

Council Connections

Parents, Teachers, All of Us



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

Welcome Back to School RRISD PTA Comm**YOU**nity!!

And Welcome Back to PTA!! Your Council PTA Officers have been working, aka volunteering, all summer long getting trained and prepping for the new school year. On the Council Executive Board, you'll recognize familiar faces and there are a few new ones for you to meet. We'd like to welcome the following volunteers: Jerry Vasquez—Philanthropy Chair, Michele Chan-Thomson—Webmaster, Monica Welch—Reflections Chair, Cecilia Zapata—Clothes Closet Chair, Jessica Mosman—Business Partner and Sara Gandaria-Escamilla —Editor. Look at the following roster for available Council positions and let us know if you'd like to get involved.

We're excited to share the 2019-20 RRISD Council of PTA GOALS with everyone at the first Delegate Luncheon Meeting on 9/11. The program for this meeting will be focused on: District Safety and Security updates, New District Communication Tools and Mental Health. There will be a Vendor Resource Fair prior to the meeting. Vendors will include fundraising companies, fun run, enrichment and wellness programs, PTA programs and District departments will be represented. Keep your eyes open for more details!

Let's "Back the Future" together and be #PTAPROUD!

Make it a good first week back to school.

~Your 2019-20 Council PTA Officer Team

INSIDE THIS ISSUE:

Council PTA Executive Board Roster	Texas PTA News & Tips
Council PTA Officer Local Unit Assignment	National PTA News & Tips
Message from District Leadership	
Council PTA News	
Council PTA Highlights	
Local PTA/PTSA News & Spotlights	
RRISD PTA Partnerships	

2019-20 Council PTA Executive Board Roster

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

President	OPEN	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	Snehal Phirke	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	APPOINTED	
COMMITTEE CHAIRS		
Clothes Closet Chair	Cecelia Zapala	rrisd.pta.councilcc@gmail.com
DADS (Dads of Amazing Daughters/Sons)	OPEN	
Diversity	OPEN	
Healthy Lifestyles	Jenn Griffith	Jenngrif@gmail.com
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	OPEN	
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

Snehal Phirke, 3rd VP Communications
rrisd.pta.councilvpcomm@gmail.com, 972-375-6377

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

OPEN, Parliamentarian
rrisd.pta.councilparl@gmail.com,

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



There is no place in the world like Round Rock ISD and I am so excited that the 2019-2020 school year is underway! We are fortunate to be home to stellar students, supportive families, dedicated staff members and world-class educators and, for me, this is the best time of the year.

In Round Rock, our motto is: One Family, One Future. One Family because we believe in the power of community to create change in our world. We help each other, we challenge each other, we support each other. And One Future, because everything we do impacts the future of our students and our own collective future as a community, state and nation.

While I am proud of the hard work of our educators and the many accomplishments of our students, the last thing I want is for us to become complacent. We must ensure EVERY child is successful, and we still have work to do in that area. We know that the greatest impact on student achievement is the classroom teacher and the delivery of the core instructional program. With that in mind, you will see a laser focus this year, and in years to come, on Tier 1 instruction—the core instruction delivered by the classroom teacher. At the same time, we will hone our systems of support at campuses that need it most and ensure they're deployed quickly and effectively.

Our students deserve visionary leadership from all of us. The definition of visionary is *thinking about or planning the future with imagination and wisdom*. This year, we will look to the future - our students' future, our future - and we will cast a vision for it.

You can't plan for the future without looking to the past. This year, Round Rock ISD will mark it's 107th birthday. Round Rock ISD was a small, rural school district with a student population under 1,000 students for the first 60 years of its existence. But last school year, we reached the milestone of 50,000 students and expect to top 51,000 this school year. With growth comes opportunity. And thanks to Round Rock ISD voters who approved a \$508 million bond in 2018, we are able to capitalize on that opportunity by expanding and modernizing our facilities, providing new resources, such as an aquatics facility set to be completed in 2021, and designing a new elementary school scheduled to be built on the District's east side, near Ryans Crossing, and will open to students in 2021.

This summer we completed many playground upgrades and parking improvements at several campuses. In the next few months, you'll see a number of additional projects take shape, including safety, security and technology upgrades. We'll continue to update you on our progress and encourage you to stay connected to our [bond website](#) for the latest news.

Message from District Leadership

RRISD Superintendent of Schools – Cont,d

Dr. Steve Flores



As we've grown, we've changed in Round Rock ISD. Our community grows more diverse every day and we believe that diversity makes us stronger. We are committed to creating an environment where all feel welcome, safe and valued. In June, our District and campus leaders participated in our annual World Class Summit. This year, the three-day event was focused on furthering a foundation for equity practices in our district. We have been intentionally addressing equity issues for the past two years with the work being driven by an Equity Task Force comprised of campus and district leaders, teachers, parents and outside experts. Continuing this important work this year, all principals will attend Beyond Diversity Training and we'll be prioritizing professional development for all staff focused on racial and educational equity.

Some of the advancements this year are the result of sweeping changes to public education made by the Texas Legislature during their most recent session. Lawmakers followed through on their promise to provide more funding for Texas public schools, and required districts to spend at least 30% of new funding on teacher pay raises. We're proud to say in Round Rock ISD we're spending 100% on boosting salaries. Our Board of Trustees authorized the largest pay raises in Central Texas for both new and veteran teachers and gave the highest pay boost in more than a decade to support staff and administrators.

