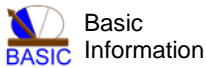


WORKSHOP DESCRIPTIONS

Use the following meters and tracks to guide you in choosing the best workshops for your needs.



Basic Information



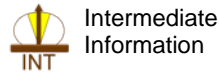
Basic and Intermediate Information



Presented in Spanish



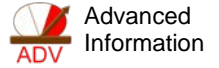
Interpreted in Spanish



Intermediate Information



Intermediate and Advanced Information



Advanced Information



Information for Everyone

Track A	<i>New Officers</i>
Track B	<i>Experienced Officers</i>
Track C	<i>Issues Affecting Children and Youth</i>
Track D	<i>Advocacy</i>
Track E	<i>Diversity and Inclusion</i>
Track F	<i>Emerging Leaders</i>
Track S	<i>Student Focus</i>

THURSDAY, MAY 2 1 – 3 P.M.

T01 Cruise Through the Bylaws

TRACK **A**



Come with us on a cruise through unit bylaws, page by page. Learn what is in your bylaws and why. Knowing what's in your bylaws can make you a better officer. Make your PTA life easier — learn your bylaws!

T02 Public Speaking - Fun or Fear!

TRACK **A B**



Let us teach you the tricks of the trade for public speaking. Easy steps to handling interruptions and out-of-control meetings. Can you speak on the spot about PTA? We can show you how!

T03 Mentoring Begins with "ME"

TRACK **C**



California has 70,000 children in foster care. Many children aging out of foster care have nobody to support them and make the difference in their lives between success and failure. Learn about the challenges they face and discover ways, big and small, in which you can positively impact their future.

T04 Hocus, Pocus...Volunteer Focus

TRACK **A B E**



Do you wish you could wave a magic wand and presto...more volunteers would magically appear at your school? Does it seem like the same handful of volunteers do everything? We will focus on how to promote volunteer spirit and grow your volunteer force. It's more than hocus, pocus!



T05 Your Teen Is Driving...OMG!

TRACK **C S**



Meet experts who will provide practical advice for parents to help their teen become competent skillful drivers. Parent involvement is the key to teen-driver safety. Are you ready? Learn what parents need to know about driving rules, responsibilities and penalties. The more you know the safer you go.

T06 Finance for Council & District Officers

TRACK **A B**



Gain skills to prepare and present trainings, identify red flags, compile information for taxes, write abatement letters and resolve problems. Learn how to support unit financial officers and deal with all things financial.

T07 Prevent Youth Suicide: The Silent Epidemic

TRACK **A B C S**



Suicide ranks as the third leading cause of death for ages 10-24 and fourth for ages 10-14. Learn the behaviors and participate in a discussion of the "silent epidemic" that will equip young people, parents and educators/youth workers with the tools and resources to help identify and assist at-risk youth.

T08 Dealing with "Difficult" People in PTA

TRACK **A F**



Conflict is a natural occurrence in any kind of relationship, friendly or business. PTA is no exception. You may already be dealing with a "difficult" person on your board. This workshop will highlight ways in which you can deal with a variety of challenging personalities and unite people with different backgrounds and ideas into your PTA, forming a cohesive board.

T09 Keys to Empowering Councils

TRACK **B**



Learn how a strong council board can be a key to supporting and building dynamic PTA leaders and effective links in the PTA chain. We will cover the basics of compliance including bylaws, taxes, charitable trust numbers and generate ideas to make your council an effective PTA force.

T10 Twelve Steps to Leadership Success


TRACK **A F**




This workshop is an introduction to PTA officer and chairmen responsibilities. You will learn how to be a proactive, effective board member. Walk through the basic responsibilities, reporting and planning, and learn what resources and support are available. Understand what PTAs need to be successful.




T11 Effective Advocacy - Getting Your Key Message Across
 TRACK **D**

 Effective advocacy happens when key messages are communicated to decision makers. Learn communications skill building such as setting message agendas and identifying key points as well as staying on, and bridging back to, key messages. Learn the four C's of messaging and how clear, concise, compelling and consistent messages increase your chances of having an impact.


T12 Resolutions: Makers Prep
 TRACK **D**

 This workshop is primarily for individuals who are presenting a resolution at this year's convention. Practice your two-minute speech. Understand the debate process and some strategy skills. Know in advance what to expect on the assembly floor.

