

# Council Connections

## Parents, Teachers, All of Us

### Message from Our Council President

Hello Everyone,

I hope you and your family are staying safe and healthy!

Happy New PTA Year - 2020-2021!! As we begin 2020-21, we continue to navigate the uncharted waters in these unprecedented times. As much as we would love to have everything planned just the way we want it, the fluidity of the current times asks us to be patient and extend grace to each other. We carry ourselves and those we lead through these uncertain times, a never-before health concern - a global pandemic. However, when things look different, it is also an opportunity - to go back to basics. It's a time to review our PTA purposes and find new ways to deliver our PTA mission - making every child's potential a reality by engaging and empowering families and communities to advocate for all children.

Our District Leadership, Administrators, Teachers, Partners, all our PTA Leaders, and Volunteers have been working super hard already, and with our amazing PTA spirit, resilience, and dedication, there is no doubt that we will deliver the best for our awesome RRISD PTA CommYOUity together!

YOU are the LEADERS!!! In each of your roles, YOU have the opportunity to look for ways and lead your team and your PTA CommYOUity - students, families, teachers, administrators, and everyone!! As we all work together, PTA will matter even more this year as we support and advocate for all our stakeholders!!!

And you are not alone. The entire awesome Council team is here for you! Our amazing partners, dedicated volunteers, and entire commyounity is here for you!! Check out these messages from some of our distinguished community leaders, including our City of Round Rock Mayor, City of Austin Mayor, RRISD Partners in Education Foundation, Round Rock Chamber, and Austin Chamber of Commerce!! <https://www.facebook.com/RRISDPTA/videos/379493669708429/> Share them with your commyounity!!

And with grace, patience, and focus on what truly matters, let us begin, one step at a time!!

Sincerely,

Snehal Phirke

President

Round Rock ISD Council of PTAs

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# 2020-21 Council PTA Executive Board Roster

President	Snehal Phirke	president@rrisdpta.org
1st VP of Membership	Randall Goltzman	membership@rrisdpta.org
2nd VP of Training	Jill Strode	training@rrisdpta.org
3rd VP of Communications	Johnny Ramirez	communications@rrisdpta.org
4th VP of Hospitality	Melissa Schmalbach	hospitality@rrisdpta.org
5th VP of Programs	Melissa Hoskin	programs@rrisdpta.org
6th VP of Fundraising	OPEN	fundraising@rrisdpta.org
Treasurer	Liz Cantrell	treasurer@rrisdpta.org
Secretary	Beth Fitzmaurice	secretary@rrisdpta.org
Parliamentarian	Laura Podnar	parliamentarian@rrisdpta.org
<b>COMMITTEE CHAIRS</b>		
Advocacy	Heather Lawrence	advocacy@rrisdpta.org
Business Partner	OPEN	businesspartner@rrisdpta.org
Clothes Closet Chair	Cecelia Zapalac	clothescloset@rrisdpta.org
DADS (Dads of Amazing Daughters/Sons)	OPEN	DADS@rrisdpta.org
Diversity	Estevan Zarate	diversity@rrisdpta.org
Healthy Lifestyles	Kristen Hullum	healthylifestyles@rrisdpta.org
Philanthropy	Jerry Vasquez	philanthropy@rrisdpta.org
Reflections/Arts in Education	Monica Welch	reflections@rrisdpta.org
Scholarships	Tangelia Pruitt	scholarships@rrisdpta.org
<b>COMMUNICATIONS</b>		
Directory	OPEN	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
<b>HOSPITALITY</b>		
Decorations Chair	Lori Cortez	decorations@rrisdpta.org
<b>RRISD &amp; PARTNERSHIPS</b>		
Superintendent	Dr. Steve Flores	superintendent_rrisd@roundrockisd.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
Round Rock Chamber of Commerce	Amy Mizcles	amizcles@roundrockchamber.org

# 2020-21 Council PTA Officer Assignments

If you are in need of assistance, please contact the Officer listed for your campus. Our officers have or are currently serving as local PTA board members and are eager to help you succeed. Please also feel free to contact Council President, Snehal Phirke, 972.375.6377.

## **Randall Goltzman, 1st VP**

**membership@rrisdpta.org 512.632.7490**

[Anderson Mill ES](#)

[Caldwell Heights ES](#)

[CD Fulkes MS](#)

Cedar Ridge HS

Kathy Caraway ES

Laurel Mountain ES

Pearson Ranch MS

## **Jill Strode, 2nd VP**

**training@rrisdpta.org 512.423.4741**

Canyon Vista MS

Chandler Oaks ES

[Double File Trail ES](#)

[Live Oak ES](#)

McNeil HS

Old Town ES

Ridgeview MS

## **Johnny Ramirez, 3rd VP**

**communications@rrisdpta.org 512.296.0454**

Cedar Valley MS

Deep Wood ES

[Forest North ES](#)

Pond Springs ES

Round Rock HS

[Union Hill ES](#)

Walsh MS

## **Melissa Schmalbach, 4th VP**

**hospitality@rrisdpta.org 512.300.8329**

[Berkman ES](#)

[Bluebonnet ES](#)

Chisholm Trail MS

Elsa England ES

Fern Bluff ES

Stony Point HS

## **Melissa Hoskin, 5th VP**

**programs@rrisdpta.org 512.731.0791**

Brushy Creek ES

[Deerpark MS](#)

Great Oaks ES

Patsy Sommer ES

Robertson ES

Success HS

[Voigt ES](#)

## **OPEN**

**fundraising@rrisdpta.org**

Blackland Prairie ES

[Callison ES](#)

Herrington ES

Noel Grisham MS

Spicewood ES

[Wells Branch ES](#)

Westwood HS

## **Beth Fitzmaurice, Secretary**

**secretary@rrisdpta.org 512.769.2299**

Cactus Ranch ES

Forest Creek ES

[Gattis ES](#)

[Hernandez MS](#)

Purple Sage ES

RROC

## **Laura Podnar, Parliamentarian**

**parliamentarian@rrisdpta.org 512.574.5023**

Canyon Creek ES

Early College HS

Hopewell MS

[Joe Lee Johnson ES](#)

[Jollyville ES](#)

Teravista ES

BLUE = Title 1 Campus

# Message from District Leadership

## RRISD Superintendent of Schools

Dr. Steve Flores



Welcome to the 2020-2021 School Year, Round Rock ISD Family! This promises to be a year like no other. The entire world is dealing with unforeseen, unimaginable challenges. These new challenges have completely changed our lives, including how we educate our students and serve our families.

I want to take a moment to share how proud I am of our Round Rock ISD educators and their resilience and continued commitment and professionalism over the past several months. This spring we faced a crisis like none we've seen before and had to shift in a matter of days to provide remote support for our students. Our team did that. It wasn't easy, but our teachers, administrators, food service workers and support staff rose to the occasion and poured themselves into this new challenge. But let me be clear, this spring was a crisis response. As we begin the 2020-2021 school year, our students will participate in a rigorous, engaging virtual learning experience. Our new learning management system will make learning more seamless for both students and teachers and we are ensuring every Round Rock ISD student has access to the technology and support they need to be successful.

Even in difficult times, there are bright spots. A bright spot for me last spring was our celebrations for our 2020 graduates. It wasn't the traditional graduation ceremony we've come to know and expect in Round Rock ISD, but in some ways it was even better. These students, these moments, are why we do what we do. Whether a teacher or administrator, a school nurse or counselor, or one of our thousands of employees who provide important support to our students and educators in countless ways — we all are here to support this all-important mission. But we're not in it alone. One of the greatest things about being in Round Rock ISD is the community support we have and our dedicated partners. Our partnership with the Round Rock ISD Council of PTAs could not be more valuable than in this time when we need to remain connected — even if that has to be virtually right now — and support our students and teachers.

