

Council Connections

Parents, Teachers, All of Us

Message from Our Council President

Hello All,

Hope you all had an awesome start to 2019-2020!!!

I am Snehal Phirke, your new President for RRISD Council of PTAs. I am indeed honored to serve as the President of the BEST Council of PTAs for the BEST School District and our entire AWESOME RRISD PTA commYOUity!!! With gratitude to ALL who served/volunteered/supported all of our awesome PTA/PTSA's and our Council PTA in the past, bringing it to where we are today, I am confident that together we can take it to the next level this year - delivering the best for ALL of our stakeholders!

I am so pleased to let you know that we have an excellent Executive Board this year filled with incredible talents, awesome ideas and inspiring dedication!! And this ONE AWESOME TEAM is incredibly excited for you all! Please know that we are here to help you! Let's Rock 2019-20 together!!!

- **We want to make sure we can reach ALL of you!** Help us complete our master PTA contact lists please. Spread the word... ALL executive board members (officers, chairs, teacher reps, principal, student reps, etc) need to **register** themselves **with Texas PTA** this year at <https://txpta.secure.force.com/OfficerIntake>
- **Join the best team!** We are also looking to fill the positions that are currently available on the Council PTA Executive Board. Serving on the Council of PTAs is a great opportunity to make a difference! If you or someone you know may be interested in one of the open positions, kindly let us know!
- **What to expect this year:** Lots of **Communication & Collaboration** with you ALL to support our entire RRISD PTA commYOUity, develop leadership potential, promote PTA membership, and advance our Council, Texas and National PTA's goals, programs and initiatives. And of course, **lots of Smiles & Empowered Enthusiasm Ready for Action** to make Every Child's Potential a Reality!

With that excitement, let's JUMP into this New PTA Year to make it the BEST ever!!!

Questions/Comments/Suggestions? Please let us know!

Thank you so much for all you do!!

-Snehal Phirke

RRISD Council of PTAs, President

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	
Council PTA Highlights	
Local PTA/PTSA News & Spotlights	
RRISD PTA Partnerships	

THANK YOU TO OUR DELEGATE LUNCHEON MEETING SPONSOR



2019-20 Council PTA Executive Board Roster

Interested in filling an Open Position?
Contact our Council President at rrisd.pta.councilpres@gmail.com

President	Snehal Phirke	rrisd.pta.councilpres@gmail.com
1st VP of Membership	Shawn Dempsey	rrisd.pta.councilvpmem@gmail.com
2nd VP of Training	Dawn Watson	rrisd.pta.councilvptrn@gmail.com
3rd VP of Communications	OPEN	rrisd.pta.councilvpcomm@gmail.com
4th VP of Hospitality	OPEN	rrisd.pta.councilhospitality@gmail.com
Treasurer	Liz Cantrell	rrisd.pta.counciltreasurer@gmail.com
Secretary	LaKissa Bright	rrisd.pta.councilsec@gmail.com
Parliamentarian	Jenn Griffith	rrisd.pta.councilparl@gmail.com
COMMITTEE CHAIRS		
Clothes Closet Chair	Cecelia Zapala	rrisd.pta.councilcc@gmail.com
DADS (Dads of Amazing Daughters/Sons)	OPEN	
Diversity	OPEN	
Healthy Lifestyles	OPEN	
Parent Programs	Mellissa Hoskins	mellissa@hoskinweb.com
Philanthropy	Jerry Vasquez	jerry@v-mace.com
Reflections/Arts in Education	Monica Welch	welch.monica@gmail.com
SAGE	OPEN	
Senior Scholarships	Edward Hanna	e.hanna.75@me.com
COMMUNICATIONS		
Directory	Beth Fitz-Maurice	bethfritz@gmail.com
Newsletter	Sara Gandaria-Escamilla	rrisd.pta.councilnews@gmail.com
Webmaster	Michele Chan-Thomson	mchanthomson@gmail.com
National PTA Liaison	OPEN	
HOSPITALITY		
Decorations Chair	OPEN	
FA for RROC, Success & GOALS	OPEN	
RRISD & PARTNERSHIPS		
Superintendent	Dr. Steve Flores	superintendent_rrisd@roundrockisd.org
Business Partner	Jessica Mosman	jmosman@ft.newyorklife.com
Community Partnership Sup	Rachael Sefton	rachael_sefton@roundrockisd.org
State and Federal Programs, Parent	Sibyl Lee	sibyl_lee@roundrockisd.org
PIE Foundation	Marianne Reap	marianne_reap@rrisdeducationfoundation.org
	Melissa Schmalbach	melissa_schmalbach@rrisdeducationfoundation.org
Legislative Chair	Sandi Bone	bone.sandi@gmail.com
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
rrisd.pta.councilvpmem@gmail.com, 616-272-9783

Brushy Creek
Cedar Valley MS
Deep Wood
Hopewell MS
Joe Lee Johnson
Mc Neil HS
Robertson

Dawn Watson, 2nd VP Training
rrisd.pta.councilpres@gmail.com, 512/415-7090

Blackland Prairie
CD Fulkes MS
Fern Bluff
Great Oaks
Kathy Caraway
Old Town
Wells Branch
Westwood HS

OPEN, 3rd VP Communications
rrisd.pta.councilvpcomm@gmail.com,

Bluebonnet
Chandler Oaks
Deerpark
Herrington
Pond Springs
Ridgeview MS
Stony Point HS

OPEN, 4th VP Hospitality
rrisd.pta.councilhospitality@gmail.com,

Caldwell Heights
Early College HS
Double File Trail
Chisholm Trail
Gattis
GOALS
Laurel Mountain
Spicewood

Liz Cantrell, Treasurer
rrisd.pta.counciltreasurer@gmail.com, 512-809-6282

Berkman
Cactus Ranch
Canyon Vista
Jollyville
Patsy Sommer
Round Rock HS
Union Hill
Walsh MS

Lakissa Bright, Secretary
rrisd.pta.councilsec@gmail.com, 303-827-1778

Anderson Mill
Canyon Creek
Cedar Ridge HS
Forest North
Noel Grisham MS
Pearson Ranch MS
Purple Sage
Voigt

Jenn Griffith, Parliamentarian
rrisd.pta.councilparl@gmail.com, 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**

Message from District Leadership

RRISD Superintendent of Schools

Dr. Steve Flores



The 2019-2020 school year is off to a great start in Round Rock ISD! I've lost count of how many campuses I've visited in these first few weeks, but no matter how many, it's not enough! I love visiting each and every campus across our 110 square mile District. Each is unique. Each is special. And, most importantly, each is a nurturing place for kids.