The additional funding comes with some new requirements, but Round Rock ISD is, as usual, ahead of the curve. For example, the new law requires expanding pre-k for eligible students from half-day to full-day. This is a challenge in many districts, but here in Round Rock, we have long valued and invested in early childhood education. Just last year, we expanded to full day pre-k at 13 of our campuses and now will offer it at 19 campuses. We are excited to see this investment pay off as our students move on to kindergarten with a solid foundation and early intervention.

In Round Rock ISD, we inspire learners and empower people. We're entering this school year with clear eyes and a powerful vision for our future. All we do is for the benefit of the 50,000 students we serve. We are one family, one future. And that future starts here.

A graphic with a purple and pink bokeh background. The text is in a bold, black, sans-serif font, arranged in four lines.

**The future belongs
to those who give
the next generation
a reason for hope**

Message from District Leadership RRISD, Board of Trustees

Amy Weir, Trustee



The RRISD Board of Trustees spent the summer approving the largest teacher pay raise in district history. The State of Texas passed comprehensive school finance reform in May and Round Rock ISD used all the additional dollars provided by the state to give our teachers and staff a raise.

The board, along with key administrative staff members, took a comprehensive 2-day training with the Texas Education Agency called Lone Star Governance. The training is designed to improve governing teams and help provide intensive focus on improving student outcomes. As part of the training RRISD will have a TEA coach for a year, at no-cost to the district, who will assist us in implementing the program. On August 8th the Board met with administrative staff and our TEA Lone Star Governance Coach, Dr. Drew Howard, to begin to develop our student outcome goals for 2019-20. You can view the taped meeting on the district website; from the board page click on the Live Streamed & Archived, the August 8th workshop will be under the Called Board Meetings Link.

We look forward to our continued partnership with all the PTAs in Round Rock ISD and a great 2019-20 school year

RRISD SCHOOL BOARD MEETINGS

Council PTA encourages the commYOUunity to attend one or two School Board Meetings. Learn about the District.

The public may attend on the 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:

August 15, 2019
September 26, 2019
October 17, 2019
November 21, 2019
December 19, 2019

team·work *(noun)*
cooperative or combined effort of a group of persons working together as a team for a common cause

Council PTA News



SCHOOL OF EXCELLENCE

National PTA School of Excellence

Congratulations to the following schools for being designated a National PTA School of Excellence:

Cedar Ridge High School PTSA
Noel Grisham Middle School PTA
Ridgeview Middle School PTA
Westwood High School PTSA

National PTA School of Excellence is a recognition program that supports and celebrates partnerships between PTAs and schools to enrich the educational experience and overall well-being for all students.

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2018-19 RRISD Council of PTAs Membership Awards

Texas PTA Proudly Awarded RRISD Council of PTAs the following Membership Awards:

Gold Award
Silver Award
Family Engagement Award
Advocacy Award
Golden Apple Award
Every Members Counts Sapphire Award
Local 3 Year Hight Award 25%
Membership Increase Award
Key Award– 3 years
Membership High Award– 9 years

These Awards would not be possible without all of the hard work of all of our Local PTA Leaders.

Thank you for all that you do!



Commyounity

Council PTA News

The 2019-20 RRISD Council of PTAs Delegate Luncheon Meetings



**Making A
Difference
Together**

Sept 11, 2019

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.**

Please Consider Becoming a PTA CommYOUunity 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](#).

Council PTA News

Congratulations Anderson Mill PTA

National PTA has announced their 2019 Mary Lou Anderson Reflections Arts Enhancement Grant awards and WE HAVE A WINNER from Round Rock ISD!!!

Congratulations Anderson Mill Elementary PTA!!!
Council PTA is very proud of you. Thank you for all you do for the Armadillo community!

We are so excited for the possibilities this award creates.

#PTAExcellence #PTAProud

The Mary Lou Anderson Reflections Arts Enhancement Grant awards two Local PTAs \$1,000 in matching funds for student-centered programs that increase access to high quality arts learning experiences and new pathways for students to participate in National PTA's Reflections program.

Check out more at <https://www.pta.org/home/events/event-list/event-detail/2019/04/01/default-calendar/mary-lou-anderson-reflections-art-grant-applications>



COUNCIL CONNECTIONS NEWSLETTER

PTA leaders, Principals, District Leadership, District Partners, business and community PTA members, are all encouraged to make a written contribution to this product. Write a brief article (1/4 page) about what's going on within your school community. The 200 guests who attend our Council PTA Delegate Luncheon Meetings (including representatives from the respective Chambers of Commerce, Texas State PTA, State Legislature and everyone that visits our RRISD Council of PTAs website) will be able to read about all the incredible happenings our local units do daily. Newsletters are available in hard copy format at each

Delegate Meeting. Shortly after the meetings it will be 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 monthly edition will be published. RRISD Council of PTAs is very large with lots of fantastic things going on at the local PTA units every day! Our goal is to share more often, rather than just five times a year. It is also our hope to increase communication across the District that we

serve. Please share this information with everyone in your network, especially the school community. If you'd like to include an article, know a business or individual who would like to sponsor this newsletter, please email the Council Connections PTA Newsletter Editor, Sara Gandaría-Escamilla at rrisd.pta.councilnews@gmail.com.