As you know, we began our school year August 20 with virtual instruction. Currently, we are planning to welcome students back to campus on September 10 with strict health and safety guidelines in place. We will also continue to offer virtual instruction for families who choose it as their learning preference. We are committed to remaining flexible and making the best decisions in the interest of health and safety with the most up-to-date information. We are in daily contact with the Williamson County and Cities Health District and Austin Public Health to guide our decision-making process.

It is our greatest hope that conditions related to COVID-19 will improve throughout the fall and we can welcome more students back to campus and begin to transition to a more traditional school day. However, this pandemic has taught us that conditions can change quickly

# Message from District Leadership

## RRISD Superintendent of Schools

Dr. Steve Flores



**ROUND ROCK**  
INDEPENDENT SCHOOL DISTRICT

*(Continued)*

and we must adapt in order to keep our students and staff safe.

I know for many of you, it's been a long time since you've been on our campuses or visited a classroom. But things haven't been quiet around the District this summer. The unexpected school closures meant a head start on summer projects for Bond 2018 and we are excited about the progress we've made. When we are able to welcome our students back to school, they'll see some big changes and improvements, including new playgrounds with equipment accessible for all children, video intercom systems for each campus to improve safety, kitchen remodels at several campuses as well as major upgrades to heating and air conditioning systems, and much more. We are moving into the next phase of construction at McNeil High School which includes a new science lab, an expanded cafeteria and a new black box theater. Westwood High School Phase 4 construction is set to begin soon and we've also broken ground on our new Elementary 35 in the Ryan's Crossing neighborhood.

I know this year is like no other. I know things are scary. And I know that you — like me — desperately want things to get back to normal. I'm heartbroken that for the first time in my 36 year career, I can't spend the first day of school at a campus filled with excited students and teachers. I'm disappointed that I won't be attending a Friday night football game or see a band performance anytime soon. And, even more importantly, I worry about the health, safety and welfare of our 51,000 students, our more than 7,000 employees, and our entire community.

But I am challenging each of our Round Rock ISD team members, and that includes our PTA leaders, to be a model of resilience, courage and unwavering commitment that we will get through this. Don't do it for me, or even for yourself. Do it for our students. Show them that together we can make it through any challenge. I often end my messages with this: Our world will be better soon. It will. We will.

And as that happens, I challenge you, let's not get back to normal. Let's get back to *better*. *This experience will change us and shape us. It will leave an indelible mark. Like everything, it's an opportunity to learn and grow, to adapt and appreciate in a way we never have before.*

Thanks for reading. Together, let's make 2020-2021 unforgettable for all the right reasons.



# Message from District Leadership

Area Superintendents

Rebecca Donald,  
Westwood Learning Community



We are so excited to welcome back our Westwood Learning Community faculty, staff, students, and parents. The 2020-2021 school year will be one to record our thoughts in a journal, so all the new experiences we will have in education can be captured and reflected on in the future.

Westwood Learning Community welcomes two new principals to our community. Amanda Serna, Principal at Grisham Middle School, and Donald Bosier, Principal at the Round Rock Opportunity Center. These are two dynamic leaders who have already begun planning and collaborating with the other learning community Principals.

The WLC principals, counselors, and teachers are working hard to create a learning environment in both the virtual and in-person world that will support our students academically and support their social and emotional needs.

Campuses are working on many things to welcome their students, including curb-side school supplies pick up, Chromebook and hot spot pickup for families needing technology, enrolling new students, and getting the campus ready for in-person learning September 10th.

The Round Rock ISD administrative staff and the principals are eager to work with the Westwood Learning Community PTSA to support our students and the community. If you have questions about the school year or COVID-19 related information, please visit the Reimagining Education Website

Rebecca Donald

Area Superintendent of the Westwood Learning Community

Cedar Ridge Learning Community  
Dr. Nancy Guerrero

Round Rock Learning Community  
Carla Amacher

McNeil Learning Community  
John Yonker

Stony Point Learning Community  
Natalie Nichols

# Message from District Leadership

## RRISD School Board

Amy Weir, President, Place 5



The 2020-21 school year has begun, and yet it doesn't feel a whole lot different from the summer, or the Spring, or the last 24 weeks. But there is a routine. Students are engaging online and while it's not where any of us hoped we'd be at this point, it is the best compromise for right now.

We have received so many letters, both for returning to in-person learning and for continuing virtually. The recommendations coming from federal, state, and local governments change constantly. The board and the administration understand that our youngest and most vulnerable learners must get back into the classroom. But we have to balance that with teacher and staff safety and with the safety of those vulnerable students. As I write this, I'm not sure what the future holds. The board is meeting almost weekly to try to address parent concerns and student needs and teacher's safety. Grace is what we've asked from teachers in dealing with new technology and platforms. Grace is what we've asked of students and parents as learning has started virtually. And grace is what I'm asking from everyone as the board and administration work for a solution that is best for all children, staff, and teachers.

In totally separate news, Board elections will happen this November. For the first time that I can remember there are no incumbents running. We have 11 candidates who have filed for the 4 spots that will be on the ballot. I encourage you to start doing your research and get ready to vote in November. School board elections are so important, but they are at the very bottom of the ballot, so make sure you go to the very bottom before hitting submit.

We'll have a more formal farewell, but for now I'd like to thank those trustees who will be leaving us at the end of the year for their dedicated service to the district; Chad Chadwell, Nikki Gonzales, Steve Math, and Mason Moses. Thank you for all you've done for Round Rock ISD!

### RRISD SCHOOL BOARD MEETINGS

Regular meetings of the Board of Trustees are usually held on the third Thursday of each month unless scheduled otherwise. The Board normally meets in closed session at 6:00 p.m, followed by a public session starting at 7:00 p.m.

These meetings take place in the Round Rock High School Lecture Hall at 300 Lake Creek Drive in Round Rock, Texas.

# Council PTA News

## 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](mailto:newsletter@rrisdpta.org)

**Submission for the next Newsletter is due  
Friday, October 16th, 2020**

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.

**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.**

### Stay Connected with your RRISD Council of PTAs



Website: <http://rrisdpta.org>



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



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



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



# Council PTA COVID-19 Highlights

Tackling COVID-19 Together 

[RRISD COVID-19 Webpage](#)

[RRISD Home Learning HUB](#)

[RRISD Behavioral Health Support](#)

[Tips on Talking with Elementary Students](#)

[Tips on Talking with Secondary Students](#)

[Family Resources from National PTA](#)

[Guidelines for Meetings per Texas PTA](#)

[Virtual Meeting FAQs](#)

[Texas PTA Guidelines for Virtual Meetings](#)

[Overview of Guidelines Video](#)

**Congratulations  
to the COVID-19  
Relief Grant  
Recipients!**

National  
**PTA**  
every child. every voice.

**Congratulations  
To  
Noel Grisham PTA  
&  
Round Rock Council of PTAs**

# Council PTA Highlights

## Message From Our Treasurer

by Liz Cantrell

Treasurer,

RRISD Council of PTAs

Hello Fellow Treasurers,

Happy New PTA Year! My name is Liz Cantrell, and I have the honor of serving as your RRISD Council of PTAs Council Treasurer again this year. I have been involved with Round Rock ISD since the age of five. From kindergarten through graduation from Westwood HS, supporting three younger siblings, and all four of my kids, the youngest of which is a Sophomore at RRHS, I have been a part of RRISD. I am in my 16th year of involvement as a PTA leader, 11th as a volunteer treasurer, and I'm looking forward to working with all of you!