As most of you know, the Texas Education Agency released the state's school report card a few weeks ago. This was the first year the state assigned letter grades to campuses as well as districts. In Round Rock ISD, we fell from an A last year to a B this year and I wanted to provide some context about those results.

It's important to understand that the system used to determine the letter grade is nuanced and complex and looks at overall scores in three domains: Student Achievement, School Progress, and Closing the Gaps. Our scores in Round Rock ISD actually increased in each domain and in the overall score. I share that because I want you to know that we have a lot to be proud of.

For example:

- In Student Achievement, our overall score increased from a 91 in 2018 to a 92 in 2019. grade of A.
- In School Progress, our score increased from an 89 in 2018 to a 91 in 2019. Another A.
- In Closing the Gaps, we made huge strides, jumping from an 89 in 2018 to a 94 in 2019. You guessed it, an A.

Our overall score from the TEA was 93, an A. But that's not the end of the story. As TEA calculates all of these numbers, there is one final piece of data to be included. You must answer Yes or No to this: Campus within district with an overall grade of D or F? If the answer is no, Round Rock ISD is a 93, an A. When the answer changes to yes, as in our case this year, our grade drops to 89, a B.

I don't provide you with this information as a way to make excuses. My purpose is twofold. I want you to be proud of the amazing work our students, teachers and administrators have accomplished. But I also want you to know—and this may surprise you—that as long as we have schools labeled a D or F in Round Rock, I agree that we have not earned our A. Just like family, we are all in this together.

Message from District Leadership

RRISD Superintendent of Schools

Dr. Steve Flores



ROUND ROCK
INDEPENDENT SCHOOL DISTRICT

(Continued)

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I will never believe that an accountability system that relies so heavily on the results of standardized tests can truly evaluate our students and educators. Our kids are far more than a test score. There are tried and true avenues to make great gains on tests in a short amount of time. They include lots of worksheets, lots of repetition, and what we teachers know as “drill and kill” instruction. Drill the kids and kill their love of learning. What is even more heartbreaking about that approach is that we know who is most likely to be subjected to it.

Research bears out what anyone who has spent significant time in a classroom already knows. Our most vulnerable children, for a variety of reasons, have a more difficult time on measures that factor into accountability systems. Poverty, and its byproducts, can influence test performance in so many ways we can't control. But what we can control is the quality of education on our campuses. EVERY child in Round Rock ISD will have access to a robust, well-rounded experience. EVERY child deserves the “good stuff!” While we can, will and must do better in this system, it will not be at the expense of our most vulnerable students. It will not be two systems of education where those already performing at high levels have access to enrichment and project-based learning while others are drilled until test performance improves. We must provide each child with an experience that ignites a passion for learning, builds their confidence, and teaches them that there are no limits to what they can achieve if they work hard.

I fully believe we can do this AND eliminate D- or F-ranked campuses from Round Rock ISD and achieve an A rating once again. There is no either/or. We are Round Rock, and we are proud of our hard-earned reputation. I know you, like me, want to see every child succeed and will do your part to make it happen.

We are doing great things for kids in Round Rock ISD and we will be even greater this year. I believe in you. I believe in our students. And I believe this will be our best year yet.

-Dr.Flores, Superintendent of Schools RRISD

Message from District Leadership

RRISD, Board of Trustees

Chad Chadwell, Board President

At the start of each year in RRISD, there are many exciting and sometimes confusing activities occurring because of startup glitches. The Board gets a steady stream of phone calls and emails about a variety of topics, including late buses, overcrowded campuses, understaffed classrooms and the problem of drop off/pickup lines for cars at many campuses.



Fortunately, these problems are usually short-lived because RRISD has been through the school-year startup process every year since 1913. RRISD's principals and campus staff have flexibility and resources to address these concerns, but fixing them may seem painfully slow at times.

The Board's role is oversight, not day-to-day management of the campuses. When we hear about a problem, our role is to let the Administration look at the issue first, either in Central Office or at the campus. They are usually aware of problems and are working on solutions as we get notified.

Parents will always have the right to speak up on behalf of their children and their campuses, so please know that we do read your emails and are grateful for the feedback you give us. As trustees, we often hear about the problems within RRISD much more frequently than we hear about what is going smoothly. That's fine. We can take criticism because we know it's what makes us better. Keep your comments coming, good or bad.

Finally, I invite you to attend a school board meeting at least once this year. You can come late, leave early, sign up to speak or simply sit and watch. You're free to take pictures, comment on social media or simply check email during the meeting. Bring a fellow PTA member or anyone else from your campus. You'll see local government at work and discussions on how we take care of your children and your tax dollars. We know both are important.

If you do attend a meeting, please come say hello before we get started or during one of the breaks. It's always great to meet new people as well as to see familiar faces.

Regards,
Chad Chadwell
RRISD Board President

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.

The schedule for this calendar year is:

September 26, 2019
October 17, 2019
November 21, 2019

Council PTA News

The 2019-20 RRISD Council of PTAs Delegate Luncheon Meetings

Oct. 23, 2019

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 rrisd.pta.councilhospitality@gmail.com,
or Council President, at rrisd.pta.councilpres@gmail.com.

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 rrisd.pta.councilnews@gmail.com.

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 October 11th.