Next submission deadline is. Friday Sept. 6th.

Council PTA Highlights

Meet Your NEW Council VP of Membership

Hi y'all! I'm your new Council VP of membership, Shawn Dempsey. I'm from Michigan, and I think y'all is the handiest word ever, so I use it a lot!

At Council, we've been training, offering training to you, and planning for our Community Membership Program and for our Delegate Luncheon Meetings. We are working on some new prizes because we all know that if we are going to work this hard, we need to have some fun.



- We will start offering Community Memberships soon. Council doesn't have its own PTA membership, so we help to facilitate community members are for our 53 local PTAs. I will complete the Membership and Dues Roster for every local unit that we have received community memberships for, and send that along with dues to Texas PTA for processing. Each PTA will receive a copy of their roster along with a check for your portion of the dues. Simply add the new members to your master roster and deposit the check—ASAP!
- If you have any questions this year, **CONTACT ME!** I'm happy to help you!!
- You can continue to use PTaVe for now, or we can talk about spreadsheet options.
- Want to be on the Membership Committee and help develop great ideas for strong PTAs? I'd love to have you!
- Lastly, join the RRISD Council PTA Membership group on Facebook so we can share our successes and answers because we all are working for the same goal -- **a strong PTA!**

I can't wait to see all y'all at the Delegate Luncheon Meeting!



Local PTA Membership Awards Criteria 2019-2020

AUGUST

Head Start Award

Mail membership roster and dues for 75% or more of the previous year's total membership. **Deadline:** August 31st

SEPTEMBER

Early Bird Achievement Award

Mail membership roster and dues for at least 100% of the previous year's total membership. **Deadline:** September 30th

OCTOBER

Membership Increase Awards

Mail membership roster and dues for more than 100% of previous year. **PTAs must have membership increase between deadlines to earn June awards. Deadlines:** October 31st (Fall), June 30th (Overall)

NOVEMBER

Three Year High Award

Mail membership roster and dues for more than 100% of previous year's total membership and reach a 3 year high in membership. **Deadline:** November 30th

DECEMBER

Shining Star Award

Mail membership roster and dues for more than 100% of previous year and achieve Good Standing. Special recognition in the Superintendent's PTA Report Card will be given to PTAs that earn this award. **Deadline:** December 21st

Good Standing defined by Standards of Affiliation attached to Bylaws.

JANUARY

Welcome Back Award

Welcome at least 10 new members and mail qualifying membership roster and dues between January 1st and January 31st.

FEBRUARY

XOXO Award

Share the love of PTA with 14 new members and mail qualifying membership roster and dues between February 1st and February 29th.

MARCH

Lucky Leprechaun Award

Mail membership roster and dues for a minimum of 17 new lucky members between March 1st and March 31st.

APRIL

Honor Roll Awards

Mail membership roster and dues for more than 100% of previous year and reach a membership club-level (100+ Club, 250+ Club, 500+ Club, 750+ Club, 1000+ Club). **Deadline:** April 30th

MAY

Alumni Award

Recruit 10 students or parent alumni and mail qualifying membership roster and dues between May 1st and May 31st.

JUNE

Finish Strong Award

Mail membership roster and dues for at least 5 members between June 1st and June 30th.

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 30th

- 🥈 **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.

Student enrollment defined by Texas PTA.

SPECIAL CATEGORY AWARDS

Golden Apple Award

Recruit 100% of school faculty as members. **Form deadline:** February 29th

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 29th

Preschool, MARS (Men Are Really Super), Community, Generations Membership Awards
Recruit at least 50 preschool family members, men, community members, or grandparents as members. **Form deadline:** February 29th

Student, Preschool, MARS, Community, Generations Involvement Awards
Appoint or elect one student, preschool family member, man, community member, or grandparent to serve in eligible position(s) on the Local PTA Executive Board. **Form deadline:** February 29th

🌟 **President's Challenge**
PTAs with a total membership equal to 50% of their campus' student enrollment **and an increase over last year's total membership** will qualify for this year's President's Challenge. Prize drawings will be held throughout the school year.

Per 2018-2019 TEA official enrollment. See Texas PTA website for more details.

🌟 Earn this award and show off your bling at LAUNCH 2020!

For all awards, previous year's membership is according to Texas PTA records and all qualifying membership rosters and dues must be postmarked by deadline. Notification form only required for Special Category Awards. For more information, visit www.txpta.org.



Council PTA News

NEWS FROM THE COUNCIL VP of TRAINING!

Earlier this month Council PTA hosted a Training Day Event for local unit executive board members at Ridgeview Middle School. Approximately 126 volunteers invested time to learn how to fulfill their PTA role and how to serve on a local unit PTA executive board.

Not only does it take a village to raise a child, it takes a village to facilitate PTA training. What an incredible PTA Training Day! Our volunteers are now armed with knowledge and excited... y'all better look out! Those that attended also brought a donation of prepackaged socks or underwear to help stock our Clothes Closets get ready for this years' customers.

Thank you to the leaders who facilitated the workshops. Your expertise was much appreciated. *Special thanks to the council board members who volunteered, the District leadership and school board trustees who popped in to say hello.* Ridgeview Middle School allowed to us host the event on their campus again this year. RMS administration went above and beyond to accommodate our needs and ensure that we had the best possible experience while on their campus.