On page 2, please see a message from our State Treasurer, Jennifer Easley. I would advise you to start your year. Texas PTA sends out helpful tips and information throughout the year, so keep an eye for those emails.

As the year continues, I will also send updates and communications regarding any district financial policy updates, council news, and treasurer tips. I am here to help in any way I can and you can email me at [treasurer@rrisdpta.org](mailto:treasurer@rrisdpta.org)

## Clothes Closet Update

by Cecilia Zapalac

Clothes Closet Chair

RRISD Council of PTAs

Welcome back. While we are starting the new school year doing things differently, the Clothes Closet remains committed to one thing- providing help to students in need while keeping our volunteers safe. At this time, The Clothes Closet location on the Anderson Mill Campus will not be open to clients, volunteers, or take donations due to district-wide restrictions. While our Voight Elementary location will not be open to clients or volunteers either, a few of us will still work from this facility to fill electronic orders for clothing for school nurses and counselors and our district Families in Transi-

tions team. If you know a family in need, please direct them to their school nurse for an electronic voucher. We hope we can return to opening our doors to our clients soon; in the meantime, we appreciate everyone's patience.

## Parliamentarian Pointers

by Laura Podnar,

Parliamentarian,

RRISD Council of PTAs

Welcome to the 2020-21 school year! The first order of business for all Parliamentarians is to make sure all of your Executive Board members have access to the most current approved copies of your bylaws and standing rules. Not all PTAs have standing rules, but Texas PTA will have them on file if your PTA has them. There were some changes made to the bylaws template over the summer, so ALL PTAs should start the year by requesting your governing documents from Texas PTA. Don't worry! It is a simple process:

- 1) Go to <https://www.txpta.org/Parliamentarian>
- 2) Click on [Request a copy your PTA's bylaws and standing rules](#)
- 3) Complete and submit the electronic form
- 4) You should receive an e-mail with your governing documents within five business days, but in this busy back to school time, it could take a little longer.
- 5) Once received, check the approval date at the top of the official documents. If the date is older than three years, go to [txpta.org/bylaws](https://www.txpta.org/bylaws) for guidance on the process to update and amend your PTA's governing documents. **I will be discussing this process in a future Council Newsletter**
- 6) When you receive your bylaws and standing rules, work with your PTA President to determine the best way to share them with your Executive Board. Whatever method you use (electronic shared drive, printed copies in binders, etc.), verify that all EB members are using the documents with the same approval dates.

If you ever have any questions about the role of the Parliamentarian or your bylaws or standing rules, please reach out to me at [parliamentarian@rrisdpta.org](mailto:parliamentarian@rrisdpta.org)!

# Council PTA Highlights

## Make Social Media Work For You

by Michelle Chan-Thomson

Webmaster/Social Media Chair

RRISD Council of PTAs



What is your PTA doing this year to connect with its members? It will be a long time before we hang around campus socializing with each other, but we still need to build those cru-

cial relationships that form our PTA community. This year, more than ever, social media should be a key part of your PTA strategy.

1. Figure out where your audience is. Are your school's families on Facebook? Twitter? Instagram? Focus your valuable volunteer time by concentrating on the platforms where you can reach the most people. It will take time to build a following. Promote your social media sites on your emailed newsletters and ask if the school will share the information in their communications to families, too. Include buttons on your website linking to your social media.

2. Decide on your goal for social media communication. Is it to give people a place to engage with each other and ask questions? A private Facebook group such as the "Round Rock ISD Local PTA Board Q&A" group is ideal for discussions. Is it to push out PTA information such as requests for volunteers and reminders to participate in fundraisers? A public Facebook page gives you control over the content and allows you to keep it focused solely on the PTA message that you choose. A page will enable you to post as a PTA (such as "Round Rock ISD Council of PTAs" on Facebook) rather than as an individual, even if there are numerous admins. Twitter is excellent for real-time communication, especially for advocacy efforts during the upcoming Texas legislative session. Instagram is very visually oriented. YouTube and Facebook Live are good places to share meetings and programs.

3. Keep a list of social media sites and log-in information. Ideally, set up your PTA's social media pro-

file using an email address tied to your PTA (e.g., [webmaster@rrisdpta.org](mailto:webmaster@rrisdpta.org)) rather than a personal email. Keep a record of the log-in information and pass it along to whoever takes over your position. Two or three people should be set up as admins on each social media profile, even if only one of them is designated as the primary person who posts.

4. Remember to post on it often – at least a few times each week. If you don't have time to create content frequently, feel free to share posts from the RRISD Council of PTAs, Texas PTA, or National PTA. If your posts are infrequent, social media algorithms might keep them from appearing in your followers' news feeds. Posting does not guarantee that it will be shown or seen, so do not rely on it as your sole way to push out important information.

5. Be brief. Social media isn't the place for long stories. Grab people's attention and then point them to your PTA website for details. Graphics and photos catch people's eyes. Canva.com is a website where you can create free, downloadable graphics using their professional-looking templates.

6. Steer clear of politics and advertising and keep things civil. Be sure to follow Texas PTA's social media policy. Do not solicit or advertise on behalf of a business. You should not post "Eat at Smith Burger!" but you can post, "Thank you to Smith Burger for sponsoring our PTA," or "Tuesday is Spirit Night at Smith Burger." Do NOT endorse a candidate or political party! The only policy stances that PTAs can post are those that have been voted on and approved by your membership. Post social media policies and guidelines on your profile description. Consider adding supplemental Social Media Liability Coverage to your PTA's general liability insurance.

A few years ago, Grisham Middle School PTA started actively posting on its Facebook group and making an effort to engage its members. The posts went beyond the typical asks – donate money, bring teachers food, and volunteer for the dance – to providing useful information for families. Caregivers could ask questions about school and get answers. It created a sense of community and belonging among a group of people who most likely had never met face to face. We may lecture our kids about the dangers of social media, but PTAs can harness its power of connection for good.

# Council PTA Highlights

## Quick Start to Reflections

by Monica Welch

Reflections Chair

RRISD Council of PTAs



"I Matter Because" is the theme of this year's Reflections Arts Competition, and yes a digital campaign is OK!

Looking for ideas for collecting digitally?

- Entries and forms can be emailed! A "fillable" version of the entry form can be found here: [www.txpta.org/reflections-participation](http://www.txpta.org/reflections-participation)
- Ask students to share the entries and form through Google Drive / Dropbox.
- Use Flipgrid to collect videos from the students. It's free for Educators if one of your teachers will assist.

- Judging (more on this later) can happen virtually as well, by sharing Google Drive folders of entries with your judges. Then email them a little virtual gift card as a thank you.

We also have ideas for advertising Reflections virtually!

- TikTok video promos
- Host a zoom art night and invite secondary level students to lead little draw-along teaching to younger students.
- "Challenges" are the rage with many elementary age students
- Online art gallery/slideshows can highlight student art entries
- Zoom award ceremonies can recognize students with a slideshow or pre-recording
- interview with students' entries, or with teachers.

Questions? Ideas? I'd love to hear your thoughts! Email me at [reflections@rrisdpta.org](mailto:reflections@rrisdpta.org). Thank you for supporting Reflections!

