA will partner to provide financial literacy to students/parents and teachers via workshops and electronic communications. In addition, BBVA has signed up to be one of our Sponsors.
- Lastly, we are in the beginning stages of applying for the 2020-2022 National PTA School of Excellence, and we will begin reviewing and potentially updating the SPSHS PTSA By-laws.
- In early December, we will host a fundraising night at Chipotle in Round Rock in the University Oaks shopping center
- We are participating in the annual Teacher Gala in mid-December which is designed to show continued appreciation for the great work the teachers provide the Round Rock Community
- This month we will also begin planning for our first annual Harlem Wizards basketball event in April 2020

Teravista PTA

- Teravista has had a wonderful few months! We had an amazingly successful Lighthouse Festival that our community was able to thoroughly enjoy.
- We're gearing up for the holidays with our school's annual Giving Tree, which supports families needing help within our school.
- We also had students make cards for a local nursing home at our CommunityFest, where we provided hot chocolate and cookies as well. The end of 2019 has been great for our school and we are looking forward to an even better 2020!



RRISD PTA Partners

Changing the Social Media Conversation with Students

By Amy Grosso, PhD

Coordinator of Future Readiness

The last month I had the opportunity to talk with middle school students on their social media use. Usually as adults when we have a discussion on this topic we take the approach of telling them what not to do and how social media can wreck their lives. Since this tactic leaves students tuned out I decided to take a different approach. We talked about the difference between intent versus impact. During the short discussion, we looked at three different scenarios and how someone's intent was not as important as the impact they had with their use of technology. The idea was to give students a way to make wise decisions instead of telling them what to do. I encourage you to have this type of discussion with your children instead of just telling them what to do. If we equip kids with the tools to make wise decisions, we might be surprised by the decisions they make. A great resource on the topic is the book [Social Media Wellness by Ana Homayoun](#). You are always welcome to contact me with questions: 512-464-5976, amy_grosso@roundrockisd.org, @amylgrosso.



PARTNERS IN EDUCATION
FOUNDATION
ROUND ROCK ISD



15th Annual Shining Stars Gala, An Evening in Gotham City
February 22, 2020 6pm to 11pm
Sheraton Austin Georgetown

WIN CASH FOR YOUR PTA/CAMPUS

HOW: Build the **BEST** Gift Basket to auction off at the 2020 Partners in Education Foundation Gala presented by St. David's Round Rock Medical Center. A panel of judges will determine which campus built the best basket based on **Creativity & Appearance**.

WHO: All Round Rock ISD PTA and Round Rock Staff are invited to enter the contest!

WHEN: Entries must be **delivered** to the RRISD PIEF office by **Friday, January 31, 2020**. Please include the form with the delivery of your basket so we know the items included and the value.
**595 Round Rock West Dr, Suite 404
Round Rock, TX 78681**

WHEN: The PTA with the winning basket, which will be announced at the March Council Luncheon, will receive **CASH!!!** (The money must go towards staff or student enrichment or a recognition program the PTA/Campus already supports.)

More Winners!
Four more **CASH prizes** will be given from a random drawing. To be eligible for the drawing, the basket must be valued at \$75 and above.

WHY: **WE ARE HERE FOR THE STUDENTS, STAFF & TEACHERS!** All money raised at the Gala from your baskets will go directly to improving education for all members of Round Rock ISD!

Contact: Melissa Schmalbach at (512) 464-5600 or Melissa_Schmalbach@rrisdeducationfoundation.org

GOOD LUCK and THANK YOU for your support!



PARTNERS IN EDUCATION
FOUNDATION
ROUND ROCK ISD



StDavid's



**ROUND ROCK
MEDICAL CENTER**

RRISD PTA Partners



A special message from Round Rock Chamber President and CEO, Jason Ball.