Stay Connected with your RRISD Council of PTAs



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



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



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

Council PTA Highlights

Building the Bridge Between Businesses and PTA

By Jessica Mosman, Council Business Partner Chair

In an effort to enhance your PTA fundraising, spirit nights have been quite successful. When looking for a business to partner with, think of somewhere that has room to accommodate a good amount of clientele. Also, consider price points of products offered. Chick-fil-e, Torchy's, Hat Creek, and Pizza Delight have put on some great spirit nights in the past. Be sure and give yourself plenty of time to plan and promote, at minimum 45 days or a month and a half. Speak to the owner or general manager and let them know what you are trying to accomplish. Ask them for ideas. They have usually done these before, so their input is invaluable. Be sure and share through Peachjar, social media, and through any other network you can. Get the community and other clubs within the school involved. Make it fun. Have a theme or color that guests can wear to feel more involved. Ask other businesses to donate giveaway items to increase the excitement. If you have had a successful event in the past, we'd love to hear about it. Please email jmosman@txfinancialsolutions.com

We would like to send a thank you to those businesses that have donated this year to PTA:

Energy Affiliates, Donna Tupper

Best Western Plus, Jan Tyler

Rock Business Solutions, Susan Rock

Round Rock Honey, Konrad Bouffard

Financial Integrated Solutions, Jessica Mosman

Camp Gladiator, Paul Bankowski



Parents ... Teachers ... ALL of us!

Back to School: Treasurer Tips

By Liz Cantrell, Council Treasurer

Hello, Fellow Treasurers!

I hope everyone has gotten off to a good start! Here are a few reminders and tips as we get settled into the year:



- ✓ Has your 990 been filed with the IRS for last fiscal year? Remember that this is a requirement for your PTA to remain in good standing. Please send a copy of your acceptance confirmation along with a copy of your annual report to rrisd.pta.counciltreasurer@gmail.com.
- ✓ Plans of Work: Treasurers use the plans of work to propose budget amendments at the first membership meeting of the year. There is a sample plan of work for the Treasurer in the BASICS Treasurer Resource Guide at TXPTA.org/Treasurer.
- ✓ Tax Free Days: Have you set your tax-free days, yet? Fall fundraisers are a great time to use one of your two tax free days! As you are planning, keep in mind that designating a tax-free day requires a vote prior to the event.
- ✓ Review Your Financial Procedures: check your standing rules for any financial procedures and review them with your executive board as soon as possible. Be sure to share with your principal and faculty rep as well, so that your teachers will understand the process of requesting funds. Setting expectations at the beginning of the year is a great way to set your board up for success and help PTA business run smoothly.

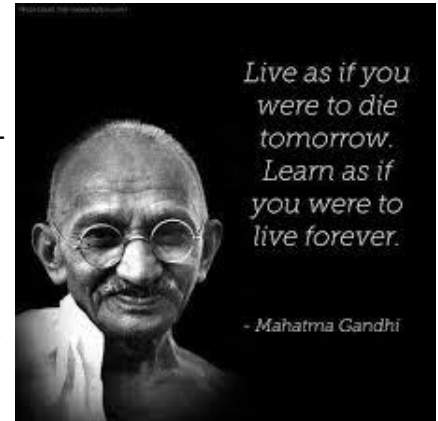
As always, I'm here to help! Contact me at rrisd.pta.counciltreasurer@gmail.com any time!

Council PTA Highlights

Education is power and education is freedom

By Dawn Watson, Council VP of Training

THANK YOU to everyone who was able to attend the training day in August hosted at Ridgeview Middle School. Big thank you goes out to Principal Mutscher and Asst Principal Troxler! Over 200 leaders invested time on a Saturday to be educated on their volunteer role. I appreciated all of the workshop facilitators and Council PTA executive board members for sharing their weekend with us to ensure our local unit volunteers are armed with knowledge. Y'all are my ROCK-STARS! Sweet thanks to RRISD Food Services (Aramark) for catering the lunch. HUGE SHOUT-OUTs to the event sponsors: Boostherthon, Code Ninjas, Code, Kona Ice, LifeTouch and the Round Rock Chamber of Commerce!!! They are the "YOU" in commUnity!



Council PTA is working on another training day, which I'm looking to schedule before the FLO II deadline of October 15. More deats to follow. As a friendly reminder, everyone serving on a PTA executive board (President, chairs, student reps, teacher reps, business partners, and principal, etc.) is to attend Texas PTA Foundations Leadership Orientation I/II (FLO I/II). FLO I is done online at <https://www.txpta.org/training>. The \$10 fee is to be reimbursed by your PTA. FLO II, is facilitated in person locally by Council.

This year the following workshops, training and networking opportunities will be available (and not limited to):

- **Help I'm the President, Now What Do I Do?**
- **It's Not Bragging, It's Marketing!**
- **P + P = Success!**
- **Presidents Share and Swap**
- **Membership Mania**
- **Marketing Your PTA**
- **Fundraising 101**
- **Treasurer Q & A**
- **Beyond Sponsorship's**
- **Bylaws and Standing Rules**
- **Financial Reconciliation**
- **Nominating Committee**

Be on the lookout for scheduling information!

Please do not hesitate to contact me if you have any questions or concerns.



Council PTA Highlights

Reflections

By Monica Welch

Do you know a student that maybe loves to doodle, edit photos on their phone, or write poems that maybe no one ever reads? Reflections is a program to reach that student to engage and recognize those skills that are too often hidden.

If there is ONE student for whom Reflections might make a difference, even a small Reflections program will make a big impact and is easy to start. All it takes is a set of promo posters and a collections box to receive entries. Promo posters have been printed by RRISD Print Services and are being delivered to the PTA at your school this week.

As your Council Reflections chair I am here to help you plan and organize a simple judging event that will work for your school. Consider joining with a nearby or feeder school. Please ask for support...let's reach these students!

IMPORTANT REFLECTIONS DATES:

The spreadsheet with info for the top 20% of entries from your school needs to be uploaded by Mon, Nov. 18. Council level judging is being planned for the night of Wed, Dec. 4 (drop-off that morning, pick-up of art the following morning, Dec. 5). I suggest that local PTAs make their entry deadline by the end of October.

Please don't hesitate to contact this year's Council Chair, Monica Welch at welch.monica@gmail.com with questions or requests for school-specific assistance. We want students in every school to enjoy, be challenged by, and benefit from Reflections this school year!