**YOUR DADS CAN STILL HELP.  
NOW MORE THAN EVER.**



- Health Ambassador
- Remind Students about masks and distance
- Help with bus and car rider drop-off and pick-up
- Help teachers and students at recess
- Model healthy behavior

888-540-DOGS • [dadsofgreatstudents.com](http://dadsofgreatstudents.com)

## Social Media Tip

When asking members for photos be sure to include the following disclaimer:

*Photo/Video Release: Please note that by submitting your photo/video to [insert PTA name], you give [insert PTA name] the permission to use it on the [insert PTA name] website, newsletter, social media outlets, or any other [insert PTA name] communication channels.*



# Council PTA Highlights

## Helpful Training Information

by Jill Strode, VP of Training

Council of PTAs Round Rock ISD

Training may look a little different this year, but we are here to help and offer guidance whenever needed. Because Texas PTAs annual LAUNCH was postponed until October, many of us attended a variety of Summer School workshops to help jumpstart our school year. If you missed these sessions or if you would like access to the slides, notes and resources, [click here](#). You will find information on PTEZ, membership strategies, family engagement and fundraising during a pandemic, how to collaborate with administration, and more!

Each PTA Leader has two Texas PTA training requirements to be completed online no later than October 15:

1) [FOUNDATIONS Essentials](#) (formerly known as FOUNDATIONS Leader Orientation)

Foundations Essentials course can be found [here](#) and is currently available in English and Spanish

There is a \$10 fee that should be reimbursable through your local PTA funds. This is for new board members - if you have taken FLO I in the past, you are exempt from this course.

There are 8 questions at the end of the course which must be answered correctly to receive a certificate for the training. Once completed, your certificate should be provided to your secretary and will also serve as a receipt for your reimbursement.

2) [FOUNDATIONS BASICS](#) is also available online as recorded webinars.

Please note: Updated 2020-21 BASICS courses are being added, including BASICS for "Boardmanship." (BASICS for Boardmanship is a course for all the remaining leadership positions that do not have a Role Specific Basics course to attend.) During this transition period as we move to this new format of leader learning, please encourage all leaders to complete the current BASICS courses currently available until TXPTA has posted the updated courses.

There are questions at the end of the course which must be answered correctly to receive a certificate for the training. Once completed, your certificate should be provided to your secretary.

ex. certificate



Here is a list of BASICS courses currently available:

[BASICS Principals](#) (2020-21)

[BASICS Treasurer](#) (2020-21)

[BASICS Presidents](#) (2019-20)

[BASICS Secretary](#) (2019-20)

[BASICS Parliamentarian](#) (2019-20)

[BASICS Healthy Lifestyles](#) (2019-20)

[BASICS Membership](#) (2017-18)

[BASICS Advocacy](#) (2017-18)

[BASICS Arts in Education](#) (2019-20)

Texas PTA also provides Resource Guides, Quick-Start Action lists and Duties at a Glance for our local leaders. You can find role specific and Boardmanship resources [here](#).

Council leaders held virtual Q & A Sessions for the following topics; Back to School, How to Diversify Your PTA, Presidents, Secretary, Membership, Treasurer & Parliamentarian. We are taking advantage of any virtual training opportunities we can to help unite one another and share ideas across our district. Please let our VP of Training, Jill Strode, [training@rrisdpta.org](mailto:training@rrisdpta.org), know what topics you would like to learn more about and we will get something set up!

# Council PTA Highlights

## National & State PTA News You Can Use: Updates, Helpful Tips & Resources

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

During this time of the COVID-19 pandemic, the [National PTA](#) and [State PTA](#) are both providing a variety of [helpful information](#) for students, parents, guardians, educators, and staff. These educational support resources are here for YOU and are easily accessible at PTA.org and TXPTA.org. At the sites, where you can also [subscribe to e-newsletters](#) and find resources in [Español](#), you'll also find information about [grants](#). Listed below are some specifics about available resources, upcoming events, and reminders.

Through October 1st, the [Phoebe Apperson Hearst Grant Awards](#) (\$2000 award & \$500 awards) for innovation in family engagement and school partnerships, are open to PTAs which have earned the [National PTA School of Excellence](#) designation. And, PTAs can also apply for the 2020-2021 National PTA School of Excellence program, through October 1st. PTAs are encouraged to renew their designation each year, or every other year, to continue to build on their momentum.

The [National PTA School of Excellence](#) program supports and celebrates partnerships between PTAs and schools to enrich the educational experience and overall well-being of all students. By enrolling, PTAs and school administrators are making a year-long commitment to identify and implement an action plan for school improvement. The National PTA School of Excellence distinction spans two years and honorees receive celebration tools as well as the opportunity to apply for the Phoebe Apperson Hearst Award.

National PTA is helping PTA leaders get ready for the new school year. Join the free [Virtual Boot Camp](#) made just for PTA Leaders! A New Membership Campaign: "[PTA For Your Child](#)" and a [Local Leader Kit](#) are also available. There's a [Diversity & Inclusion Toolkit](#) and a variety of PTA Resources in

Spanish. And, enjoy National PTA Back-to-School Week, September 14th-18th, sponsored by Office Depot OfficeMax:  
<https://www.pta.org/home/events/back-to-school>.

[National & State PTA Branding & Web Guidelines](#) are easily accessible as are [National Advocacy & Legislative Resources](#) including PTA Resolutions. An overview of the summer 2020 National PTA online virtual [Annual Meeting](#) and Leadership Convention, is available. And, check out the [National PTA Event Calendar](#).

Helpful Parent, Student, and Educator [Resources](#) including: COVID-19 information, the Center for Family Engagement with a Toolkit to Facilitate Family/School Listening Sessions (available in multiple languages), Our Children Magazine, Health & Safety News, Special Education Toolkits, the Parents' Guide to Student Success, and College & Career Readiness news are all accessible, [here](#). The insightful [Notes from the Backpack podcast](#) is also available. And, don't forget to easily look for upcoming [National PTA Events](#) on the website or at the National PTA Events app.

With elections coming up on November 3rd, don't forget to remind everyone to make sure they're registered to vote and to get out and vote! Voter registrations must be filled out and mailed in at least 30 days prior to an election. And, voters must be at least 17 years and 10 months of age on the date they register to vote and 18 years old on Election Day.

Visit [VOTE411.org](https://www.vote411.org) for a one-stop-shop to register to vote, get ballot information, and to find polling locations. Additionally, the League of Women Voters Austin Area offers [First Vote!](#), a FREE community service program for area high schoolers, where they learn about voting and registering to vote, in a fun and interactive format. Interested schools can request a webinar presentation for their students by emailing [gthomas@lwvaustin.org](mailto:gthomas@lwvaustin.org) or clicking on [bit.ly/FirstVoteSignUp](https://bit.ly/FirstVoteSignUp).



# Council PTA Highlights

## Meet your 2020-21 Council of PTA Executive Board



### Round Rock ISD Council of PTAs Officers



**Snehal Phirke**  
President



**Randall Goltzman**  
1st VP of Membership



**Jill Strode**  
2nd VP of Training



**Johnny Ramirez**  
3rd VP of Communications



**Melissa Schmalbach**  
4th VP of Hospitality



**Melissa Hoskin**  
5th VP of Programs Support



**Liz Cantrell**  
Treasurer



**Beth Fitzmaurice**  
Secretary



**Laura Podnar**  
Parliamentarian



### Round Rock ISD Council of PTAs Committee Chairs



**Heather Lawrence**  
Advocacy



**Ceceilia Zapalac**  
Clothes Closet



**Lori Cortez**  
Decorations



**Estevan Zarate**  
Diversity



**Kristen Hullum**  
Healthy Lifestyles



**Heidi Schoenberger**  
-Cobert  
National PTA Liaison



**Sara Gandaria-Escamilla**  
Newsletter



**Jerry Vasquez**  
Philanthropy



**Monica Welch**  
Reflections/Arts in Education



**Tangelia Pruitt**  
Scholarships



**Michele Chan-Thomson**  
Webmaster



### Round Rock ISD Council of PTAs RRISD & Partnerships



**Dr. Steve Flores**  
Superintendent



**Rachael Sefton**  
Community Partnership Sup.



**Sibyl Lee**  
Parent Programs Coordinator



**Marianne Reap**  
PIE Foundation



**Amy Mizcles**  
Round Rock Chamber



# Local PTA News/Spotlights

## Cactus Ranch PTA

- Instead of luncheons and breakfasts this year, Cactus Ranch Elementary welcomed back teachers and staff with these cute gift bags including our 2020-21 "We Stick Together" spirit wear T-shirt.