We would like to extend congratulations to Round Rock ISD Superintendent Dr. Steve Flores on behalf of the Round Rock business community. Dr. Flores has been named Superintendent of the Year by the Austin Chamber of Commerce. He was announced to be the winner on November 6 and was given this recognition at the Austin Chamber's State of Education event on November 14. In choosing Dr. Flores for this recognition, the Austin Chamber cited the Round Rock ISD's Distinguished Achievement Plan, SAT programs to allow all high school juniors to take the SAT for free, and college and career readiness rates that are some of the highest in the region and the state. The Austin Chamber also highlighted the AAA rating RRISD maintains with both the Moody's and Fitch rating agencies. In fact, more RRISD campuses earned an A in 2019 than in 2018, and 73% of RRISD campuses posted either an A or a B on the state accountability system.

A strong school system that serves students well is also one that helps create an environment to support economic vitality. The business community recognizes that students are the priority in excellent schools, along with teachers and staff that make great learning environments possible. Round Rock ISD is a critical education partner in our efforts to engage workforce and connect graduates with career opportunities or ongoing education in our region. In a system serving more than 50,500 students, 6,400 faculty and staff, on 55 campuses, it takes engaging leaders to keep everyone moving forward together. Congratulations Dr. Flores!



HERstory

Saturday December 14. 1-5pm

Westwood High School

12400 Mellow Meadow Lane, Austin TX

A 4-5 hour career exploration event that celebrates and encourages young women to engage in the STEM fields. There will be a panel of speakers, several displays/interactive booths, and snacks and refreshments. Contact Joel Taylor for more information, joel_taylor@roundrockisd.org



Did you miss the presentation
by Dr. Amy Grosso?

See the slides [here!](#)



RRISD Parent Programs Family Engagement Working Together for Student Success

Partnering with families to strengthen the home-school connection through intentional opportunities linked to learning to support student learning.

512.464.5614
parent_programs@roundrockisd.org

Offering interactive learning for parents

English Conversation Classes
Parenting Book Studies
Early Literacy
GED
Celebration of Families - Family Resource Fair



PARENT PROGRAMS
parentprograms.roundrockisd.org

RRISD PTA COMMUNITY MEMBERS

On behalf of the RRISD Council of PTAs, we would like to recognize the following PTA Com**YOU**nity Members.

Platinum individuals and/or businesses joined EVERY PTA in RRISD.

PLATINUM PREMIER



PLATINUM PLUS



PLATINUM BASIC



Gold individuals or businesses joined 22 PTAs in RRISD

GOLD PREMIER

GOLD PLUS

GOLD BASIC



Joined 7 PTAs in RRISD

SILVER

GRADE LEVEL HS

GRADE LEVEL MS

GRADE LEVEL ELEM

Peppermint Village Gifts

FEEDER PATTERN MEMBERS

Soap Box Carwash

RRISD PTA Community Members

YOU make a DIFFERENCE in what we DO <i>Over the past 18 years, \$4.8 million has been given back to Round Rock ISD</i>	 PARTNERS IN EDUCATION FOUNDATION ROUND ROCK ISD	PROGRAMS <ul style="list-style-type: none">ScholarshipsTeacher of the YearEmployee Giving CampaignExcellence in Education Grants
	MISSION <p>The Round Rock ISD Partners in Education Foundation develops and allocates resources to the Round Rock Independent School District to enrich, enhance and maximize the quality of education for all students.</p> <ul style="list-style-type: none">Providing Funds for innovative academic programsAcknowledging and rewarding exemplary teachingProviding an avenue for business and community members to enhance the education processPromoting public awareness and celebrating successful programs and achievement of excellence	EVENTS <ul style="list-style-type: none">Shining Stars GalaGolf TournamentBack to School Celebration ACADEMICS <ul style="list-style-type: none">STEMFestPre K Rodeo & RROCK ReadyProfessional Development
 We are ONE family.		



Host your PTA's next Spirit Night with Mr. Gatti's Pizza or at Gatti-Town!

Your Fundraiser will Receive:

- 15% of sales when you bring in \$1-\$499
- 20% of sales when you bring in \$500-\$999
- 25% of sales when you bring in \$1,000+

Gatti-town offers **food and fun** for your next Spirit Night!

As a proud member of the RRISD Community where our restaurants are located, Gatti's is committed to supporting neighborhood groups such as PTAs, schools, youth sports programs, religious groups and other non-profit organizations. One of our favorite ways to support the local community is through our fundraiser program.