HUGE SHOUT-OUTS to the event sponsors. Partnerships such as these are important to building our commYOUity. They provide many opportunities to us and believe in the PTA Mission, "Making every child's potential a reality". These amazing partners are:



A few training day photos....





Council PTA Highlights

FINANCIAL TIPS From the Council Treasurer

Hello, fellow treasurers, and welcome to the new year!

I hope you all have gotten off to a good start. Here are a few reminders for your beginning of the year checklist:

- ✓ Work with outgoing treasurer to review your responsibilities and become familiar with your local PTA's financial practices. (i.e., when to file sales tax, what Form 990 will be filed, are there any outstanding or recurring bills?)
- ✓ Make sure the previous year's Financial Reconciliation has been completed, Form 990 has been filed, and copies of the FR Report and 990 acceptance by the IRS have been emailed to Council Treasurer: rrisd.pta.counciltreasurer@gmail.com (**Your DEADLINE is 60 days after the fiscal year ends.**)
- ✓ Become an authorized signer on all bank accounts—**this has to be voted on by the executive board.**
- ✓ Become familiar with the approved budget and work with other officers to determine any needed amendments before the new year begins.
- ✓ Develop a Plan of Work and submit to Executive Board for approval.
- ✓ Provide guidance to incoming board members on best practices for your PTA.
- ✓ Sign the Texas PTA Confidentiality, Ethics and Conflict of Interest Agreement and submit to the secretary. (All executive board members must sign this agreement.)
- ✓ Set up your software or ledger system (*remember as you set up your books for the year that PTAVE will discontinue on Dec. 31. I recommend finding another solution now and keep it the same the whole school year. The free TX PTA software included in your membership box is a great tool)

Remember I am here to help! If you have questions or need assistance, email me any time!

Cheers to a great year!

Liz Cantrell, Council PTA Treasurer

rrisd.pta.counciltreasurer@gmail.com

Council PTA Highlights

Communications

Thank You All for choosing to back the future!!! Your dedication and hard work is invaluable and very much appreciated!

We are excited for all your wonderful plans for your local PTA this year, and we would love to support and celebrate with you! Please share your PTA news and photos that we can share on our council communication channels.

More coming soon...

Stay connected and let's have a fantastic new year together!!!



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



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



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

Using Social Media

The purpose of social media is to:

- Promote PTA, membership or PTA events
- Direct traffic to the PTA website for more information, encouraging participation and membership
- Promote best practices
- Provide accurate, relevant and up-to-date information

Content

The PTA executive board shall approve the site and assign the responsibility for monitoring content. Content on all social media outlets used by the PTA shall:

- Be civil, cordial and relevant
- Be inclusive for all groups Avoid making sites exclusive vehicles for board information behind passwords. -Avoid "PTA-speak" by not using words or acronyms the average parent would not understand.
- Not include documents intended for members only, such as bylaws, minutes and financials, unless access is protected and available only to members of that PTA
- Not endorse, promote or solicit on behalf of a business, product or service
- Not include comments and posts used as advertising space (explicit or implied)
- Not endorse a candidate or political party
- Be verified for access

For more information go to [Texas PTA Social Media Guidelines](#)
or contact Snehal Phirke at rrisd.councilvpcomm@gmail.com

Council PTA Highlights

Reflections

Looking for ways to engage and recognize students who aren't top athletes or honor roll? Reflections is an avenue to connect with students who excel in areas not traditionally recognized: six categories include Film, Dance, Music, Photography, Literature and Visual Arts.



SPONSORED BY **WHATABURGER.**

This year's theme is “**LOOK WITHIN**” - an appealing challenge for artistic and potentially introverted students. The Special Artists category offers children with disabilities a unique way to be involved in a school-wide event.

If your school hasn't participated in Reflections in recent years, the Council Chair is available to help. Starting small is easy, yet offers each student the same opportunity for local, state and even national recognition. Trainings for local Reflections Chairs will be offered to provide chairs with tips for implementing Reflections, collecting entries, and planning a judging event. Several strategies have been developed over the past few years to help find judges and plan collaborative judging events, alleviating the stress of organizing judging on your own. Be on the lookout for these training workshops.

Please don't hesitate to contact this year's Council Chair, Monica Welch at welch.monica@gmail.com



Philanthropy

Philanthropy is the desire to promote the welfare of others or the love of humanity. The goal of philanthropy is not charity, which provides a temporary solution to an immediate problem, which is important. The goal is to improve the well-being of mankind. Dr. Robert Ross, the CEO of the California Endowment said, “we don’t have an innovation problem in this country—we have a power problem. Building power for marginalized communities is the way we’re going to overcome these thorny challenges that we face.”

People based on their demographics encounter different challenges and experience those challenges in different ways. As this year’s Philanthropy Chair I will seek out marginalized communities and around them, help build the goodwill necessary to ensure their success.