- We asked students to come together and share photos from the first day of school by chalking sidewalks or driveways with "back to school" art and messages. They hope to have a collage for teachers and the yearbook!
- CCE PTA partnered with Cold Cookie Company to have a truck make stops around the Canyon Creek neighborhood on Thursday, August 20. A portion of the proceeds from sales that day will benefit CCE PTA.
- Given district restrictions due to Covid-19, the program leads will bring some of the programs virtually. Current virtual programs are Mandarin Class, Yoga/Meditation Class. Chess Club Virtual is under consideration.

## Canyon Creek PTA

- While they miss seeing everyone in person, they centralized communications over the summer and are excited to launch a new Canyon Creek Elementary PTA website. It will serve as a go-to resource for all things PTA. The new website launched and went live on 8/14/2020. The feedback received has been positive. One parent wrote, "Congrats on this great website and simple process! So impressed! Thank you! "
- There is no question that the 2020-2021 school year will look and feel different, but they want their school families to know that their PTA remains committed as ever to make the school year special for their Comets. The Texas PTA theme of Every Child, One Voice, is more relevant than ever, and they will bring that sense of community to both in-person and virtual students.
- Typically, they would be welcoming students back to their beloved Canyon Creek Elementary to sign up for after school programs, PTA Membership, T-shirt sales, and so much more. This year, they will be doing it all virtually. Through the new website, they encourage everyone to sign up or renew their membership; become an active member of their organization and volunteer for one of the positions currently available by filling out Interest Forms; fill-out Interest forms for virtual program offerings; and much more.

## Cedar Ridge PTSA

- CRHS PTSA is being led by freshman parent, Katrena Plummer.
- We included a Welcome Back video to staff as part of our campus Nuts & Bolts series. We are working with our campus administration to come up with creative ways to support our staff - we are currently holding weekly drawings for staff that join PTSA
- Over the summer we provided our campus with additional outdoor seating in the courtyard and air purifiers & contactless thermometers for our nurse's office.
- CRHS PTSA is working with Funds2Orgs to collect wearable shoes (any size, any type - flip flops, sneakers, heels, work boots) to help create economic sustainability in nations around the world. We are also helping the environment by keeping shoes out of our landfills and keeping chemical compounds from disintegrating. Funds will be donated to CRHS PTSA based on the number of shoes collected. We have a goal to collect 7,500 shoes from September 1 through October 31. This initiative will provide students an excellent way to earn Raider in Action hours as well.



# RRISD Partners News and Tips

## A Year of Unknowns

by Amy Grosso, PhD

Director of Behavioral Health Services  
Round Rock Independent School District  
[Amy\\_Grosso@roundrockisd.org](mailto:Amy_Grosso@roundrockisd.org)

A few weeks ago, I did a Facebook Live session for the Council of PTAs on how to cope with this year. This year's reality is new for all of us, and the answers are not easy or evident. To find our way through this year, we have to look inside ourselves and learn to sit with emotions we don't necessarily like. Feelings of grief for life as we knew it, emotions of fear of the unknown. Until we learn to sit with these emotions, we will never get to the point of accepting our current reality. What if, instead of judgment and critique, we approach our situation with empathy and grace? What would happen if we approach our kids this way? Our world has drastically changed, so must our expectations of ourselves and others. I truly believe managing expectations is a critical part of our mental health. Please continue to check [facebook.com/rrisdpta](https://facebook.com/rrisdpta) for upcoming virtual sessions to help you as you support your kids.

**"When we are no longer able to change  
a situation – we are challenged to  
change ourselves."  
Viktor E. Frankl**

**RRISD Council of PTAs  
Delegate Luncheons**

**Thursday, September 10, 2020  
Thursday, October 29, 2020  
Thursday January 28, 2021  
Friday, March 26, 2021  
Thursday, April 22, 2021**

## Announcement from Food Services

by Abigail Bryant

Aramark Marketing Manager

As of August 1, 2020 free and reduced-price meal applications are available online at [myschoolapp.com](https://myschoolapp.com). Paper applications also are available starting August 20, 2020 at each school campus offering curbside service during Virtual Learning.

Starting August 20, 2020 Round Rock ISD will begin mailing letters and sending email communications to the households of the children in the district about eligibility benefits and any actions households need to take to apply for these benefits.

### Categorical or Program Eligibility

Round Rock ISD is working with local agencies to identify all children who are categorically and program eligible. Round Rock ISD will notify the households of these children that they do not need to complete an application. Any household that does not receive a letter and feels it should have should contact Daria Alvarado, Free and Reduced Meal Clerk, at 512-464-8382.

Applications may be submitted anytime during the school year. The information households provide on the application will be used for the purpose of determining eligibility. Applications may also be verified by the school officials at any time during the school year.



**Watch a Back to School Message  
from  
Local Leaders [here](#)**

**Watch the Round Rock Tower  
Light up Teal and White on  
the first day of school [here](#).**

# RRISD Partners News and Tips

## Welcome Back from Health Services

by Brandy Hafner RN, BSN

Director of Health Services

Round Rock Independent School District

Welcoming students back to school looks different this year, but the excitement level is still high! The nurses and staff in Health Services are working hard to be ready to welcome students back on campus and to face the challenges of caring for children in person during a pandemic. When we do have students back on campus, it will be vital that parents screen their students daily before sending them to school. If your student has symptoms of COVID-19, was recently exposed, or is awaiting test results, please keep your student at home and communicate this to the school. It is very important to have up to date contact information on file with the school this year, in case your student needs to be picked up for any reason. We want to keep the school setting as safe as possible and look forward to working together with parents to make this a great school year for our students and staff.



Join us for a **FREE Virtual Connection** to include panel discussion and question and answer session around student athletes.

Our Virtual Connections are designed to provide information and insights to parents and caregivers regarding specific pediatric conditions.

This session will provide an informative presentation and a question and answer session with our Board-certified Orthopedic Surgeon, Dr. Matthew Elington and Athletic Trainers David Hootlee and Diane Salter. This presentation is focused on student athletes safely returning to play and will include the following topics:

Importance of pre-participation evaluation/physical

Return to physical activity/conditioning

Heat acclimatization

Pediatric Rehabilitation services available at DCMC, Ascension Seton Southwest and our Cedar Park location

This program will be held via Zoom. Link for event will be emailed to participants 48 hours prior to the event.