Crunch Time For Membership

By Shawn Dempsey, Council VP of Membership

Hello PTAers! It's membership time! I hope everyone got their first rosters into to Texas PTA to make the Head Start deadline. Even if you don't win the award, the deadlines are helpful reminders to submit your rosters regularly.

Speaking of submitting rosters, Council has community members and local member who joined through our webpage. Three times a year, we'll send you rosters so you can record your local members, and we'll distribute your local dues from those memberships. Council doesn't have members, so anyone who joins through Council joins at least one of our 53 RRISD PTAs.

The September membership challenge is the Early Bird Achievement Award! Mail membership roster and dues for at least 100 percent of the previous year's total membership by Sept. 30 to win this one.

It's also time to start working on your Golden Apple. Golden Apple is a fabulous achievement! The Golden Apple deadline is Feb. 29, but it's great to have it and the full support of your teachers by getting it early. Need creative ways to say thank you to your teachers for joining and getting the Golden Apple? Visit our RRISD Council PTA Membership page on Facebook to find ideas and brainstorm!

Keep up the great work, membership chairs! We're almost through our busiest two months!



2019-2020
NATIONAL PTA REFLECTIONS* THEME
LOOK WITHIN
Entries from all grades and all abilities welcome.



Visit PTA.org/Reflections to learn more and get involved.

We back the future
Commyounity



Local PTA News/Spotlights

Anderson Mill PTA

- It's been a busy few weeks with the Anderson Mill PTA! We coordinated a Resource Fair for Supply Drop Off night, a 'Tears and Cheers Welcome Breakfast' for our new families, provided school support for Parents as Partners Night, and set up a popular Photo Booth for AME's Grandparent's Day Lunch.
- September 10th, is the date for our annual Magic Show. Our Watch Dog Kick Off event/info session will be on September 24th.
- On Oct 1st, we will host our annual National Night Out community event which also supports the Clothes Closet. Traditionally, the event's theme has been the Sock Hop and beginning this year, it is changing to a 'Multicultural Celebration'. This enables us to truly celebrate our school community's diverse cultures coming together, ties into October being National Arts and Humanities month and launches our Reflections program.
- With the support of the Mary Lou Anderson Art Enhancement grant, we will be able to expose our scholars to more art-based programming and implement an art-based fundraiser to raise funds to match the grant.

Blackland Prairie PTA

- Blackland Prairie Elementary PTA has started the school year fast and furious!
- We have had various spirit wear and membership events such as Orientation Night, and Supply Drop off. These events have been incredibly successful, bringing in over 460 members already.
- Our first Spirit Night at High Country Market was a success, and we are preparing for our next spirit night on Sept. 18th.
- There have been hospitality opportunities such as our Welcome Tea for new families, and our teacher appreciation breakfast.

- We are now back in the school year groove and ramping up for our annual Donation Drive fundraiser.
- Looking forward to what this year brings, and the value we can add to BPE and our community.

Cactus Ranch PTA

- Cactus Ranch Elementary PTA is excited about the start of the new year and look forward to another great year for our CRE Longhorn Family!
- Provided snacks and water for teachers before the school year started and hosted a lunch for all staff on the first day back to school.
- Hosted a Back-to-School Ice Cream Social for our families.
- Our early-morning Howdy and Membership drive were hugely successful!
- Our Watch DOGS Program started again this year with our annual Kick-off Pizza Party in September.
- We're looking forward to our Trunk or Treat and Rise Kraize Fundraiser!

Callison PTA

- Callison is very excited to kick off the year by earning the Head Start Award and the Golden Apple Award.
- We held our first Membership Meeting in August and our members got to enjoy a Spaghetti Dinner. We had a great turnout to this event.

PTA TRAINING EVENTS

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

Canyon Creek Elementary PTA

- CCE PTA is proud to be one of 63 local Texas PTA to receive the “Voice for Every Child Platinum” award at Texas PTA Launch! It is our PTA’s goal once again this year to achieve the Platinum Voice for Every Child Award, Golden Apple Award, and other membership awards.
- We had a successful Back to School Fling event on 8/14. Parents had the opportunity to sign up as PTA members, purchase spirit t-shirts, donate to the Hassle-Free Donation Drive, order Yearbooks, and visit program tables for information about programs and events provided by CCE PTA. We had a big push this year to promote the Back to School event through Social Media (Facebook), yard signs, email blast and the CCE PTA website. We had a great turn out and it was a success! We have 380 paid members to date; and raised \$17,000 in Hassle Free Donation.
- Our Program Lead for School Supplies had facilitated ordering and delivery of 325 supplies kit. All the supplies kit successfully delivered to the classrooms one day before school started!
- We had our first ever Welcome Back to School First Day After-school Social. The ice pops were a hit and families had a great time reconnecting after the hot summer!
- The CCE PTA Green Team has been hard at work, accomplishing two workdays before school opened. The grounds were looking great – with new flower beds and a rock garden installed – which provided a warm welcome to our returning and new students and their families.
- We have kicked off our Fall/Winter enrichment programs with online registrations beginning September 5: Chess Club – 2 levels of classes this year, Destination Imagination, Geography Bee, Mandarin Club – 2 levels of classes this year, Reflections, and Runners Club. Several programs also had parent information meetings – Geography Bee, Destination Imagination, Watch D.O.G.S., with a few more underway.
- We held our first membership meeting of the year on 9.4.19 where we approved budget amendments, 2018-19 Financial Reconciliation Report & Record Retention Policy. We also filled our last two open positions and talked about ways for students and families to get involved with Reflections and other programs that we are working on for the upcoming school year.
- Raider Homecoming is the week of September 23. The theme is There's No Place Like Homecoming and each day students will decorate hallways, dress in Wizard of Oz theme-related outfits, participate in a Community-Wide Parade and Pep Rally on Wednesday, attend the football game on Friday and the dance on Saturday.