*If any local PTA would like ideas on how they can start or fill a **Philanthropy Chair**, or you would like to contact me with any questions, concerns or ideas, you can reach me at jerry@v-mace.com*

Local PTA News/Spotlights

Anderson Mill PTA

- Anderson Mill PTA is off to a very exciting start to the 2019-20 school year!
- Over the summer, we lost our principal of 8 years, Ms. Trana Allen, but this week, gained a new one in Ms. Amanda Molina. We are all looking forward to building on our school community's traditions and developing the partnership with our school's new administrative team.
- This summer, thanks to the City of Austin's Bright Green Grant award, we also began expanding the school's garden by adding 5 new raised beds in a new location on our campus. We will continue with that project this year.
- Our PTA's major goals this year are focused on supporting and expanding some programs including Green and Healthy Lifestyles and Arts in Education.
- We are honored to have a Parent-Led Action for Healthy Kids grant to help achieve some of these goals.
- Anderson Mill Elementary Open House will be on Aug 27th.

Callison PTA

- Callison PTA has a goal this year of reaching 400 members to meet the President's Challenge. This would also garner Callison with its first Silver Voice For Every Child Award.
- To meet their Membership Goal Callison PTA will be treating the staff to a Back to School Breakfast Taco Bar. We will also be greeting parents and students back to School at Supply Drop Off Night
- Callison PTA is very proud to have its very first Dad in the role of PTA President. He is hoping that when other Dads see him in this new role, it will encourage other men to get more involved at Callison.

Canyon Creek PTA

- Canyon Creek Elementary PTA looks forward to another great year working with our Parents, Faculty and Staff and the CCE community to make each child's potential a reality.
- Our first big event is the Back to School Fling (BTSF) on August 14, the day before school starts. The big push to join PTA, School Spirit wear sales, and promoting CCE PTA programs and events happens during this 3 ½ hour BTSF event. Our goal is to surpass, again this year, last year's membership numbers. We also aim to increase awareness on the vision, mission and programs of the CCE PTA through effective communication tools and increased social media presence, and to increase volunteer participation.
- The PTA Leadership – from the Executive Board to Program Leads – took time out of their summer to prepare for Back to School Fling and plan the year ahead. Our planning started off in May when the new Executive Officers met for the first time to plan its goals and new events for the year, and meeting with our school Principal April Crawford to collaborate and approve PTA's calendar of events. CCE PTA is privileged and grateful to have a Principal that fully supports the PTA's work and promotes them on campus. We are ready for the school year!



Local PTA News/Spotlights

Cedar Ridge PTSA

- Our summer has been busy preparing for the upcoming school year.
- We represented at National PTA Conference in Ohio in June.
- We have added positions to our roster providing more opportunities for volunteers to help and get involved. We are adding Student Class Representatives to our Executive Board to provide a better partnership.
- We welcomed our Raider Class of 2023 at Raider Renaissance and treated our staff to a Welcome Back to School breakfast.
- We are starting our membership year off strong with 164 members so far - our overall goal for the year is 1377.
- We are also honored to be selected as a National PTA School of Excellence for 2019 - 2021! We are excited about the upcoming school year and look forward to seeing the outcome.

CD Fulkes PTA

- Our PTA is starting this school year off with a positive outlook and ready to roll up our sleeves and get to work.
- Our school held an "Ice Cream Social," to welcome incoming 6th grade students and families from Berkman, Callison and Voight Elementary. It was a huge success, not to mention the yummy ice cream! This was a great way for families to get to know our PTA Team, ask questions, meet teachers and staff.
- Our goal this year is to have every CDF teacher join PTA, thus receive the Golden Apple award. We have an amazing PTA Board, support from our school principal, teachers and staff... WE GOT THIS!

Great Oaks PTA

- We are off to a great start. An anonymous parent gifted all of our teachers with a PTA membership.
- At the end of July we hosted a kinder play date. Our principal, and some of the teachers were there to meet incoming kinder families. We had a great turn out.

Grisham PTA

- Last year, Grisham PTA's biggest goal was to improve student academic outcomes by developing parental understanding and support for the school's Social Emotional Learning program and Restorative Practice. Some of the events that contributed to our success as a National PTA of Excellence recipient were:
- Grizzgiving: A Thanksgiving celebration where students invited parents to join a restorative practices "thankful" circle and enjoy home-made desserts. More than 200 parents attended!
- Coffees with the Principal: We welcomed parents to have honest dialogues with the principal about SEL, Restorative Practices, and school safety.
- Multicultural Night: With a school community in which 30 languages are spoken by families, 14 booths led by immigrants shared their language and culture with students. PTA funded a professional Middle Eastern drumming ensemble and an Indian Bharatanatyam dancer performed. This program was a demonstration that we are diverse and united! Plus so much more!
- Already this year, we had our largest ever turn out at Grizzly Camp where Grisham PTA hosted a parent panel to welcome parents of incoming 6th graders.
- Just wait to see what else we have up our sleeves! We are serious about student learning, social and emotional wellbeing, and creating an atmosphere where parents, students, faculty, and staff are #GrishamBrave!

Hernandez PTA

- To welcome our teachers back to school we are treating them to a luncheon and offering them a discount deal for membership, shirt and other items.
- Families that join PTA will get either a free Chick Fil A Breakfast sandwich or Andy's Custard coupon.
- The bulk of our back-to-school memberships and shirt sales come from our first-day packets. As a service, PTSA prepares these packets for the school, and they include other important information about the campus. This year we printed 3,900!