Wednesday, August 26, 2020

12:00 - 1:30 pm

Registration is available at <http://ascn.io/safesports>

For questions please contact Mary Setterquist at [MSetterquist@ascension.org](mailto:MSetterquist@ascension.org)



[ascension.org](http://ascension.org)

## September/October Observances

- Food Safety Education Month-September
- Childhood Obesity Awareness Month-September
- Youth Suicide Prevention Week 9/6-9/12
- Arts in Education Week 9/13-9/19
- National PTA Back to School Week 9/14-9/18
- National College Colors Day 9/4
- Read a Book a Day 9/6
- National Emergency Responder's Day 9/11
- National Grandparent's Day 9/13
- National Voter Registration Day 9/22
- Family Health and Fitness Day 9/26
- Breast Cancer Awareness -October
- Down Syndrome Awareness-October
- Healthy Lung Month-October
- CPR Awareness-October
- Nationals School Lunch Week 10/12-10/16
- National Custodian's Day 10/2
- National Coaches Day 10/6

# RRISD PTA Community Partners

On behalf of the RRISD Council of PTAs, we would like to recognize the following PTA ComYOUity Partners:

## Platinum (\$1000 donation)

Individuals and/or businesses joined EVERY PTA in RRISD!



## Bronze (\$250 donation)

Individuals and/or businesses joined 3 PTAs in RRISD!

## Raise Your Hand Texas



Round Rock ISD Council of PTAs

### 2020-21 CommYOUity Partnership Program

Round Rock ISD Council of PTAs is thankful for the partnerships and the support provided by our local businesses. Council funds district-wide programs such as our local Clothes Closets, Senior Scholarships, Reflections, Parent information sessions and workshops throughout the school year. With our partners' support, we are able to invest in the programs that benefit our schools, teachers, children and families in RRISD.

If you are interested in finding out more or have questions about these opportunities, please contact Randall Goltzman, Council PTA VP of Membership at [membership@rrisdpta.org](mailto:membership@rrisdpta.org)

CommYOUity Partnership Program	Platinum \$1000	Gold \$750	Silver \$500	Bronze \$250
Marvelous CommYOUity Memberships	*	*	*	*
Certificate for your business to display	*	*	*	*
CommYOUity decal for your business to display	*	*	*	*
Logo on Council website Partner page	*	*	*	*
Shoutout on Council social media pages	*	*	*	*
Logo/Ad in monthly newsletters	*	*	*	*
Website link, contact information & byline included with logo on Partner page	*	*		
2 min Infomercial at Delegate Meeting	*			
Logo on Council website Home page	*			

\* More opportunities may be available throughout the year depending on available partner seating.

### PLATINUM PARTNER \$1000

- 2 minute Infomercial at one virtual Delegate Meeting
- Logo on Council website Home page
- Website link, contact & byline included with logo on Partner page
- Full page ad/logo in our newsletters
- Shoutout on Council Social media pages (FB, IG, Twitter)
- Logo on Council website Partner Page
- CommYOUity Partner decal for your business to display
- Platinum Partner Certificate for your business to display
- Marvelous CommYOUity Membership to ALL 53 PTAs

### GOLD PARTNER \$750

- Website link, contact & byline included with logo on Partner page
- 1/2 page ad/logo in our newsletters
- Shoutout on Council Social media pages (FB, IG, Twitter)
- Logo on Council website Partner Page
- CommYOUity Partner decal for your business to display
- Gold Partner Certificate for your business to display
- Marvelous CommYOUity Membership to our 17 PTAs in need

### SILVER PARTNER \$500

- 1/4 page ad/logo in our newsletters
- Shoutout on Council Social media pages (FB, IG, Twitter)
- Logo on Council website Partner Page
- CommYOUity Partner decal for your business to display
- Silver Partner Certificate for your business to display
- Marvelous CommYOUity Membership to 7 PTAs of your choice

### BRONZE PARTNER \$250

- Shoutout on Council Social media pages (FB, IG, Twitter)
- Logo on Council website Partner Page
- CommYOUity Partner decal for your business to display
- Bronze Partner Certificate for your business to display
- Marvelous CommYOUity Membership to 3 PTAs of your choice

Please complete this section and mail it to: RRISD Council of PTAs, PO Box 1746, Round Rock, TX 78680 or visit our online store at [www.rrisdpta.org](http://www.rrisdpta.org)

Name(s): _____	Cell: _____
Business Name: _____	
Email: _____	Website: _____
Partnership Level: _____	

Become a Community Partner and receive the benefits below.

For more information email

Randall Goltzman, Council PTA VP of membership at  
[membership@rrisdpta.org](mailto:membership@rrisdpta.org)



## RRISD PTA Community Partners



PARTNERS IN EDUCATION  
**FOUNDATION**  
ROUND ROCK ISD

**Recycling? Cleaning? Giving?**

**Donate your New or Recycled Supplies  
for the 2020-2021 School Year!**

**DROP OFF at PIEF OFFICE**

**595 ROUND ROCK WEST DR, SUITE 404**

### **New or Recycled Supplies List**

**Crayons**

**Composition Books**

**Colored Pencils**

**Erasers**

**Filler Paper**

**Glue Sticks**

**Glue**

**Graph Paper**

**Index Cards**

**Pencils**

**Pens**

**Pocket Folders**

**Rulers**

**Sanitizer**

**Scissors**

**Spiral Notebooks**

**Please CONTACT US if you have Questions**

Round Rock ISD Partners in Education Foundation  
595 Round Rock West Dr, Suite 404, Round Rock, TX 78681  
(512)464-5600 [rrisdpief@rrisdeducationfoundation.org](mailto:rrisdpief@rrisdeducationfoundation.org)  
[www.rrisdeducationfoundation.org](http://www.rrisdeducationfoundation.org)

Follow Us:



## RRISD PTA Community Partners



CELEBRATING  
**5 YEARS**  
IN ROUND ROCK

**\$3**  
**TREATS**

September 21-25, 2020

Only available at one of our four Andy's Austin locations. No coupon necessary.  
No cash value. Qualifying treats include one small (up to two topping)  
treats per customer present. Excludes pints, quarts, half gallons,  
custard bars, bottled drinks and gift cards.



BootDaddy®  
Concrete

The Original  
Straw-Ana Sundae

Triple Chocolate  
Concrete

# Come enjoy the best frozen custard in the world!

Proudly serving Round Rock and the Austin area since 2015. At Andy's we love sharing handcrafted treats with the communities we serve. We believe the perfect treat can make someone's day. Celebrate with us on the patio or drive-thru one of our four Austin area locations all week!

AUSTIN | CEDAR PARK | PFLUGERVILLE | ROUND ROCK

**Exclusive for 2020-21 PTA Members. Show your card at the window.**

**DOWNLOAD ANDY'S™ APP NOW!**



Join the Yum Squad and receive a  
**FREE** small concrete after your first visit.



# RRISD PTA Community Members

## Marvelous Platinum Community Members

(Joined all PTAs)

Dart 'Em UP

## Marvelous Community Members

(Joined all PTAs)

Michelle Stanley



### Round Rock ISD Council of PTAs Marvelous Community Membership Program

As a Marvelous Community PTA Member, you support our mission to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

As a Marvelous Community PTA Member, you will receive a certificate to proudly hang in your home, office, or business; a window decal for your car or business window; and acknowledgement at our delegate meeting, website & newsletter. Local PTAs may choose to honor you as well!

To be a Marvelous Community PTA Member join at least 3 local PTAs of your choice. You also have the opportunity to select any of the Marvelous Community Membership packages listed below.