T13 No Parent Left Behind
 TRACK **C**


 A family engagement expert from the Santa Clara County Office of Education will share encouraging experiences and programs which could help your school engage more families, which we all know is crucial for student success.

T14 Reflections Art Recognition Program
 TRACK **A B**


 Unleash student talent with our popular Reflections Arts Program! Explore how-to's for running a successful Reflections Program from start to finish for your PTA. Share tips and strategies on boosting student participation, building community awareness and showcasing student creativity with this signature PTA program.

**FRIDAY, MAY 3
 9 – 11 A.M.**


F01 E-Bylaws, Start to Finish
 TRACK **A B**

 Learn how to create your unit's bylaws the fun, easy way, using the E-bylaws online program. Step through the process from beginning to end, and get your E-bylaws questions answered.


F02 Common Core, Next Generation Science Standards and Smarter Balanced Assessments
 TRACK **C**

 With the adoption of Common Core State Standards and the anticipated Next Generation Science Standards, we have an opportunity to change the way we teach and learn. The speakers will highlight practices and cross-cutting concepts, choosing examples and demonstrating how they can change and improve the teaching of core curriculum.


F03 PTA Insurance – Everything You Need to Know
 TRACK **A B**

 Join California State PTA and insurance representatives to learn what you need to know about PTA insurance coverage and the benefits it provides. Learn the effective use of the *Insurance and Loss Prevention Guide* procedures for protecting the assets of PTA.


F04 Presidents...Imagine, Believe, Achieve – Part 1
 TRACK **A F**

 Part 1 of 2 - Imagine having everything you need to successfully lead your group. Believe in your leadership abilities as you provide your members with effective agendas, meetings and financial practices. Achieve the skills needed to empower and inspire your officers and chairmen. *Part 2 - F61*


F05 Starting New and Awesome PTAs - It Can Be A SNAP!
 TRACK **B**

 District and council leaders will learn their role and responsibilities in the organizing process. From the first inquiry through organizing a new association, you will walk through the steps to create an awesome PTA, including a follow-up timeline to support and train associations for their continued success.


F06 Capture and Preserving – The Role of the Secretary
 TRACK **A**

 There is no doubt that a secretary is vital part of every PTA. No matter what your recording style is, we will show you how to capture and preserve your records, provide job responsibilities, and share all the necessary tools to get through your term of office.


F07 The Magic of Membership
 TRACK **A**

 Abracadabra! Put some magic into PTA membership. In this membership-basics workshop, we will help you plan and implement a successful year-long membership campaign which will make members magically appear. No magic wand needed - we will give you a magician's hat full of resources and ideas.


F08 Not In Our School: New Tools to Stop Bullying and Intolerance in Our Schools
 TRACK **C S**

 *Not In Our School* (NIOS) focuses on engaging not just schools, but parents, and the entire community in dialogue and positive actions addressing bullying and intolerance. Participants will learn about NIOS, brainstorm ideas and make a plan of action to implement at their school.

F09 Tell Us What You Really Think
TRACK **A B**

 No PowerPoint, no lecture - just a face-to-face with the California State PTA President, President-elect and Executive Director. Tell us what your members want and need from your statewide association. Please help us understand how to grow and sustain our association by honoring your unit's interests.


F10 Getting More Dollars For Your PTA: Grant Writing Made Easy
TRACK **A B**

 Tired of selling gift-wrap and cookie dough? In tough budgetary times, grants are a great source of additional funding for your PTA programs. Learn the how-to's for successful grant writing and relationship building with potential funders.


F11 PTA Spotlight Award: Unit Award-Winning Program Ideas
TRACK **C**

 Need programs? Outstanding programs make outstanding units. PTA Spotlight Unit Award recipients share details and how to's for running their award-winning programs in leadership development, student achievement, environment, family involvement, membership and outreach, collaboration, advocacy, and student involvement. Be inspired and empowered to launch your best program ever!