When you host your fundraising event with your local Gatti's restaurant, we will provide you with customized digital marketing materials that can be printed or used through a digital campaign.

Contact Alicia Drewe, Director of Operations & Marketing Coordinator, to learn more or to schedule an event.
512.630.7363 cell --- 512.255.2820 office --- alicia@gattismgmtgroup.com

RRISD PTA Community Members

**Inspiring
STUDENTS
to learn.
Empowering
STUDENTS
for life.**

**ONE
FAMILY
ONE
FUTURE**



**PARTNERS IN EDUCATION
FOUNDATION**
ROUND ROCK ISD

595 Round Rock West Dr, Suite 404
Round Rock, TX 78681
(512) 464-5600
rrisdpief@rrisdeducationfoundation.org
www.rrisdeducationfoundation.org



RRISD PIE Foundation

GET INVOLVED

- Friend of the Foundation
- Partnerships
- Donate
- Volunteer

Your donation (time, treasure and talent) given to the Round Rock ISD Partners In Education Foundation provides the students, teachers and RRISD the opportunity to implement new and creative learning ideas to increase our students' knowledge!



ridiculously effective fundraising



What Sets Us Apart:

- ▶ Fitness Focus
- ▶ Leadership Development
- ▶ All Students Included
- ▶ Hassle-Free
- ▶ Local Teams
- ▶ Raises More

"In 24 years of being in education and doing EVERY SINGLE POSSIBLE fundraiser,
APEX is by far the best on so many levels!!!!

--easy for teachers, staff and PTO, and we raise significantly more with Apex--

--character education piece is invaluable and very well done--

--the physical activity aspect of it is great for this generation--

--the APEX team members are AMAZING, EMPOWERING, ENERGETIC AND WONDERFUL role models--

--the APEX team members go above and beyond for EVERYONE!"

WCHE Principal

Contact: Nathan Hesselgrave - nathanh@apexfunrun.com - 817.688.8436

RRISD PTA Community Members



KONA ICE

All across the country, Kona Ice LOVES to give back to schools, sports teams and organizations. Since our first Kona was shaved in 2007, we're proud to say we've raised over \$40 MILLION for local communities in 47 states.

And it was easy. For you. For us. Why? ...because everybody loves to experience Kona Ice almost anytime, anywhere.

We can do Fundraising, Festivals, School, Athletic Events, Corporate Events, & so much more!

This has been a Kona Ice Experience. To get the full experience, ask us to come to your next event.

FLAVORWAVE **RAINBOW WORLD**

p. 512.850.1777
e. jhuskisson@kona-ice.com
www.kona-ice.com

December/January Observances

National Homework Week 12/2-12/8
National Safe Toys and Gifts Month- December
Family Fit Lifestyle Month- January
School Board Appreciation Month

Have you joined the private
RRISD PTA Facebook Group?

Find it by searching:
RRISD Local PTA
Board Q&A

It's a great place to share
ideas and ask questions.

RRISD PTA Community Members



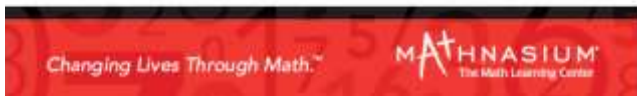
Make This Their Best School Year Yet.

Give them the Mathnasium advantage

Does your child have the skills and confidence they need to succeed in school? We make it happen. Our expert instructors teach each child individually, using customized learning plans to help students thrive in the classroom and in everything they do! Contact us today to schedule a risk-free assessment.

Find your nearest center from Mathnasium.com

Centers participating: Round Rock, East Round Rock, Georgetown, North Austin and Cedar Park



Spirit Night Opportunity from CodeWizardsHQ

Student, teachers, and parents are the true essence of a school. Being an active part of your educational community creates cohesiveness and fosters student growth and development!

