Inclusion and belonging are the heart of PTA

PTA LEADERSHIP
Focused on Inclusion

PTAs CAN LEAD
the Fight to Climate Change

INCLUSION
Heart of Family Engagement
The mission of the California State PTA is to positively impact the lives of all children and families.

PTA in California
2327 L Street, Sacramento, California, 95816-5014
PHONE: (916) 440-1985
FAX: (916) 440-1986
www.capta.org

Fall Edition 2022, Official newsletter of the California State PTA, Volume 84, No. 3. Three issues published annually. Circulation 100,000.

©2022 California Congress of Parents, Teachers, and Students, Inc. All rights reserved.

PTA® is a registered service mark of the National Congress of Parents and Teachers.

President:
Carol Green
Vice President for Communications:
Robin Klau

PTA Editorial and Design team:
Rosalinda Boyette, Mary Perry, Mireira Moran and Robin Klau

Articles appearing in this newsletter may be reprinted in PTA unit, council and district newsletters. Please credit California State PTA.

### Table of Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Message from the President</td>
</tr>
<tr>
<td>4</td>
<td>PTA Leadership Focused on Inclusion</td>
</tr>
<tr>
<td>6</td>
<td>PTAs Can Lead the Way in Our Schools and Communities to Fight Climate Change</td>
</tr>
<tr>
<td>8</td>
<td>Inclusion is a Concept at the Heart of PTA Family Engagement</td>
</tr>
<tr>
<td>11</td>
<td>The California State PTA: Who We Are and What We Do</td>
</tr>
<tr>
<td>12</td>
<td>Meet the Commissions</td>
</tr>
<tr>
<td>12</td>
<td>Leadership Services Commission</td>
</tr>
<tr>
<td>14</td>
<td>Membership Services Commission</td>
</tr>
<tr>
<td>16</td>
<td>Communications Commission</td>
</tr>
<tr>
<td>18</td>
<td>Convention Commission</td>
</tr>
<tr>
<td>20</td>
<td>Education Commission</td>
</tr>
<tr>
<td>22</td>
<td>Family Engagement Commission</td>
</tr>
<tr>
<td>24</td>
<td>Health and Community Concerns Commission</td>
</tr>
<tr>
<td>26</td>
<td>Legislation Team</td>
</tr>
<tr>
<td>28</td>
<td>District Presidents</td>
</tr>
<tr>
<td>30</td>
<td>Member Perks</td>
</tr>
<tr>
<td>32</td>
<td>TOTEM Online Membership System</td>
</tr>
</tbody>
</table>
Dear PTA Members,

As the days get shorter and we head toward the new year, this is the perfect time to reflect on the legacy we are leaving as part of the largest child advocacy group in the US. As PTA members and leaders, we are part of an association that has a remarkable history of protecting and supporting all children and continues this important work today.

In this issue of PTA in California you will learn how you and your PTA can have an impact on this generation and future generations. We will highlight the richness that comes from including people from a variety of diverse lived experiences in your PTA decision making and planning. You’ll learn more about who your California State PTA leaders are and what they are doing, so that we can all work together to positively impact the lives of all children and families.

As we head to the end of 2022, I want to thank each of you for your dedication to the children of California. If you are a PTA leader, thank you for your time and for volunteering to support your school and community during some difficult times. If you are a member of PTA remember that you are part of a membership organization that cares about and advocates for every child, and for that I thank you.

I hope you can make some time for yourself during a hectic season. Take a deep breath and know you have made a difference. I hope you will start the new year reenergized and ready to support the children and families in your community with PTA programs and advocacy.

Thank you again.

Carol Green
2021-23 President

---

Commemorate PTA with a Proclamation

Close out 2022 with a 125th Anniversary proclamation. Share and remind your community of the great work your PTA is doing and has done.

Getting a proclamation from a City Council, County Board of Supervisors, School Board, or other government group is exciting for the kids and the volunteers who make up your PTA.

Learn more and download your California State PTA Proclamation Kit to get started. Be sure to tell us about it.
PTAs are stronger and able to do more when they include the whole community. When PTAs are inclusive they are at their best. That's easy to say, and sometimes seems hard to achieve. Inclusion is possible when your PTAs leaders are committed to the goal of engaging more members and welcoming diverse volunteers on committees and boards.

**How Do You Start This Journey?**

PTA leaders should look at their school's demographics and then ask these questions:

- Are our membership and our volunteers similar in background?
- Are community building activities planned throughout the year with consideration of family income and religious observances in mind?
- Are the activities planned when most family members are not working?
- How can students be included? (Families are always excited to watch their students perform.)

It's also proven that food creates engagement. It doesn't have to be a seven-course meal. Ice cream socials on the playground or cookies and coffee in the multi-use room say “we care enough about you as a member to welcome you.”