#### Marvelous Community Membership Packages

Platinum (Join ALL PTAs)	\$460.00
Gold (Join 17 PTAs in Need of Community Support - look for *)	\$124.50
Silver (Join 10 PTAs of Your Choice - price based on PTAs selected)	
Bronze (Join 5 PTAs of Your Choice - price based on PTAs selected)	
Alternative Campuses (ECHO, RROC, Success - look for +)	\$30.00
Dragons (Join RHHS + 13 RHHS Feeder Schools - look for [R])	\$122.00
Navarros (Join MHS + 14 MHS Feeder Schools - look for [M])	\$132.50
Rangers (Join CHHS + 8 CHHS Feeder Schools - look for [C])	\$72.50
Tigers (Join SPHS + 10 SPHS Feeder Schools - look for [S])	\$94.50
Warriors (Join WHS + 9 WHS Feeder Schools - Look for [W])	\$88.50

Please mail this form to RRISD Council of PTAs, PO Box 1746, Round Rock, 78680 or visit our online store at [www.rrisdpta.org](http://www.rrisdpta.org). If you have questions, contact Randall Goltzman, VP Membership, at [membership@rrisdpta.org](mailto:membership@rrisdpta.org).

Elementary Schools			
Anderson Mill* (M/W)	\$7.50	Gattis* (C)	\$10.00
Berkman* (C)	\$7.00	Great Oaks (R)	\$8.00
Blackland Prairie (C)	\$8.00	Harrington (S)	\$10.00
Blackburn* (R)	\$8.00	Joe Lee Johnson* (M/R)	\$8.00
Brushy Creek (M/R)	\$7.50	Jollyville (M/W)	\$7.00
Cactus Ranch (R)	\$7.00	Laurel Mountain (W)	\$8.00
Goldwell Heights* (S)	\$7.00	Live Oak* (M)	\$6.50
Gilman* (C)	\$7.00	Old Town (R)	\$8.00
Canyon Creek (W)	\$8.00	Pond Springs (M)	\$10.50
Caraway (W)	\$8.00	Purple Sage (M/W)	\$10.00
Chandler Oaks (S)	\$10.00	Robertson* (S)	\$7.00
Deep Wood (R)	\$7.50	Sommer (M/R)	\$9.50
Double File* (S)	\$7.50	Spicerwood (W)	\$10.00
Englewood (M/R)	\$10.00	Yerawala (S)	\$8.00
Fern Hill* (R)	\$7.00	Union Hill* (S)	\$8.00
Forest Creek (C)	\$8.00	Vaughn* (C)	\$6.50
Forest North* (M)	\$7.00	Wells Branch* (M)	\$8.50

Middle Schools			
C. D. Fikes* (C)	\$8.00	Hernandez* (S)	\$5.00
Canyon Vista (W)	\$10.00	Hopewell (S)	\$10.00
Cedar Valley (M/R)	\$10.50	Pearson Ranch (M)	\$10.00
Chisholm Trail (R)	\$10.00	Ridgelyne (C)	\$8.00
Deerpark* (M)	\$10.00	Walsh (R/S)	\$10.00
Graham (W)	\$12.00		

High Schools			
Cedar Ridge (C)	\$10.00	RR Opportunity Center +	\$10.00
Early College +	\$10.00	Stony Point (S)	\$10.00
Michael (M)	\$10.00	Success +	\$10.00
Round Rock (R)	\$11.00	Westwood (W)	\$10.00

Name: \_\_\_\_\_ Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Are you an Honorary Lifetime Member Y/N

Total \$: \_\_\_\_\_ Email: \_\_\_\_\_

Become a Community PTA Member with one of our  
Membership packages described below.

For more information email

Randall Goltzman, Council PTA VP of membership at  
[membership@rrisdpta.org](mailto:membership@rrisdpta.org)



## COUNCIL PTA PRIORITIES

- ◆ Support Local PTA Leader
- ◆ Conduct Business of the Council PTA
- ◆ Promote PTA

# Texas PTA News & Tips

## Letter from Texas PTA Treasurer

by Jennifer Easley

Dear Treasurers,

Thank you for stepping up to serve your PTA! Although we don't know exactly what this year will look like, we know we want to keep working towards the PTA mission to make every child's potential a reality. Your role as treasurer is an important one as we navigate these waters to figure out how to accomplish our goals in new ways. We will do our best to support you well and point you to resources to help you get the information you need.

### Resources

During your term, you may need help and resources to guide you through the year. Here are some resources to review and links to save.

- BASICS Treasurer Resource Guide ([online](#) or [printed](#))
- [Texas PTA Treasurer Webpage](#)
- [Texas PTA Local Roster](#)
- Your Council Treasurer or Field Service Representative
- Texas PTA Director of Finance (Steve Ginsburg, [finance@txpta.org](mailto:finance@txpta.org))
- Texas PTA Treasurer (Jennifer Easley, [treasurer@txpta.org](mailto:treasurer@txpta.org))

### Getting Started

Below are some things you can take care of to get you off to a great start.

- Read your Bylaws (and Standing Rules, if applicable). You can request an updated copy at the [Texas PTA Bylaws webpage](#).
- Ensure that a [financial reconciliation](#) was completed. Prior to taking over the books, you want

to be sure a financial reconciliation committee reviewed the books and prepared a report for the last fiscal year or since the last reconciliation.

- Verify that the IRS Form 990 was filed for the last fiscal year. Please check the [BASICS Treasurer Resource Guide](#) for additional information about filing the 990. If you did not receive printed confirmation of an accepted IRS 990-N filing, you can verify the filing at the [Tax Exempt Organization Search](#). Keep in mind that it takes 3-5 days after your 990-N is accepted to show on this site. Also note that if you are required to file a 990-EZ or 990, they must be filed electronically.
- Determine if there is an approved budget. PTAs are required to have an approved budget at all times. If the PTA does not have an approved budget, it's time to prepare and present a budget to the membership for approval. Please review the [BASICS Treasurer Resource Guide](#) for more information.
- Ensure all executive board members present plans of work. Treasurers use the plans of work to propose budget amendments at the first membership meeting of the year. If you're unsure, ask the PTA president. There is a sample plan of work for the treasurer in the [BASICS Treasurer Resource Guide](#).
- Determine which financial tracking software to use. The financial tracking software that your PTA uses is a decision for you and your executive board to make.
- Ensure a non-signer is appointed as a bank statement reviewer. A [Statement Review by Non-Signer](#) is completed for each bank statement and filed with the secretary. This is for required embezzlement insurance eligibility and is a best practice.



## Texas PTA News & Tips



**Stay off I-35 and Zoom  
to LAUNCH this year.**

**LAUNCH is going virtual!**

October 12 - 17, 2020, times vary

To learn more and register, visit  
<https://www.txpta.org/attendee-information>.

Register by September 21 to get your official  
LAUNCH Swag delivered to your door.  
Supply is limited.



PTA/PTSA 2020-2021 Officers  
Register with Texas PTA!!

It's time to have your 2020-21 OFFICERS  
REGISTER THEMSELVES for the next  
school year at:  
<https://txpta.com/OfficerIntake> or <http://txpta.a.force.com/OfficerIntake>



In accordance with Article X Meetings, Section. 6 Special Meetings, of the Texas PTA Bylaws, please consider this formal notice that the Texas PTA Board of Directors will hold a special meeting of its members via Zoom on Saturday, September 26, 2020, at 9:00 am. Details on registration will be forthcoming. The process and format will resemble the Virtual Annual Meeting held online in July.

### Agenda for September 26, 2020

1. Consideration of bylaws revision for Article VII Officers, Section 4. Vacancy in Office  
\*If bylaws revision is approved, the next item on the agenda:
2. Election of President-Elect to fill the vacancy created by the resignation of Tim Greenwell

A special committee (Sheri Doss, Chair, Fred Henley, and Heidi PeCoy) was appointed by the Texas PTA Board of Directors to interview prospective candidates and slate one candidate for President-Elect.