Chandler Oaks PTA

- Our school year is off to a great start at Chandler Oaks Elementary. PTA welcomed our amazing teachers back to school with a lunch before they headed off to meet their new students during our annual Welcome Walk.
- We kicked off our school year the next morning with our supply drop off, meet your teacher, and PTA Membership Drive. It was an extremely successful and fun event.
- Chandler Oaks PTA sponsored a catered lunch for our staff the first Friday of school to celebrate achieving the Golden Apple prior to the start of school!
- PTA is excited to host our Dudes (Father Figures) & Donuts event again this year later this month. Our Watch DOGS program is also kicking off with our annual pizza party. We are looking forward to adding more Watch DOGS to our program.
- Our students and teachers are back and excited for a great school year!

Cedar Ridge HS PTSA

- Cedar Ridge High School PTSA is excited about the things we have accomplished so far and we anticipate many more throughout the school year.



Commyou**ni**ty

Great Oaks PTA

- Our Hospitality Committee hosted a back-to-school breakfast for the teachers and staff.
- PTA decorated one of the wall cases welcoming students back to school.
- Membership and School spirit tables were active during School Supply Drop off and Parent Information Nights.
- Coffee and breakfast goodies were provided by our Hospitality Committee during our Tears & Cheers event.
- Through our extensive marketing efforts this year, we have surpassed our goal set by Texas PTA and currently have over 500 members.
- PTA will volunteer during our Grandparent's Lunch for food prep and assistance with signing in guests. Additionally, students and their families will have the opportunity to take photos with our PTA fun photo back drop and props.
- Kona Ice was onsite 9/6 for an after school treat for our Gecko students and families.
- Our first spirit night is scheduled with Dairy Queen in mid September.
- With our increase in membership, we expect a good turnout for our first Association meeting on September 20.

Grisham PTA

- What a month! August was a whirlwind for everyone and the success of several GMS PTA programs has us pumped for the year!
- At Grizzly Camp, designed for incoming 6th graders, we enjoyed record turn out at a 6th grade parent meeting that featured a PTA parent panel. We fielded some great questions from eager parents!
- At open house, we welcomed hundreds of families and reached our first membership goal of the year—the Head Start Award!

- We're actively seeking out corporate sponsors to provide student rewards for the Grizzly Pride program that recognizes students who exhibit the International Baccalaureate learner profile of being a risk-taker, an inquirer, balanced, a thinker, caring, open-minded, a communicator, principled, knowledgeable, and reflective. Please let us know if you're interested (or you have a lead for us)!

Laurel Mountain PTA

- We are excited to start a new school year, and to see all the kids back on campus.
- We also want to extend an official welcome to our new principal, Doriane Marvel, and our new Assistant Principal, Marco Pedraza. We look forward to partnering with you on the next chapter for Laurel Mountain!
- Next week, Laurel Mountain Elementary PTA is hosting the first event of the year, our Family Fit-nic. We invite the entire community to pack a picnic and join us at the school for an evening of fun! We hold fitness challenges and demonstrations like karate, dance, and soccer. Kids are able to compete against their parents in football throws, or even team up for relay races. It's a chance to meet new friends and get everyone up and playing!



Texas PTA Scholarships

HEY, FACULTY!
Win up to \$500 for continuing education or training.

HEY, SENIORS!
Win \$1000 for higher ed after graduation!

Apply Sep. 16 – Nov. 15
TxPTA.org/Scholarships

McNeil HS PTSA

- The Mighty Mavs have had a great start to the 2019-20 school year. Our membership chair has been busy welcoming over 500 new PTSA members so far and we'll keep adding to that number as the year goes on. We have also welcomed a new Associate Principal and three new Assistant Principals to the Mav Nation Family, as well as many new staff members.
- Our MHS PTSA Hospitality Team provided our staff with an incredible Chicken Fajita Dinner on Open House night to make sure they would be well-fed before all our Mav families came to campus to get to know the teachers and find out a little more about life as a student at MHS.
- PTSA began getting to know everyone at Meet the Mavs, MHS' welcome back/pep rally event that was held right before the start of the school year. We sold many spirit wear items as well as memberships to new and returning Mavs.
- We've also been able to partner with Scholastic to sell the books that all grade levels of English classes will be reading throughout the year as a help to parents, as well as a fundraising opportunity for MHS PTSA. We continued our spirit wear and book sales online and at Open House.
- We have lots of events upcoming for Homecoming, Reflections, and more staff appreciation events. It's been a busy start to the year and we're looking forward to continuing to make it a great one.

Round Rock High School PTSA

- At Round Rock High School, our PTSA is off to a great year! Our t-shirts sales were good, thanks to a fun design that features a dragon on the iconic Round Rock water tower. We hope to have these presale shirts delivered by the end of the month.
- A social media chair was added to our board, and that's helping us get the word out on our Facebook page and on parent grade-level pages. We try to mix some fun in our posts.
- Our first general meeting of the year was at the high school open house, and we had an overflowing cafeteria. We got a surge of memberships from that. We're aiming for the Early Bird! If we get it, we can pay out more in teacher grants! The call for applications is going out soon!

RROC PTA

- The PTA at the "OC" is looking forward to another successful year.
- We hope you consider joining our local unit. Everyone is welcome and we couldn't do it without your support. Since the "OC" is the one of the Districts DAEP campuses, students that attend our campus are there on a temporary basis. There are very few parents of students who choose to join our PTA. That's why we rely heavily on the commYOUunity. Go to JoinPTA.org today - the dues are still only \$10.
- We are always looking for positive role models to volunteer and businesses to partner with us especially for Career Day! Please contact PTA President, Dawn Watson at dawnenglishgirl@gmail.com, or 512/415-7090, if you have any questions, or would like to help. #PTASTRONG

Spicewood Springs PTA

- Membership Chair, Natalie Dean, is working hard on a highly successful membership drive – 621 members to date and still actively recruiting! We received the gold achievement award last year with hopes of achieving the Platinum this school year.
- Our First fundraiser is off and running with 7 days left to raise funds. Our school community has currently raised \$30,000. We will wrap up September with our annual book fair with hopes of bringing new books titles and resources to our library.
- Our Hospitality chairs are busy getting ready to host our first faculty birthday celebrations and 5th grade teacher appreciation luncheon. Many in our community enjoy donating home baked goods to show gratitude to our fabulous teachers.
- Lastly, we are working hard to organize and prepare for our upcoming Spicewood Auction: Mascaraed Party. This allows us to support our various clubs and resources that benefit our wonderful students at Spicewood Elementary.