Joe Lee Johnson PTA

- JLJ PTA welcomed our new Principal, Marc Scott, and had 3 board members attend Launch in Dallas over the summer! It was an informative and equipping time that allowed the board members to creatively collaborate for the upcoming school year.
- We kicked off the school year by providing refreshments for teachers during inservice training on August 6th. It was a good opportunity to introduce the board and meet with the teachers and staff before the school year gets underway.
- At the School Supply Drop-off we will have a table set up to welcome families and engage them regarding PTA Membership Benefits as well as what our plans are for the upcoming school year.
- We have exciting events planned for this fall, including the crowd favorite "AsSLIMEbly"-where students raise funds for the chance to slime their staff, and a Fun Run called "The Reindeer Dash".

Round Rock High School PTSA

- At Round Rock High School, we're excited to welcome back teachers!
- Our kickoff hospitality event is scheduled for the Monday of the first week of school. This traditionally is that day that many of our teachers and staff join PTSA.
- We've already spoken to freshman parents, and we've reached out to them in their grade-level Facebook groups. Our website is being updated, and we are already getting spirit wear sales and memberships!
- Speaking of spirit wear, this year's shirts feature

the Round Rock water tower, a dragon, and hint of Game of Thrones. I hope our students love them as much as we do.

Walsh PTA

- Wildcat PTA is gearing up for a great year at Walsh Middle School, and we are well on our way to our Golden Apple!
- We hosted our back-to-school campus breakfast with the help of our school supply vendor, EPI, and many of our teachers and staff joined PTA.
- Our school supplies have been delivered and we're excited to pass them out at Camp Wildcat, our 6th-grade orientation. While the kids are learning what to expect at Walsh, PTA will be helping parents, processing memberships and selling spirit wear. We'll be back the next day when our 7th- and 8th-graders pick up their schedules. We'll have a school color shirt (green and gold) for the first time in a couple years. Our first general meeting is scheduled, and we're prepared to welcome our new parents with Wildcat Pride.

PTA TRAINING EVENTS

Keep on the look out future training events, leader 2 leader networking, LUNCH & Learns, roundtables and more coming this year!!

RRISD PTA Partners



more and gain resources. You are always welcome to contact me for assistance: 512-464-5976, amy_grosso@roundrockisd.org, @amylgrosso.

We often avoid talking about mental health until it is a crisis. One of the best things we can do is talk openly about mental health in the same way we do physical health. If your child is struggling with a physical health problem, you would immediately get them help. You can do the same thing for mental health! If you notice changes in behavior or emotions, have a #realconvo and take them to a mental health provider. Through the year there will be a variety of opportunities for you to learn



ROUND ROCK
INDEPENDENT SCHOOL DISTRICT

RRISD Parent Programs Empowering Parents Through Education

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

512.464-5614
parent_programs@roundrockisd.org

Offering interactive learning for parents

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

PARENT PROGRAMS
parentprograms.roundrockisd.org

RRISD PTA Partners

Round Rock ISD, the Round Rock ISD Partners in Education (PIE) Foundation, Round Rock Police Department, Round Rock Police Foundation and the Round Rock Express partnered for the fourth year to host the annual Back to School Celebration.

The event was held on Sunday, July 28 from 10 a.m. to 2 p.m. at the Dell Diamond, 3400 E. Palm Valley Blvd., in Round Rock. Students in attendance received free school supplies and food while supplies last. Sports physicals for students in 7th to 12th grade were provided for free as time permitted during the event. There were over 13,000+ people in attendance and over 3,200 school supply bags were given out.

“With our partners, this event was a fun-filled day for our students while providing helpful resources to their families as we prepare for the new school year. Over 13,000 were in attendance for this community event.” Round Rock ISD PIE Foundation Executive Director, Marianne Reap said. “We are sincerely grateful to each of our sponsors and individual donors who provided funding for all the activities and food for this community-wide event.”

The free event included live entertainment, bouncy machines, rock climbing, vision & hearing screenings and provided access to community-wide services and District resources.

“The District and our students are so fortunate to have the support of local businesses and service organizations who contribute funds to the Foundation to provide these services on this day.” Round Rock ISD Community Partnership Supervisor, Rachael Sefton said. “This year school supplies were also sent directly to campuses so we can serve students who are not able to attend the Back to School event.”

**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



rrisdpief@rrisdeducationfoundation.org – (512) 464-5600
595 Round Rock West Dr. ~ Round Rock, TX 78681



RRISD PTA Partners

Round Rock Chamber of Commerce

Round Rock Chamber Celebrates 2019 Externship Program

The chamber celebrated the conclusion of the 2019 Educator Externship program on August 2 to honor the seventy-four participating educators and sixty-two businesses partners. The program is a partnership with Round Rock Independent School District (RRISD) and Workforce Solutions Rural Capital Area and is designed to bolster the area's talent development.

Thank you to Dr. Daniel Presley, RRISD Senior Chief of Schools and Innovation, Gregg Miller, the Chamber's interim President and CEO, and Mayor Morgan for attending this special event.

The goal of the program is to match educators with employers in the teacher's subject matter and/or a subject matter of interest and includes a three-day onsite job-shadow experience. Educators receive twenty-four hours of professional development and gain current, real-world experience. Educators must share their experience and knowledge gained with students and other educators via lesson plans.

Business partners get the opportunity to engage with RRISD, learn about current educational trends, and contribute to the next generation of workers.