F12 Be Proactive: Improve Your HEART Health. Learn How to Save Lives
TRACK **A B C S**

 HEART health begins with healthy eating and physical exercise. The American Heart Association will provide facts and demonstrate good practices for youth and adults. Practice cardiopulmonary resuscitation (CPR). Learn how safe and easy automatic external defibrillators (AED) are to use. Fifty attendees will receive CPR kits donated by The Via Foundation.

F13 Equity and Access: Arts Education for Every Child
TRACK **A B C D**


 Research shows there are huge inequities when it comes to the number of students who receive arts instruction during the school day. At this workshop, you will learn advocacy strategies and planning tools to help ensure that ALL students have access to a quality education which includes the arts.

F14 Communicating in a Networked World
TRACK **B**


 Use social media to connect with your members. Gather contact data. Get their attention with the right kind of media at the right time. Decide how to best deliver your message with the most impact! For people who are familiar with email, Facebook, etc.

**FRIDAY, MAY 3
1:30 – 3:30 P.M.**


F51 Motion Sickness and How to Avoid It: Basic Parliamentary Procedure
TRACK **A B**

 How do I protect my rights as a member? What motions do what? How do I get my issues addressed? How do I get home by midnight? These questions and more answered in this overview of basic parliamentary procedure.


F52 Magical Membership Connections!
TRACK **A B**

 Making connections can be magical! Connect with a room full of membership magicians and voilà!...new ideas for membership themes, incentives, promotions and marketing magically materialize. This roundtable workshop will be grouped into like PTAs - elementary, secondary, councils, districts...something for everyone!


F53 Manage Your Internet Technology So it Doesn't Manage You: Tools for Digital Citizenship Education
TRACK **B C**

 New research gives a better picture of students' digital lives. But what can parents and schools do to help kids become safe, ethical and savvy digital citizens? Learn about the new term, "Internet Use Disorder" as a condition "recommended for further study." Get information on how to get free research-based tools and resources for teaching internet safety, literacy and ethics, both at home and at school.


F54 Family STE(A)M Night:
TRACK **A B C D E F S**

 The practices of both Common Core State Standards and Next Generation Science Standards develop habits of mind for our future innovators. Join this session to learn how to produce a Family STE(A)M Night which is a blast for the whole family with a healthy mix of engagement and rigor.

F55 Legal Aspects of PTA
TRACK **A B**


 The California State PTA Attorney and finance commissioners will discuss legal issues for nonprofit organizations. This workshop will be interactive and promises to be very entertaining as well as informative.

F56 HOT TOPICS: Get the Inside Scoop on Key Issues in Sacramento!
TRACK **C D**

 What's happening in the state capitol? How will pending legislation impact children, families and education in California? Get the answers to these, and many other questions about California politics and policy, as we hear directly from leading experts. Join us for this popular workshop to get the latest information.


F57 Healthy Fundraisers and Celebrations Support Student Wellness


TRACK **A B C S**

 "Walk the talk" and learn how PTA leaders have conducted profitable, healthy fundraisers and successful school celebrations which support healthy eating behaviors. Increase your power to help students make healthy choices by learning about new nutrition standards for school meals, plus tips on nutritious snacks/meals for your family.

F58 It Takes Two: Recognize and Award Your Campus and Community


TRACK **A B S**

 Learn how the Honorary Service Awards and the Scholarship and Grants Program promote, support and celebrate your volunteers, school and community. Review forms and get tips on the application process. Discover what is available in both programs. This interactive workshop will help you enhance your PTA.




F59 Got Volunteers? The Perpetual Dilemma

TRACK **A B**

 Having trouble finding volunteers? Can't keep them once you find them? Why? We will provide you with some suggestions on recruiting and retaining volunteers for a powerful team.


F60 Leaders Developing Leaders

TRACK **B**

 Designed for council and district leaders. Are you having trouble finding someone to replace you on the council or district board? You know good people, but they are not quite ready for prime time. Learn why and how leaders develop their members' leadership potential. Learn how to empower, mentor, coach and, most importantly, HOW TO DELEGATE.


F61 Presidents...Imagine, Believe, Achieve - Part 2

TRACK **A F**

 Part 2 of 2 - Imagine having everything you need to successfully lead your group. Believe in your leadership abilities as you provide your members with effective agendas, meetings and financial practices. Achieve the skills needed to empower and inspire your officers and chairmen. *Part 1 - F05*


F62 Celebrate PTA History

TRACK **A B**

 Explore our PTA legacy and discover new ways to celebrate our history. Learn the value of PTA volunteering and share ideas on how to showcase your PTA's accomplishments at special events such as Founders Day in this interactive workshop. Free Founders Day brochure for participants


F63 Programs Grow Your PTA!