PTA[®]
everychild.one voice.[®]

Stony Point HS PTSA

- Stony Point PTSA is off to a great start this school year. We've had several PTSA membership drives including Principal Watson's annual teacher cookout and an additional drive that was sponsored heavily by local community partners such as Krack of Dawn, Randalls, BBVA, and Starbucks.
- Our goal and expectation is that we will achieve the Golden Apple award again this year via the hard work of our committee members.
- In addition, one major planning goal was achieved already with the solidification of our donation and fundraising plans for the school calendar year including new and exciting activities that will help us achieve our scholarship and mini-grant goals/objectives. Special thanks to Janine Pearce for her fundraising/donation vision.
- Lastly, we've added two new Board members since the start of school. Laura Stegall as VP of Membership, and Laura Gonzales as Parliamentarian. A big welcome to them. We are very excited have them join the team.
- Our Communication Chair, April Lopez, is creating a new SPS PTSA website that will help us communicate more efficiently and effectively with our constituents (students, teachers and parents).
- In September, the PTSA will participate in a Silent Auction/Back to School night function to help demonstrate further our commitment and appreciation of our students, parents and teachers. We are working diligently on a strategy to build business partnerships with local community organizations that will benefit both stakeholder's charitable goals

Terravista PTA

- Terravista is off to a wonderful start! We started off the year by hosting a breakfast to welcome our staff back to school, as well as participating in meet the teacher night.
- We have two beautiful spirit wear designs this year, one of which we were able to give to each member of the staff.
- Preparation and planning is in full swing for our sixth annual Lighthouse Festival, held in

October, to celebrate our designation as a Franklin Covey Leader In Me Lighthouse school!

- We are looking forward to an amazing school year!

Walsh MS PTA

- We are off to a great start at Walsh this year. The halls are already filled with our new bright green spirit shirts!
- Walsh PTA welcomed our staff back to school with a breakfast with some help from our school supply vendor EPI. While our staff was enjoying breakfast tacos and other goodies, we assisted them in joining PTA and purchasing their spirit shirts.
- We will be hosting our first membership meeting including a Parent University and Brown Bag Lunch on September 12th. All four of our administrators will be attending for a Q&A session!
- Walsh PTA is hosting spirit days this month with Kona Ice and Chick fil A – Round Rock to build community involvement and raise money for our programs!
- Walsh PTA is currently accepting staff applications for our fall mini grant program! We are looking forward to awarding funds this fall to assist our teachers in bringing new and innovative ideas to their classrooms!
- Walsh PTA has already had a great turnout of support from parents and staff this year! 700 supporters have already joined the Walsh PTA, and we have earned the Head Start Award!

Westwood High School PTSA

- Worked with the district administration to ensure safety kits are provided to EVERY classroom in the district.
- Improved Safety in the school by paying to have blinds installed in every class door.
- Gave out over \$4000 in scholarships to staff and students.
- Provided hospitality to the teachers to get the ball rolling for the new school year.

RRISD PTA Partners

Talk to Your Kids

By Amy Grosso, PhD

Coordinator of Future Readiness

September is Suicide Prevention Month! I think we continue to go off the myth if we talk about suicide we will plant the seed in our kid's head, but that is the furthest from the truth. Research tells us by having an open conversation it allows others to feel the freedom to ask for help when it is needed. We can each talk to our kids during this important month in a way that is appropriate for their age group. For younger kids it could mean talking with them about their feelings as much as we do academics. If they say they are sad, it is talking with them about it instead of brushing it aside and telling them they will get over it. In older kids it can be mentioning suicide prevention month and opening the door. If you are afraid to talk about it, imagine how your kid feels. Work on listening instead of trying to fix it. I truly believe our kids want to be understood and accepted for who they are at this moment. Remember mental health needs to be an ongoing conversation!! You are always welcome to contact me for assistance:

512-464-5976, amy_grosso@roundrockisd.org, @amylgrosso.



ROUND ROCK ISD
PARENT PROGRAMS

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

Our September

Luncheon

was catered by:



RRISD PTA Partners

Apply to be a Tutor

The Round Rock ISD Substitute Office is currently accepting new applications for tutors for a college readiness program that serves middle and high school students during the school day. All tutors will receive in-depth training that will teach the specific process each tutor will use when working with students. The hourly rate for this assignment is \$10 per hour. Click college readiness program for more information and contact Margie Davis at Magie_Davis@roundrockisd.org to discuss becoming a college readiness tutor.



Districtwide College and Career Fair

Monday, September 23, 6-8 pm

Round Rock High School

201 Deep Wood Dr. Round Rock.

The fair provides students information about their higher education or post-graduation choices, an opportunity to learn more about admissions, financial aid, scholarships, and to meet local employers and representatives from our armed forces.

Food will be available for purchase from the Pok-E-Jo's and WaffLuv food trucks. For more information about the College and Career Fair, please contact your counseling office. Free /For all Ages

September Observances

- Food Safety Education Month
- Childhood Obesity Awareness Month
- Youth Suicide Prevention Week 9/8-9/14
- Arts in Education Week 9/8-9/14
- School Backpack Awareness Day 9/18
- Child Passenger Safety Week 9/22-9/28

How to Manage Stress and Anxiety

Tuesday Oct 1, 6-7pm

Hernandez Middle School-Cafeteria

1901 Sunrise Rd. Round Rock,

Anxiety is currently the most common mental health issue for students with one out of three dealing with anxiety. Knowing the difference between stress and anxiety can allow parents to better support their children. The presentation will provide information on stress, anxiety, and resources available. Parents/Guardians and Students grades 8-12, Registration required <https://roundrockisd.revtrak.net/future-readiness-parent-seminars-18/>



RRISD PTA Partners



Entrepreneurship & Leadership Programs – Now Accepting Applications!

The Round Rock Chamber is now accepting applications for three of its stellar programs. For more information and to submit your application(s) visit us at roundrockchamber.org. If you have any questions, contact Amy Mizcles, Vice President of Community Enhancement, at amizcles@roundrockchamber.org or 512-255-5805.