The program began in 2015 with only six educators participating. The popularity of the program has grown significantly over the past five years. It is estimated that over 40,000 students have benefited since the program's inception.

Round Rock Chamber Connects CTE Teachers with Local Business

The Round Rock Independent School District (RRISD) Career and Technical Education (CTE) Department holds a conference for its 200 teachers each year before school starts. This year's conference included a visit to local area businesses. Visits included a tour, a short presentation about the business, employee expectations, and what the business determines as the most crucial soft skills for new employees.

The CTE department teaches fourteen major career-related subject areas including engineering, hospitality, health science, business, law, information technology, transportation, and many more. Regardless of industry, the district's goal is to provide students strong foundational soft skills that will make them successful employees in the future.

For the chamber's business partners, this was a wonderful opportunity to discuss the skills gaps directly with educators. Seventeen local businesses including Dell, Kalahari, and Anchor Ventana, participated in this inaugural event and hopes to work with RRISD to grow this program in the future!



Texas PTA News/Highlights

Membership

The very first award that your PTA can earn is– the Head Start Award. To qualify, send membership rosters and dues for 75% or more of the previous year’s total membership, post-marked by Friday, August 31, to:

Texas PTA, 408 West 11th Street, Austin, Texas 78701

We back the future
Commyounity



Here are a few tips to get you started:

- ♦ Remember to pull up last year’s membership roster and ask everyone to join again. Even if their children are no longer at your campus, they likely have fond memories and would join if someone just asked them.
- ♦ Use www.JoinPTA.org to connect with the members that you don’t see regularly or those that want to join online. As soon as someone joins, you will receive an email and see their information in your PT Avenue account.
- ♦ Always, always, always have membership envelopes ready for those who want to join in person.

Texas PTA and Dallas-based RoboKind Announce New Partnership Austin, TX (7/17/19)

Texas PTA is the largest child advocacy association in the state and second largest statewide PTA in the nation. The association commits itself to serving the needs of all students. For this reason, Texas PTA recognizes the value Dallas-based company RoboKind can bring to Texas public schools.

Therefore, the PTA is establishing a new partnership with the robotics company – whose mission is to support diverse and inclusive education for all students. It was an “easy decision,” according to Texas PTA President Sheri Doss. She explains, “Texas PTA celebrates the gifts and talents of all of our students. And many of their needs are addressed by RoboKind’s cutting-edge technology.

We are excited to partner with a company whose mission aligns with our own.” More than half a million Texas PTA members proudly live out the national PTA motto of “Every child. One Voice.” And their programming and top priorities clearly reflect this sentiment by putting it into action.

From the Reflections program celebrating student artists of all abilities to PTA-hosted science and math events in schools across the state, Texas PTA and its 2,000-plus campus PTAs work to enrich students’ lives and complement their learning. RoboKind’s two products, robots4autism (R4A) and robots4STEM (R4S), developed with the help of experts in the Autism Spectrum Disorder and STEM communities, will help many Texas students navigate their unique needs. “Milo may be a robot, but the work he helps students and educators accomplish is all about connecting students to the human beings around them,” said Richard Margolin, Chief Technology Officer and co-founder of RoboKind. “We couldn’t be more honored that Texas PTA, an organization that does so much good work building school communities with a foundation of human connections between students, parents, and educators, recognizes the value Milo and his curriculum can bring to strengthening those relationships.” This new partnership will be officially unveiled at Texas PTA’s premier summer event, LAUNCH, on July 19, 2019, at The Gaylord Texan in Grapevine. Texas PTA President Sheri Doss will introduce Milo, RoboKind’s R4A bot, during the association’s Annual Meeting to a room full of PTA leaders and volunteers. The announcement also brings additional and equally exciting news. A drawing at LAUNCH will award two PTAs with one bot each for their school districts. A third bot will be given away later in the fall during Texas PTA’s annual President’s Challenge to grow statewide membership. “The start of a new school year brings with it much anticipation for big things to come,” says Sheri Doss. “We know RoboKind will bring big things to many of our PTA school districts and create lasting impact in the lives of our students. We look forward to spreading the word about Milo, Jett, and Robin!”

Texas PTA News/Highlights

National PTA President: Congress Must Reconvene Now to Address Gun Violence **We've been calling for better gun laws. Is anyone listening?**

By Leslie Boggs, National PTA President

There is a poem by the writer Brian Bilston that has been trending on social media, which compares several countries to their most iconic items—Japan is a thermal spring, Holland is a wooden shoe, and America is a gun. He is justified in saying so. According to the Gun Violence Archive, the mass shootings in El Paso and Dayton this weekend brought America's total to 251 mass shootings in 216 days. That's more shootings than there have been days in the year.

As the president of National PTA, I have seen firsthand the impact these shootings have on our nation's families. Alongside their ABCs, our kindergartners sing songs to remind them to run and hide during active shootings. Parents and teachers desperately try to plan for how they would protect children should the worst happen—and are sometimes forced to turn that plan into action, as one mother did in my home state of Texas, dying as she used her body to shield her 2-month-old baby.

At PTA, we have issued so many statements on mass shootings at schools over the years that we now keep a draft on hand at all times. In every statement, we reminded the nation that our students deserve to have a safe environment in which to thrive and learn. In every statement, we urged Congress to do more.