CodeWizardsHQ is an immediate catalyst for innovative, empowering and positive individual learner growth at each of our partner schools. This is why we love to bring Coding Spirit Night to schools. As the Language of the Future, we believe that coding should be accessible to every student in the world. Computing jobs are the #1 source of new wages in the United States, with a projected growth rate double that of all other jobs. Consider the opportunities it would create for your students when they graduate!! We are excited to currently be partnering with Walsh Middle school to host a 1-hour live, online coding workshop in which students:

Learn to Code in the Popular Programming Language Python

Get an Introduction to Real, Text Coding (no drag & drop)

Do Hands-on Coding Exercises

Evaluate whether he/she will Enjoy Learning to Code

CodeWizardsHQ nurtures curiosity and builds confidence while promoting computational thinking.

Let's get your students started today!

Sign up for your own Coding Spirit Night by visiting:

<https://codewizardshq.com/pta/>



BOOSTER THON

- ★ New pricing! Keep up to 90% of funds raised
- ★ Round Rock Schools raising more year over year
- ★ Highly customized & personalized to your school
- ★ 5 different run day experiences, 4 different pricing levels
- ★ No classroom interruptions
- ★ Most innovative pledging website in the industry

Austin GM: Cameron Sparks | camerons@boostathon.com | 214-406-3714 | choosetheboostathon.com



Get your Business Logo here when you Become a Business PTA Member

Contact membership@rrisdpta.org

	PLATINUM	GOLD	SILVER	GRADE LEVEL	FEEDER PATTERN
	Includes all Platinum PTA Benefits AND: <ul style="list-style-type: none"> 10 Pg Ad in all Council Connections PTA newsletters Guest at all 5 Council PTA Delegate Luncheon Mgs Guest at all relevant Council PTA events Logo on closing slide of Delegate Luncheon Meeting and evening agenda Your Flyers on Parent Table 	Includes all Gold PTA Benefits AND: <ul style="list-style-type: none"> 10 Pg Ad in all Council Connections PTA Newsletters Guest at 1 Council PTA event Guest at 1 Council PTA Delegate Luncheon Mgs Recognition on Council Social Media 	Includes all Silver PTA Benefits AND: <ul style="list-style-type: none"> 10 Pg Ad in all Council Connections PTA Newsletters Guest at 1 Council PTA event Guest at 1 Council PTA Delegate Luncheon Mgs Recognition on Council Social Media 	Grade Level packages include 1 of the following: <ul style="list-style-type: none"> Community Membership at all 8 RRISD High Schools Community Membership at all 11 RRISD Middle Schools Community Membership at all 34 RRISD Elementary Schools PLUS: <ul style="list-style-type: none"> 10 Pg Ad in 3 Council Connections PTA Newsletters Logo on Sponsor page of Council PTA website 	Feeder Pattern Packages include 1 of the following: <ul style="list-style-type: none"> Community Membership at all PTA/PTSOs in selected RRISD High School Feeder Patterns, OR Community Membership at all PTA/PTSOs in selected RRISD Middle School Feeder Patterns PLUS: <ul style="list-style-type: none"> 10 Pg Ad in 3 Council Connections PTA Newsletters AND Logo on Sponsor Page of Council PTA website
					High Schools: Circle 1 of the following: <ul style="list-style-type: none"> Warriors: Westwood - 10 schools Tigers: Stony Point - 13 schools Bulldogs: Cedar Ridge - 8 schools Mavericks: McNeil - 14 schools Dragons: Round Rock - 14 schools

BUSINESS PARTNERS: would you consider offering a PTA MEMBER-ONLY benefit or like to reach local PTAs through our Resource Guide? Talk to us about this opportunity!!

Texas PTA News/Highlights

Application Open for Texas PTA Board of Directors

The Texas PTA Nominating Committee is seeking volunteer leadership to serve on the 2020-2022 Texas PTA Board of Directors. All applications must be submitted by 11:59 pm on Sunday, January 5, 2020.

More information and application can be found at: <https://www.txpta.org/txpta-nominations>



Texas PTA has partnered with PTAEZ to offer a new membership tracking system and cloud-based financial management system.

The membership tracking system will be free for all PTAs in Texas. This feature will go live in January. For the membership portion instructions go [here](#).