The committee unanimously slated Marisol Randle for President-Elect, with no other candidates self-nominating by the deadline.



Find the toolkit for all the new logos [here](#)



# Texas PTA News & Tips



**back  
the  
future**

## 2020 VISION

THE FUTURE IS BRIGHT

### Building CommYOUinity

Expand the PTA brand through a network of growing, high-capacity PTAs that connect with their community and actively engage members in our efforts to support the overall well-being of children.

**We will** improve PTA structures, processes, and support that result in successful PTAs.

**We will** create demand by demonstrating the relevance of PTA and benefits of membership.

### Fulfilling Our Mission

Provide relevant, accessible resources that closely align with our mission and enhance the value of PTA.

**We will** raise awareness of Texas PTA's advocacy efforts and legislative priorities.

**We will** develop and/or promote programs that directly engage students in reaching their potential.

**We will** leverage inclusive, on-demand, and turn-key programs to support PTAs in meeting the needs of their **CommYOUinity**.

### Supporting Volunteers

Cultivate quality leaders to sustain healthy PTAs with innovative and meaningful PTA training and leadership development opportunities throughout the organization.

**We will** invest in the potential of PTA Leaders to build capacity for the future and provide a fulfilling PTA experience.

**We will** implement a strategic communications plan to engage and inform PTA Leaders.

### Providing for the Future

Demonstrate decision-making that positions Texas PTA as a thriving non-profit leader with a commitment to change.

**We will** ensure the long term financial health of Texas PTA.

**We will** evaluate and enhance internal policies and governing documents to increase efficiencies.

**We will** provide ongoing learning opportunities to strengthen and support Texas PTA Leaders' performance.



# Texas PTA News & Tips



## LOCAL PTA MEMBERSHIP AWARDS 2020-2021

To qualify for each award, you must mail membership rosters and dues to Texas PTA postmarked by the listed deadline. In addition, members who join through JoinPTA.org prior to or within the deadline are added to the PTA's count. Track JoinPTA.org members through your PTAEZ account.  
🌐 [txpta.org/awards-grants](https://txpta.org/awards-grants)

### AUGUST

#### Head Start Award

Jump-start the PTA year with 75% or more of the previous year's total membership.

Deadline: August 31

### SEPTEMBER

#### Early Bird Achievement Award

Reach 100% of the previous year's total membership!

Deadline: September 30

### OCTOBER



#### Snappy Increase Award

Achieve more than 100% of the previous year.

Deadline: October 31

### NOVEMBER



#### Three Year High Award

Show more than 100% of the previous year and reach a 3-year high in membership.

Deadline: November 30

### DECEMBER

#### Shining Star Award

Stand out with more than 100% of the previous year and achieve Good Standing. Special recognition in the Superintendent's Report Card.

Deadline: December 19



Get LAUNCH 2021 bling!

### JANUARY

#### Welcome Back Award

Keep up momentum with 10 new members.

January 1 – January 31

### FEBRUARY

#### XOXO Award

Share the love of PTA with 14 new members.

February 1 – February 28

### MARCH

#### Lucky Leprechaun Award

What's at the end of the PTA rainbow? 17 lucky new members!

March 1 – March 31

### APRIL

#### April Showers Award

Don't get caught in the rain! Welcome 15 new members.

April 1 – April 30

### MAY

#### May Flowers Award

Tend to your garden and watch it grow with 10 new members.

May 1 – May 31

### JUNE

#### Membership Increase Award

Achieve more than 100% of the previous year.

Deadline: June 30

## VOICE FOR EVERY CHILD AWARDS

Texas PTA's most prestigious membership award for Local PTAs that strive to have one voice for every child on their campus.  
Deadline: June 30



**Silver:** Recruit members equal to at least 50% of campus student enrollment.



**Gold:** Recruit members equal to at least 75% of campus student enrollment.



**Platinum:** Recruit members equal to at least 100% of campus student enrollment.

## SPECIAL CATEGORY AWARDS

### Golden Apple Award



Recruit 100% of school faculty as members.

Form deadline: February 28th

Texas PTA's definition of faculty is principals, assistant principals, teachers, counselors, and instructional assistants employed at the campus full-time.

### Student Membership Award

Recruit at least 25 student members.

Form deadline: February 28th

### Preschool, MARS (Men Are Really Super), Community, Generations Membership Awards

Recruit at least 50 members from any category to qualify for that award.

Form deadline: February 28th

### Student, Preschool, MARS (Men Are Really Super), Community, Generations Involvement Awards

Appoint or elect one member from any category to serve on the Executive Board to qualify for that award.

Form deadline: February 28th

## PRESIDENT'S CHALLENGE A RETURN TO FUNDAMENTALS



Local PTAs that meet all of the following criteria will qualify for the 2020-2021 President's Challenge.

*New: PTAs will be required to submit a form with their principal's signature. Deadline: June 30*

1. Meet with campus principal to set common goals.
2. Participate in the **back the future** campaign. (Watch for more!)
3. Host a family engagement program.
4. Have a membership increase.

# Texas PTA News & Tips

## Stay in Touch with Texas PTA

Sign up for one or more of Texas PTA Newsletters Here:  
<https://signup.e2ma.net/signup/1768473/1715664/>

- √ General Interest Texas PTA
- √ Healthy Lifestyles Newsletter
- √ The Review (Arts in Education Newsletter)
- √ Under the Dome (Legislative Newsletter)

## Keep up with Texas PTA online Magazine



<https://thevoice.txpta.org/>

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## 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



**Sept. 14-18 is National PTA  
Back-to-School Week, sponsored by  
Office Depot OfficeMax**

Each day of the week we will share essential tips and resources—with exciting announcements and classroom surprises!

Monday, September 14  
[Back to School for PTA Leaders](#)

Tuesday, September 15  
[Back to School for Parents](#)

Wednesday, September 16  
[Back to School for Students](#)

Thursday, September 17  
[Back to School for Teachers](#)

Friday, September 18  
[Office Depot OfficeMax Day](#)

**PTA is Speaking Up for You!**  
[PTA Letters to Policy Makers](#)



National PTA has been a partner to parents on digital parenting topics for over 5 years, exploring in-depth the issues that are on the minds of today's families, and connecting parents with tools, research and supports to make the best decisions for their children. To check out these resources go [here](#).

**Top Articles from Our Voice  
National PTA Magazine**

[Youth Sports and COVID-19:  
Calling the Play for Your Child](#)

By Jon Solomon

[How to Talk to Your Child About Racism](#)

By American Psychological Association

[Jump-Start the Arts This Summer](#)

By Ellie Miller



Use the [Connect for Respect \(C4R\) Toolkit](#) to guide your PTA/PTSA in engaging students in improving the school climate and reduce bullying.

## 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>

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### Helpful Parent Resources available on the National PTA website.

- ♦ [Center for Family Engagement](#)
- ♦ [Parent Guide to Student Success](#)
  - ♦ [Family Guides](#)
- ♦ [College and Career Readiness](#)
  - ♦ [Health Tips](#)
  - ♦ [Safety News](#)
- ♦ [Special Education Toolkit](#)
- ♦ [Our Children Magazine](#)



# PTA Member Benefits



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



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.



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 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-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!



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



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



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



Hotels.com has over 145,000 hotels in more than 60 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!



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



Save up to 35% 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](https://txpta.org/member-perks) for a full list!



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



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!



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

More discounts available through National PTA. Visit [PTA.org](https://pta.org) and navigate to Member Benefits under the "About PTA" tab.