TRACK **A B E**

 Take your PTA to the next level! Check out what is available with tips and how-to's for organizing dynamic PTA Programs to grow community, parent engagement and student achievement. Share your success stories and network with other PTA leaders in this interactive workshop. Free *Grab & Go Kits* for participants.


F64 Engaging Parents: Tips to Use from PTA's School Smarts Program


TRACK **C D**

 PTA's School Smarts pilot parent engagement program has served more than 1,000 parents in 30-plus elementary schools, helping them learn more about supporting their own children and their schools. Discover strategies you can use to guide your planning, grow your PTA and strengthen the connection between families and schools.

F65 Navigating the Individual Education Plan (IEP) Process

TRACK **E**


 A discussion of the complex IEP process and how to navigate your way through it to promote the best outcomes for students with special needs.



SUNDAY, MAY 5
8:30 - 10:30 A.M.


SO1 School Funding: How it Works and the Impact on Local Schools

TRACK **A B C D**

 Participate in a panel discussion with state and local experts on school funding and the state budget process. Trace the path of tax dollars from Sacramento to your local school and discover where and how the money is allocated, spent, or sometimes even withheld. Learn how YOU can get involved.


SO2 Taking the Angst Out of Tax Filing Compliance for PTAs

TRACK **A B**

 Every tax-exempt organization is required to complete AND file an assortment of tax documents. Do you know what your PTA needs to file and how to stay out of "hot water" with the IRS, FTB, AG and SOS? The training will review requirements, as well as, provide an opportunity for questions regarding all things related to tax-exempt filings. Learn how to navigate this ever-increasingly complex set of requirements with a few simple steps and tips.

SO3 Nickelodeon's Worldwide Day of Play and Physical Activity Events

TRACK **A B C S**

 Learn how to use Nickelodeon's World Wide Day of Play resources for a community or school event promoting play and physical activity. Twentieth District PTA will share their 2012 successful community event in Monterey. Other programs: NFL Play 60, Walk - Bike to School, Champions for Change, Walk-a-thons, 5K runs, etc.

S04 Are You Ready to Remodel Your PTA?
 TRACK **A** **F**



Has your PTA lost its curb appeal? Do you need a fresh coat of paint or a major renovation? If you're ready to take down walls, look at the cracks and learn how you can rebuild, we have the tools to help you in your new design.

S05 Creating Powerful Advocacy Leaders!
 TRACK **A** **B** **D** **E**



A step-by-step strategy to recruit, encourage, inspire and maintain legislative leaders/chairs in units, councils and districts which will result in members becoming passionate about advocacy issues and engaged in working to effect change. Feel confident that you can be a highly-effective advocacy chair at any level!

S06 M.E.N. (Male Engagement Now)
 TRACK **A** **B** **E** **F**



Learn the A-B-C's of male involvement in your PTA. Discover how father and male involvement can result in positive and successful relationships for children, parents, schools and communities. It's time for Male Engagement Now!

S07 Para Ayudar a Su Niño a Alcanzar Éxito / Helping Your Child Achieve Success – Spanish Only
 TRACK **E**



Este taller se centra en la importancia del compromiso de la familia para el éxito académico del estudiante. Proporcionará los participantes información sobre los distintos niveles de participación entre padres de familia/estudiantes, y maestros.

This workshop focuses on the importance of family engagement for student academic success. It will provide participants with information on the various levels of parent/student and teachers engagement.

S08 Putting the "S" in PTA
 TRACK **S**



Does your PTA have the 'S'—students? Are your student members involved with your unit, council or district? An excellent way to encourage student support and participation is to involve them in your PTA activities and leadership. Discover ways to effectively include and involve your students at all levels of PTA.

SUMMER MATTERS:
S09 Making Summer Learning Happen at Your School
 TRACK **A** **B** **C** **D** **E** **F**



Research shows that children lose learning during the summer. In low-income communities, children lose an average of two months of reading achievement. Schools across California are taking this challenge head-on, creating enriching summer programs to boost learning and fun. Find out what you can do in your school and community.