Preventing gun violence has long been a top priority for PTA. For almost 30 years, National PTA has advocated for gun safety and violence prevention. Our association believes any effort to improve the safety of our nation's young people and their communities must be comprehensive and include gun safety and violence-prevention measures. Conversations about school safety and gun safety and violence prevention cannot be just about video games and mental health. Our nation's leaders must acknowledge and address the ease of access to firearms and weapons of war. PTA leaders and advocates from across the country have submitted thousands of letters, comments, and recommendations to the Federal School Safety Commission and their members of congress urging policymakers to comprehensively address the need for improved school safety policies and practices, mental-health services for students, and gun safety and violence prevention. Sadly, the Federal School Safety Commission paid little attention to gun safety or violence prevention, and Congress has yet to enact practical legislation to address mass shootings.

We have asked for change. We have said, "Enough is Enough." Yet, too often, we are met by our Congressional leaders simply offering their "thoughts and prayers." We don't elect leaders to offer thoughts and prayers. We elect them to build solutions to painful problems—and gun violence is a very painful problem.

Congress must *immediately* return from its summer recess and take action to enact common-sense proposals, such as passing red flag laws that temporarily limit access to firearms for those may endanger public safety, strengthening background checks, funding gun violence research efforts, and banning assault weapons. The U.S. House of Representatives has passed the Bipartisan Background Checks Act (H.R. 8)—which our association endorses. Now, it is the Senate's turn to act. Ninety-seven percent of Americans support universal background checks. Instead of just continually offering "thoughts and prayers," the Senate needs to pass and the president must sign this bill as a reasonable first step to addressing gun violence in this country.

I was reminded recently of our nation's founding motto, "E pluribus unum." Out of many, one. Thirteen disparate colonies became one country. One people. Our history is complicated, but we are connected by our national identity. What we do now, on this issue, will define that identity—are we a country that will protect its citizens from danger? In classrooms this fall, our children will start their day by pledging to their country with these words: "I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one Nation under God, indivisible, with liberty and justice for all."

What will we pledge to our children? It is up to all of us to create a society filled with compassion, instead of anger. Let us pledge to find the beauty in our differences instead of the fear. Let us pledge to reject ignorance and hatred and embrace tolerance and diversity. Let us pledge to build a better world by committing to end acts of gun violence.

National PTA News & Tips

How to Engage Underrepresented Groups

Part 1 of 5

Reaching out to traditionally underrepresented groups is an essential step in maintaining the strength of PTA's grassroots advocacy. Following are simple steps that local PTAs can take to engage and empower *every* family:

Do a Self-Assessment

Start with a diversity profile of your PTA families, school and community. In your PTA area, what demographic data are available to help you learn more about school-age children, their families and their neighborhoods?[1] Such information might include income levels, race/ethnicity, family configurations, special needs, religious preferences and geographic distribution. How well does the current membership and leadership of your PTA reflect these demographics? What other significant differences characterize the children, families, neighborhoods and schools served by your PTA? The online version of this Toolkit includes a useful [Diversity, & Inclusion Worksheet](#) to assist with your Diversity Profile.

Then, **define your target audiences**. Which groups are not as well represented in your PTA structure and practices? Which groups are difficult to reach because of language, geography, cultural perspectives or religious differences, or have been resistant to a PTA membership invitation?

Then, **inventory your communication resources, opportunities and challenges** in reaching out to these underrepresented groups:

Resources. Consider what outreach resources are available from individual volunteers, your schools, and community groups and organizations: talents, materials, money, time, goods and services. What are the school policies on distributing flyers, displaying posters and using parent listservs? Remember that the National PTA website includes [marketing materials](#) in both English and Spanish.

- **Opportunities.** What prescheduled school or community events provide an opportunity for connecting with every family, including those from traditionally underrepresented groups?
- **Challenges.** Which languages are used in the schools? Do you have translators (paid or volunteer) for each language present in your community? How do you contact local media (radio, television)? Do you have the money, facilities and talent to produce messages in both print and digital forms? Which forms of communication are most accessible and useful for your target audience(s)?

Other questions to ask when assessing your PTA's communication practices include the following:

- Are materials informative, published regularly and accessible by all families?
 - Do the school and your PTA provide opportunities for families and staff to share information in a variety of ways (e.g., email, home visits, phone calls, printed materials)?
- Is it easy and convenient for parents to contact teachers and provide feedback to the school around policies and issues of concern?



National PTA News & Tips

Sign up online <https://ptaourchildren.org/> for [Our Children Magazine](#) a unique voice for parents, published by **National PTA**, created for the parent who's always on the go and looking for the best info to help their child excel at school and in life.

Topics in **Our Children Magazine** include:

[Parenting](#)
[Wellness](#)
[Education](#)
[PTA Community](#)



BACK to SCHOOL WITH PTA



Go Back-to-School with PTA!

It's the most wonderful time of year for PTA! The beginning of the school year is an unofficial holiday season and teachers, parents and students are filled with anticipation and excitement for the school year ahead.

Sept. 16-20 is **National PTA Back-to-School Week**, sponsored by [Office Depot OfficeMax](#)—to make sure you get a great start. Find the supplies on your [school list with a click!](#)

<https://www.pta.org/home/events/back-to-school>