Surveys engage members. Use several checklist questions and then provide a line for open ended feedback.

If the survey is online, the results are easy for the member to complete and for PTA to tabulate. No matter what the feedback, publish the results. This simple validation step tells members their time spent responding to the survey was worthwhile even when their answer isn’t in the majority. Later when your PTA implements a program, circle back to the survey to share where the idea originated.

**Committees Promote Inclusion and Help Get the Work Done**

How does PTA accomplish its planned work? The best kept secret is committees. Identify a chair for each committee who is enthusiastic and reliable. The hospitality, membership, diversity and inclusion, room parent, and nominating committees are important opportunities for inclusion. Do the members on these committees reflect the diversity of your school? That first “hello” and “sit down with us” to do something specific can break the ice with new members. (Just a reminder: each member of a committee must be a PTA member).
Don’t hesitate to ask people to lend a hand. The answer "no" may have many reasons unrelated to PTA. Remember that membership and volunteering should not be linked—some people may want to join and not volunteer. Opening conversations about “what do you like to do” or “what skills do you have” will provide you with clues about what the best fit is for a member. Including means not pressuring and leaving space for volunteers to participate in a variety of ways.

Committees are a great way to engage members. Successful committee chairs recognize that some members have more time to commit to a project and assign tasks accordingly, leaving no potential volunteer out.

Some committees’ work is behind the scenes, others are front and center. It’s the same for volunteers. Occasionally switch up volunteers by asking them to serve on a different committee. While committees can differ in their focus, they often require the same talents - planning, attention to detail, follow through, recruiting others, purchasing, event logistics, etc. The volunteer who is reliable, no matter which committee they serve on, has the leadership skills to be a future officer.

Express Your Appreciation Often

Thanking members for their contributions may keep them engaged and will let them know they are appreciated. Connecting your thank you to the impact it has on the children you are serving is a reminder of why they volunteer.

Each chair and officer can recognize volunteers when meeting in the supermarket, on the playfield, or at school. Social media is another way to provide recognition using pictures to tell the story about the PTA activity and its volunteers. Thank you’s can be a regular feature at meetings and in the PTA newsletter.

Expand your PTAs reach through purposeful inclusion by building relationships, engaging members, involving them on committees and, finally, through appreciation and connection.
PTA has long worked to empower families, children, and young people to make positive changes in their lives, in their communities and ultimately the world. One of the many complex issues that we face today is climate change. It’s an issue that California State PTA is committed to addressing.

Just this year we have seen record-breaking floods impacting several southern US states, wildfires in California, record-breaking heat in spots throughout the world, and devastating hurricanes in Puerto Rico and Florida. Our children and young people are well aware of these events and of the harmful effects of climate change more generally. They learn about it through social media, the news, and conversations with friends and family.

The sheer scale of these recent tragedies can be overwhelming. Engaging and empowering your local community on this issue, however, does not need to be. A key to keeping work on climate change manageable is to keep it local. Including students, families, local communities, and businesses to address a local climate issue creates positive energy for change. It also increases the chances that your individual efforts will make a difference.

**PTAs Have the Authority to Lead Community Efforts on Climate**

In recent years, delegates to the California State PTA convention have adopted resolutions that provide every PTA with the authority needed to take a stand regarding climate change. The first, adopted in 2015, is entitled *Climate Change is a Children’s Issue*. Then in 2020, convention attendees adopted a resolution entitled *Net Zero Emission Schools* which specifically addresses changes in school facilities and operations needed to reduce the greenhouse gas emissions which are causing climate change.

Efforts to address any climate-related local issue will need to focus on education, creativity and imagination, all of which are certainly PTA competencies. Most importantly, organizations with a youth focus are essential to finding and implementing solutions that are meaningful to all.

If your PTA is considering taking climate-change action at a local level, organizations such as The World’s Largest Lesson suggest:

- Focusing on optimism and hope, beginning with the formula that for every problem you discuss, show a solution. This is especially important if you are involving students in the work.
- Education is key. That includes addressing shared values in often diverse communities and encouraging many voices and points of view.
- Acknowledging that collective action and systems change is crucial. Individual actions are great, but in order to affect significant change on a larger scale, inclusion and collaboration is the key.
To address the current threats to our planet and advance deep structural change, inclusion is imperative. We must acknowledge that climate change and related health risks disproportionately impact historically marginalized and under-resourced groups, who have the least resources to prepare for and recover from these disasters.