The cloud-based financial management system is available now. Like PT-Avenue, the financial management system is a paid subscription. Learn more [here](#).

PT-Avenue is closing on December 31, 2019. Data cannot be retrieved after this date.

Two Ways to Share Your Ideas with Texas PTA

Did you know that you can share your successes with Texas PTA?

Texas PTA is proud of the amazing programs and services offered by our Local and Council PTAs throughout the state! One of the most important benefits of PTA is access to a strong network of innovative and successful PTA Leaders, and we're excited to collect and share some of the best success stories out there. They're all the *Talk of Texas*!

Submit Here:

<https://fs1.formsite.com/txpta/form615/index.ht>



National PTA News & Tips



[Take Action Write your Legislators](#)

[Make a Donation](#)

[Take a Stand](#)

[Sign up for PTA Boot Camp by Dec. 31](#)

[And you will be entered into a drawing to win 1 of 5 ShopPTA.com gift cards.](#)

Flex your PTA muscles in a 7-day Boot Camp supported by National PTA. You will be provided with daily emails full of practical tips, template tools and inspirational thoughts in the areas you need most:

Leadership

Recruit more volunteers and keep them motivated to make a difference for the students at your school.

Finance

Eliminate the stress of creating a budget, monthly treasurer's reports, and tracking dollars and cents.

Membership

Explode your membership with a P.L.A.N. that has been proven to increase membership in PTAs nationwide!

Programs

Design your PTA calendar with awesome programs like Reflections, STEM + Families and School of Excellence.

PTA Grants & Fundraising

Value time by raising money in simpler ways, such as applying for a PTA grant.

Family Engagement

Create the "village" we all dream of by engaging and empowering more families using our "4 I's" of family engagement.

Advocacy

Be a change maker for the children of your school, community and state. We'll take the mystery out of "advocacy" and show you how you can focus your time and energy to make a huge impact.

Bonus Day

Get inspired to be the leader others look up to with an ABCs of leadership lesson from National PTA President Leslie Boggs.

National PTA News & Tips

How to Engage Underrepresented Groups

Part 4 of 4

<https://www.pta.org/home/run-your-pta/Diversity-Inclusion-Toolkit/supporting-multicultural-membership-growth>

Create Community Connections

Which groups and organizations are active in the neighborhoods served by your PTA? Not only can partnering with such organizations create greater shared resources and alliances to serve families and schools, but these groups can help connect you with traditionally underrepresented families through their own activities, leaders and members.



Some tips to consider:

Reach out to social clubs, service agencies, public libraries and parks, civic organizations, foundations, police and fire stations, hospitals, religious organizations and community service groups.

In deciding which groups to engage, ask yourself: What can these groups potentially bring to a collaborative relationship with PTA that would be useful, valuable or a resource in advocating for children? Consider the ways that potential partners' missions overlap with PTA goals, as well as any challenges in reaching out to these groups.

Collaborate with community-based organizations that serve target populations. For example, developing partnerships with organizations that serve Hispanic families can create important alliances.

Additional resources for creating community connections can be found in the online version of this Toolkit under Best Practices. They include: "Building and Working with Communities" and Collaborative Leadership."

Serve as an Information Resource for Parents, Families, Educators and Community Groups

Families and community groups are more likely to partner with PTA when they see the benefits that PTA provides. Some ways you can demonstrate your value to the school and community include the following:

Provide information about current issues. Make use of PTA position statements and resolutions.

Distribute information about community resources that serve cultural, recreational, academic, health, social and other needs of families and educators.

Provide information to the community, including those without school-age children, about school programs, events and needs.

Empower parents with access to conference workshops and e-learning modules on parenting skills.

Publicize information about National PTA's corporate sponsors and discounts.

Spread the word about PTA leadership and training opportunities, including Emerging Minority Leader Conferences, state and national conventions, and the online E-Learning Library.

National PTA News & Tips



Real Experts. Real Parents. Real Conversations.

We are excited to introduce—*Notes from the Backpack: A PTA Podcast* for busy parents (like you!) who have a lot to keep up with at home and throughout the school year.