Entrepreneurship Round Rock - The mission of ERR is to provide individuals, who are just beginning or considering an entrepreneurial enterprise, a supportive and nurturing environment where they can thoroughly evaluate their respective business models. The four-session course, each lasting three hours, will include small group discussions that are focused on strengthening the participants' business models. The curriculum is based on the Business Model Canvas. The program, which is in its third year, aims to strengthen and expand the community's current entrepreneurial ecosystem. This year's program will be conducted in partnership with SCORE Austin. Applications are due by September 27, 2019.

Ascend Emerging Leaders Program (for persons under 45) - Ascend is a revolutionary program bridging the gap between today's young professional and tomorrow's leaders. The mission of Ascend is to support, cultivate, and attract emerging leaders by providing access to business resources, educational opportunities, and community partnerships in an effort to enhance the Round Rock area. Applications are due by September 30, 2019.

Leadership Round Rock - The mission of Leadership Round Rock is to develop leadership skills in

individuals and to promote awareness of issues and opportunities that impact Round Rock. It is designed to provide participants with important information about topics such as the area's history, infrastructure, and educational composition, as well as the significance of involvement in and support for the community. Applications are due by September 30, 2019.

Vendor Resource Fair

Thank you to the following vendors who participated in our vendor resource fair. If you were not able to visit with them check them out for all of the opportunities they have to offer your PTA.

Apex Leadership
Big Kahuna Fund Raising
LifeTouch
Click Here 2 Volunteer
Kona Ice
Round Rock Sports Center
Cordovan Art School
Amy Grosso, RRISD Future Readiness
Gatti-Town
Code Ninjas
"Hey Dude, Nice Shoes" Anti-Bullying Program,
Carolyn Brown
Peppermint Village
Mathnasium
Code Wizards
Dart Em' Up
Game-Z Galaxy
EPI Testing
Reflections
Clothes Closet
And more...

RRISD PTA COMMUNITY MEMBERS

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

Platinum individuals and/or businesses joined EVERY PTA in RRISD! They are:

PLATINUM PREMIER



PLATINUM PLUS



PLATINUM BASIC



Please Consider Becoming a PTA Comm**YOU**unity 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](#).




RRISD PTA Community Members




**PARTNERS IN EDUCATION
FOUNDATION**
ROUND ROCK ISD

School Supply Donations
www.rrisdeducationfoundation.org/school-supplies
*Donations – ability to designate to a specific campus
*Donate Supplies – see full list on website



19th Annual Golf Classic
Promote your Campus or Organization
www.rrisdeducationfoundation.org/golfclassic
*Be a Hole Sponsor - \$150 donation
*Be a Raffle Sponsor – donate service or product



risdpief@rrisdeducationfoundation.org – (512) 464-5600
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ridiculously effective fundraising



What Sets Us Apart:

- ▶ Fitness Focus
- ▶ Leadership Development
- ▶ All Students Included
- ▶ Hassle-Free
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- ▶ 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



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.



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FLAVOR
WORLD



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

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

Clothes Closet Hours

Anderson Mill Elementary
Tuesdays
10AM-noon.

Voigt Elementary
Tuesdays and Wednesdays
9:30-11:30AM.

"As one of the managers of the Anderson Mill CC I can't stress enough how important our school reps are! You're the first responders and the biggest advocates for the clothes closets and the kids we serve! [...] Make sure your nurses and counselors know we are open for business and ready to rock the 2019-2020 school year!"

-Heather Oster, Clothes Closet Manager

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

Changing Lives Through Math.™

MATHNASIUM
The Math Learning Center



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/>

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

Contact rrisd.pta.councilvpmem@gmail.com

PLATINUM	PREMIER – only 5 spots Includes all Platinum Plus Benefits AND <ul style="list-style-type: none"> ✓ Sponsor of 1 Council PTA luncheon & front-page ad in 1 luncheon PTA Newsletter ✓ Logo in Council PTA Officer email signature ✓ 3 Minutes on Delegate Meeting Agenda 	PLUS – only 9 spots Includes all Platinum Benefits AND <ul style="list-style-type: none"> ✓ 1/4 Pg Ad in all Council Connections PTA newsletters ✓ Guest at all 5 Council PTA Delegate Luncheon Mtgs ✓ Booth at all relevant Council PTA events ✓ Logo on closing slide of Delegate Luncheon Meeting ppt and meeting agendas. ✓ Your Flyers on Partner Table. 	BASIC Includes: <ul style="list-style-type: none"> ✓ Community Membership at ALL 53 RRISD PTA/PTSA's ✓ 1/4 Pg Ad in all Council Connections PTA Newsletters ✓ Guest at 1 Council PTA Delegate Luncheon Mtg ✓ Logo on homepage of Council PTA website ✓ Booth at 1 Council PTA event ✓ Recognition on Council Social Media.
	PREMIER – only 5 spots Includes all Gold Plus Benefits AND <ul style="list-style-type: none"> ✓ 1/4 Pg Ad in all Council Connections PTA Newsletters ✓ Booth at 1 Council PTA event ✓ Guest at 1 Council PTA Delegate Luncheon Mtg ✓ Guest at all Council PTA Delegate Luncheon Mtgs 	PLUS – only 9 spots Includes all Gold Benefits AND <ul style="list-style-type: none"> ✓ 1/4 Pg Ad in all Council Connections PTA Newsletters ✓ Booth at 1 Council PTA event ✓ Guest at 1 Council PTA Delegate Luncheon Mtg ✓ Recognition on Council Social Media 	BASIC & BYOP (Build your own pkg) Includes: <ul style="list-style-type: none"> ✓ Community Membership at 22 RRISD PTA/PTSA's that need community membership assistance ✓ 1/4 Pg in 3 Council Connections PTA Newsletters ✓ Logo on Sponsor page of Council PTA website
	SILVER Choose Your Own Package Includes: <ul style="list-style-type: none"> ✓ Community Membership at 7 PTA/PTSA's that you select ✓ 1/4 Pg Ad in 1 Council Connections PTA Newsletter 	GRADE LEVEL All 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 33 RRISD Elementary Schools PLUS <ul style="list-style-type: none"> ✓ 1/4 Pg Ad in 1 Council Connections PTA Newsletter 	

Texas PTA News/Highlights

Check your Blind Spots

By Carolyn Brown, Contributor to Texas PTA, The Voice

Each one of us is fighting a battle that no one else knows about. Battles come in all sizes, from small to immeasurably big. Sometimes I hear about them from a fourth-grade boy who doesn't look up from his shoes when he speaks. Or from an eighth-grade girl who hugs and doesn't let go for a minute or two. Or even from the high school athlete who doesn't seem to have a care in the world, except he does.