Don't Forget


X-TEAM SATURDAY


Leadership Training • Finance Training
 Round Robin: Subject Matter Training
 EMLC (Emerging Minority Leadership Conference)


See pages 3 and 4 for details


DESCRIPCIÓN DE TALLERES EN ESPAÑOLA

Utilice los siguientes metros y las pistas que le guiará en la elección de los mejores talleres para sus necesidades.


 Información básica


 Información básica e intermedia

 Presentados en español

 Con interpretación al español

 Información Intermedia

 Información intermedia y avanzada

 Información avanzada


 Información para todos

Track A	<i>Nuevos oficiales</i>
Track B	<i>Oficiales con experiencia</i>
Track C	<i>Cuestiones que afectan a los niños y jóvenes</i>
Track D	<i>Defensa activa</i>
Track E	<i>Diversidad e inclusión</i>
Track F	<i>Emerging Leaders</i>
Track S	<i>Enfoque para el estudiante</i>

JUEVES, 2 DE MAYO 1 – 3 P.M.


T04 Enfoque voluntario

TRACK **A** **B** **E**

 ¿Desea usted tener una varita mágica y presto...por arte de magia se aparecen más voluntarios en su escuela? ¿Parece como que los mismos voluntarios hacen todo? Nos centraremos en cómo promover el espíritu voluntario y hacer crecer a sus voluntarios. ¡Es más que abracadabra!

T10 Doce pasos para el éxito de liderazgo


TRACK **A** **F**

 Este taller es una introducción para las responsabilidades de los funcionarios y presidentes de la PTA. Usted aprenderá cómo ser miembro de la junta proactivo y eficaz. Repasar las responsabilidades básicas, presentación de informes y planificación, e informarse sobre qué recursos y apoyo están disponibles. Entender lo que las PTA necesitan para tener éxito.

VIERNES, 3 DE MAYO 9 – 11 A.M.

F09 Díganos lo que realmente piensa


TRACK **A** **B**

 Ningún PowerPoint, ninguna conferencia; sólo una reunión personal con el Presidente de la PTA del estado de California, el Presidente electo y el Director Ejecutivo. Díganos lo que sus miembros quieren y necesitan de su asociación estatal. Ayúdenos a entender cómo crecer y sostener a nuestra asociación y satisfacer a los intereses de su unidad.

VIERNES, 3 DE MAYO 1:30 – 3:30 P.M.


F58 Se necesitan dos: Reconocer y premiar a su campus y comunidad

TRACK **A** **B** **S**

 Aprenda cómo los Premios Honorarios de Servicio y el Programa de Subvenciones y Becas promocionan, apoyan y celebran a sus voluntarios, escuela y comunidad. Revise los formularios y reciba consejos acerca del proceso de la solicitud. Descubra lo que está disponible en ambos programas. Este taller interactivo le ayudará a mejorar a su PTA.

F65 Navegar por el proceso del Plan de Educación Individual (IEP por sus siglas en inglés)


TRACK **E**

 Una discusión sobre el complejo proceso del IEP y cómo navegarlo a través de él para promover los mejores resultados para los estudiantes con necesidades especiales.

DOMINGO, 5 DE MAYO 8:30 – 10:30 A.M.


S07 Para Ayudar a Su Niño a Alcanzar Éxito – Spanish Only

TRACK **E**

 Este taller se centra en la importancia del compromiso de la familia para el éxito académico del estudiante. Proporcionará los participantes información sobre los distintos niveles de participación entre padres de familia/estudiantes, y maestros.

S09 INSTRUCCIÓN EN EL VERANO: Haga realidad el aprendizaje durante el verano en su escuela

TRACK **A** **B** **C** **D** **E** **F**

 Las investigaciones muestran que los niños pierden el aprendizaje durante el verano. En comunidades de bajos ingresos, los niños pierden un promedio de dos meses de logro de lectura. Las escuelas de California están tomando este desafío de frente, con una creación de programas de verano enriquecedora para alentar el aprendizaje y la diversión. Averigüe lo que usted puede hacer en su escuela y comunidad.