Each 30-minute podcast will give you the inside scoop on how to help your child succeed in and out of school. You'll hear unique perspectives from experts, parents and educator guests who will give you real-life advice and ideas you can use!

Just search for "Notes from the Backpack" on your favorite podcast app and subscribe!

For more information visit: <https://www.pta.org/center-for-family-engagement/notes-from-the-backpack>



National PTA is now accepting nominations
for the 2020 Advocacy Awards through
Dec. 18, 2019!

If you know of an outstanding youth or individual PTA advocate, or a local unit or state PTA that has done great advocacy work, nominate them to receive an award for their efforts from National PTA at the 2020 Legislative Conference. You can also nominate yourself!

For more Information please visit the

[National Advocacy Award Page.](#)

PTA Member Benefits

Round Rock ISD PTA Membership Benefits

The No. 1 reason to join PTA is to support your students and your school. As a bonus, through your RRISD membership you also can receive exclusive local offers and discounts. **You must show your PTA membership card and picture ID.** Membership benefits are valid until July 31, 2020.



Soapbox Car Wash will offer a discount of 10% off ANY single car wash purchase to all RRISD PTA members with your PTA card! Soapbox is located at 2000 Round Rock Ave, Round Rock, between St. David's Hospital and Round Rock High School.

Reid's Cleaners will offer a 10% discount to all RRISD PTA members with your PTA card! Valid at 9 locations in Round Rock, Georgetown, Cedar Park, Lakeway, Austin, and Steiner Ranch.



YOUR TEXAS PTA MEMBER PERKS

Gain access to discounts and benefits through your membership with Texas PTA! For details and discount codes, visit txpta.org/member-perks. Some restrictions may apply. For questions, contact Member Services at memberservices@txpta.org.

Last Updated: August 6, 2019

1-800-flowers

There's no better place to order flowers online than 1-800-Flowers.com. We have the highest quality blooms and the most talented florists who can create exactly what you order.

AVIS

With special employee discounts and the highest levels of service, there's never been a better reason to rent with Avis! Save up to 25% off.

Better World Club

Better World Club is the country's only 24/7 pro-environmental club for autos, bikes, RVs, and motorcycles. Join for emergency roadside assistance and get a 15% discount!

Budget

Budget-Rent-A-Car is one of the leading, most trusted providers of affordable and reliable car rental for the value-minded consumer. Get up to 25% off!

COSTCO WHOLESALE

Join Costco as a new member and receive exclusive coupons valued at \$60 including three FREE items.

DELL

Purchase monthly specials at a members-only price, or customize a system and save 7% on top of advertised prices.

enterprise

Enterprise rent-a-car extends a 5-10% discount to all Texas PTA members on all rentals across the nation.



With Great Wolf Perks, Texas PTA members will receive up to 30% off room bookings.

Hertz

Hertz offers savings and benefits whenever you rent — with 1,000 airport locations and over 1,000 locations across the country. Save up to 25% off.

Hotels.com

Hotels.com has over 145,000 hotels in more than 80 countries. Whether you are traveling last minute as a family or need a hotel for business, we have the right hotel deal for you.



The HP Employee Purchase Program (EPP) offers HP consumer products at discounts, instant rebates, coupons, and HP Home & Home Office sales promotions!

MARATHON KIDS

Healthy habits start at home and Marathon Kids makes it simple, fun, and effective!

Orlando Employee Discounts

Save up to 36% on your Orlando vacation! Orlando Employee Discounts offers exclusive pricing on hotels and vacation homes in or nearby Disney World and Universal Studios Orlando. Discounts on other parks are also available. Visit txpta.org/member-perks for a full list!



Discounts are available for admission, season passes, retail, food and beverage items, accommodations, and more.

Six Flags

Receive a substantial discount to Six Flags Over Texas! When you purchase your tickets online, you will have the chance to immediately access them.



Receive a discount on Texas Rangers tickets throughout the season!

WYNDHAM HOTELS & RESORTS

Enjoy a discount at locations within Texas, flat rate for single or double occupancy rooms.

More discounts available through National PTA. Visit PTA.org and navigate to Member Benefits under the "About PTA" tab.