I present an anti-bullying/pro-kindness workshop to over 20,000 Texas students each year. It is my goal to speak to as many educators, students, and parents as I possibly can. It is also my hope that I can motivate kids to make changes themselves. I am inspired by this incredible generation of students and how they are going to change the world. I hear so many amazing stories of kindness, generosity, empathy, and acceptance. I also hear of heartbreak and hurt. It is a constant reminder that growing up is astonishingly hard. [...]

I encourage students all over the state to check their blind spots. A simple hello, a borrowed pencil, or being a friend are all ways to create a softer space. A simple act of kindness might not change the whole world for everyone, but it can change at least one person's world. If we all take a moment to look around and check our blind spots, we will discover that no one is invisible and the change we want to see in the world might be as simple as sitting down at a lunch table.

As we begin another school year, sit down and talk to your students about the importance of kindness. Talk to them about people who may be different. Talk about ways to be kind. Talk to your students about how to confront their friends if they make hurtful decisions. Some of these conversations are tricky to navigate. But we, as parents and teachers, owe it to our children to have them. By enabling our children to be the same kids who say hello or sit at the lunch table, we are helping to transform all campuses into softer places.

Growing up is hard work. There is no instruction manual. We have to write it as we go along. *(This excerpt was taken from The Voice, August 2019. For the full article visit <https://thevoice.txpta.org/check-your-blind-spots/>)*



National PTA News & Tips

How to Engage Underrepresented Groups

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

Part 2 of 5

Create Effective Messaging

Effective messaging requires more than just providing clear, accurate and useful information or persuasive arguments for the value of PTA. To be most effective, messages must be adapted to the perspectives, needs and concerns of their target audiences. Groups that have not historically participated in PTA may not understand the benefits of participating or may not feel a connection to the issues for which PTA advocates. Becoming familiar with what matters most to the families and communities you seek to engage will help you adapt your messaging about PTA to these audiences.



Some tips for effective messaging

Begin by asking. What do these families need to understand about the benefits of PTA? For those who are not familiar with PTA, it may be important to spell out why PTA exists, what PTA has achieved, what PTA expects of members and how parents' membership in PTA benefits themselves, their children and the school community.

Make and maintain contact. A primary strategy should be to talk frequently with members of the families or groups you are trying to reach. Personal relationships are critical in making people feel welcome, understood and respected. Maintaining communication is critical; the basis for PTA involvement will be created not just from an initial welcome but through ongoing interaction. Mentoring underrepresented parents and families can help them understand informal expectations and informal rules. Be careful to be culturally sensitive. Avoid blunt questions about differences, and be vigilant about preconceptions and making inferences.

National PTA offers an e-learning course, "Cultural Competency," to help PTAs build more effective relationships across cultural groups. It can be found in the National PTA E-learning Library.

Make messaging a two-way, ongoing process. Frame your message about PTA in ways that relate to the needs and concerns of your target audiences. Put your message in their terms, their language, and the forms they prefer. Ask for feedback and listen carefully. Be prepared to change in response to feedback, to show people that their perspective matters.

Remember that you are always communicating. What you do and how you do it speak as loudly as your carefully crafted messages. Where people sit; who talks with whom; how differences are recognized, respected and accommodated; which differences go unrecognized or are treated as unimportant; and even routine methods of conducting PTA meetings and events can make people feel more or less welcome. For example: single working parents may have different time constraints and child care needs than two-parent working families. How are these differences addressed when planning a PTA meeting or event?

Use the resources available from National PTA for help with presentations. Examples of resources include PowerPoint presentations, an e-learning course called "Creating and Delivering a Speech," and a PTA One Voice blog series on Best Practices for Effective Presentations.

National PTA News & Tips




National PTA is officially celebrating the start of a new school year Sept. 16-20. Some resources are already available at PTA.org/BacktoSchool, including exclusive Office Depot coupons for teachers and PTA members! Visit ShopPTA.com to get your Welcome Back to School banners, lawn signs and window posters as well as #PTABacktoSchool pencils and stickers.




Get the Super 5 Back-to-School Power Moves


Start the fall on the right foot with Super 5: Back-to-School Power Moves, a research-based campaign in English and Spanish from Learning Heroes in collaboration with National PTA and Univision. It includes five simple actions parents can take to support social, emotional, and academic learning in order to set their child up for success in the new year. Visit <https://bealearninghero.org/> for more information.




Top Grant Writing Tips




Know What Grants Exist and When to Apply.
Sign up for National PTA's newsletters at PTA.org/SignUp and bookmark our grants page at PTA.org/Grants.




Tell a Compelling Story.
Make sure all your answers work together to highlight your PTA's strengths.




Share How the Grant Would Impact Your School Community.
Identify an existing need in your school community and explain how the grant will address that need.




Show Your Enthusiasm.
Say how the grant will provide an exciting opportunity for your school and PTA.



Answer All Parts of the Question.
Include concrete, detailed examples and explanations that expressly answer the questions asked.



Promote Family Engagement.
Demonstrate how this grant will help you build stronger families in your community and encourage all families to attend your event.



Get a Second Set of Eyes.
Ask someone to proofread your work for spelling, grammar and clarity before submitting the application.

We offer **Over 500 Grant Opportunities Throughout the Year**. If you don't receive a grant the first time, apply again! Visit PTA.org/Grants.

Texas 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. Some restrictions may apply. For questions, contact Member Services at memberservices@txpta.org.

Last Updated: August 6, 2019



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 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 and navigate to Member Benefits under the "About PTA" tab.