**How Can PTA Leaders Start to Affect Change?**

According to the [Young Voices for the Planet](https://pbs.org/youngvoices/), a civic engagement curriculum, the first step is to create an ACTION Plan. Created by PBS, Young Voices includes a wealth of videos and other resources that can guide your efforts. An ACTION plan provides a framework for families and students to:

- **COLLABORATE** with students, friends, families, teachers, school administrators, and community members and brainstorm with them about how to address the issue. (Find your Team!)
- **IDENTIFY** who you can talk to and enlist as mentors.
- **Share the NEWS** with school media, social media, and local and national news outlets. Celebrate success by sharing and engaging others in your projects.
- **ASSESS and ANALYZE** what local issues are of most concern. (Find your Passion!)
- **Create a TIMEtable** to plan out steps toward your goal.
- **ORGANIZE your thoughts** Organize meetings. Make a list of goals and action steps necessary to achieve your vision. (Find your Power!)
- **Share the NEWS** with school media, social media, and local and national news outlets. Celebrate success by sharing and engaging others in your projects.

If this ACTION plan is going to be a PTA program, a couple of steps must be taken. First, share the California State PTA resolutions that both give your PTA authority and compel you to take action, including the [Climate Change is a Children’s Issue](https://www.capa.ca.us/advocacy_information/ptar/capta_resolutions) resolution and the [Net Zero Emission Schools](https://www.capa.ca.us/advocacy_information/ptar/capta_resolutions) resolution. To begin a program or advocacy campaign with your PTA, visit the [leaders website](https://www.capa.ca.us/leaders) or the [Programs Section of the Toolkit](https://www.capa.ca.us/advocacy_information/ptar/capta_resources) for steps and considerations.

Please reach out to the Health and Community Concerns Commission for assistance in getting a Climate Change program started in your community. [Health@capta.org](mailto:Health@capta.org) or [CommunityConcerns@capta.org](mailto:CommunityConcerns@capta.org).
Inclusion is a Concept at the Heart of PTA Family Engagement

By the California State PTA Family Engagement Commission

The mission of the California State PTA says to positively impact the lives of ALL children and families. Our definition of family includes all who care for and support the children. Parents include biological, adoptive, caregivers, extending family and foster parents; expectant families; out-of-household parents; grandparents; legal and informal guardians; adult siblings; and other family members.

Here are a few inclusive practices to incorporate in your PTAs family engagement programming this school year:

- **Pay attention to who is missing from your meetings or events.**
  - Are the families of special education students not attending? Maybe they need some sensory accommodations at events, like opening things a half hour early so they can get settled when the event isn’t as loud or crowded.
  - Are non-English families not attending? Perhaps they don’t understand what the event is or why they should attend. Having a summary of the event in the invite in their home language might be helpful to encourage participation.

- **Use people’s names.** Wearing name tags at meetings can help you learn the names that people wish to be called. Using those names when we speak to families makes them feel seen and valued - which is so important on a welcoming campus. If you’re not sure of the pronunciation, say so.

- **Use correct pronouns.** If you are uncertain you can either ask or use a gender neutral pronoun like they or them.

The family engagement commission has been encouraging inclusion in your family engagement programming in our weekly Family Engagement Friday blog posts - you can visit the past editions at capta.org/blog.
Experience the magic of family engagement through 7 modules designed to empower and activate parent leaders.

Available for In-Person & Digital Delivery

Learn how you can bring School Smarts to your community at CAPTA.org/School-Smarts
The California State PTA is a team of dedicated volunteers and staff who are here to help — and we’re here because, like you, we are passionate about improving the lives of all children and families.

This edition of PTA in California introduces you to the commissions that together do the work of our Board of Managers, including a bit about their priorities this term and who the commission members are.

Each commission has an area of focus. All are dedicated to helping California’s 3,000+ local PTAs succeed.
Meet the Leadership Services Commission

Helping You Create A Stronger PTA

The California State PTA Leadership Services Commission strengthens and extends the work of PTA in all arenas, and enhances the influence and public understanding of PTA, its purpose, and work.

Commission Activities Include:

- Opportunities for leadership development
- Training for unit, council, and district PTAs
- Guidance to unit, council, and district PTAs to help them in strengthening, organizing, reorganizing, or in rare cases disbanding their associations

Supporting PTA Leaders Throughout The State

The California State PTA Leadership Services Commission is composed of volunteers from across the state. The Commission works to provide local, regional, and district leaders with the support they need. The commission focuses on ensuring good governance, leadership and teamwork skills, financial safeguards, and transparency. The commissioners mentor districts and encourage practices which engage members, increase participation, are inclusive, and welcome all families. Leaders are trained in the use of parliamentary procedure to ensure all members have a fair opportunity to express their opinions at meetings. Some of our work includes:

- Training District and Council PTA leaders, and assisting PTA Districts in 27 regions across the state with their leadership trainings throughout the year
- Communicating directly with PTA leaders statewide via the weekly Tuesday social media posts Leadership Tips and the monthly, live PTA Leadership Call
- Providing timely guidance via the California State PTA Blog and in PTA publications
- Developing workshops and training opportunities for PTA leaders and members at the California State PTA Annual Convention
- Informing PTA leaders about federal and state reporting requirements
- Mentoring District PTA leaders as they assist units and councils
- Maintaining content on the California State PTA website including the California State PTA Toolkit, Finance, Job Descriptions and Forms sections, Leadership Development Presentations (LDPs) and more

Making it Easy to Run Your PTA

The Leadership Services Commission keeps unit leaders informed of best practices to develop high-functioning PTAs. The annual Leaders Welcome Packet and publication Running Your PTA…Made Easy, both available on leaders.capta.org, provide easy to understand guidance in a colorful format in English and Spanish. The packet is mailed to new leaders at the beginning of the term and serves as a valuable tool throughout the year.

Leadership Services, continued on page 13
The Leadership Services Commission for the 2021-23 term consists of the Vice President for Leadership Services and eleven members of the California State PTA Board of Directors and Board of Managers. Commissioners are chosen for their vast experience and expertise with PTA positions and topics such as governance, finance, and bylaws and parliamentary procedure, and to ensure representation from throughout the state.

The Leadership Services Commission enthusiastically welcomes leader ideas and best practice suggestions from officers, chairs, and members, to be shared with PTAs throughout California. While every PTA is unique, there are common experiences that unite us. When we know others have similar experiences, we can learn from their successes and challenges, and achieve so much more. Contact us today with your suggestions or questions at leadership@capta.org.

Here to Help

The Leadership Services Commission recognizes that PTA leaders and schools throughout the state are emerging from the strain of the pandemic isolation. The challenge of reconnecting with members is real. To help leaders accomplish the purposeful work of PTA, the commission will provide the tools, training and support to

- Adopt proven, nonprofit business practices
- Expand diverse adult engagement
- Inspire volunteers and develop leaders
- Increase parent education and family engagement
- Advocate in support of children and families
- Support students and staff in classrooms
- Promote PTA beyond the schoolhouse doors with the entire community
Every Member Counts

California State PTA is a membership-based, nonprofit impact organization. Membership is the foundation upon which the entire organization rests. Members are vital to the advocacy work PTA does on behalf of children and families. Policy makers pay attention when you have strong membership numbers.

The Membership Services Commission and several committees work to provide programs that serve local PTAs and members. Scholarships and Grants honor and support the outstanding work of PTA volunteers. The National PTA Reflections Art program gives student artists an opportunity to participate in the arts and reminds local communities of PTA’s commitment to the arts.

The California State PTA Membership Services Commission — composed of volunteers from across the state — works to build the foundation of our association by growing our membership and bringing programs that enrich the lives of all children in California.

Some of Our Work Includes:

- Scholarships and Grants
- Reflections
- Honorary Service Awards
- Producing the annual Welcome Packet
- Reviewing and revising the California State PTA Toolkit
- Providing resources, guidance and training to unit, council, and district leaders to increase PTA membership

Local PTA leaders benefit from our work as they set their membership goals, access state membership resources and marketing plans, and utilize Totem, our free electronic membership offering to all units, councils, and districts. Local leaders also grow the support of their members when they put on programs like Reflections, encourage student involvement through state-offered scholarships, and use state programs to reward continued learning for teachers, volunteers, and healthcare professionals.

Membership Services, continued on page 15
The Membership Services Commission for the 2021-23 term consists of the Vice President for Membership and 11 members of the California State PTA Board of Managers. The Membership Services Commission has had amazing talks this term about equity, about celebrating our units for their outstanding membership efforts, and focusing on making programs and Totem easier to adopt and use for our local leaders.

Our focus is to GROW membership! Everyone should be a member of PTA! That is why we focus on the “Why PTA” as we look at our amazing 125-year history. Just as PTA tackled child labor laws, juvenile justice, and the school lunch program, we want to inspire our members to take on the next challenge. It’s time to continue making everything better for all children with our one voice.

Continue to tell us why YOU PTA by sending your thoughts to membership@capta.org! So we can continue to share this message loud and proud! Many of us shared that at the Annual Convention on stage. We all come from different backgrounds and different areas, but PTA unites us in our mission to positively impact the lives of all children and families.
Meet the Communications Commission

It’s All About Getting the Word Out

The job of the California State PTA Communications Commission is to help make sure that all our members and leaders are connected and they are able to find the information they need to do their own work well. We also raise the visibility and positive image of PTA with all families, educators, community leaders, the media, and government officials.

The California State PTA Communications Commission — composed of volunteers from across the state — works to gather and prepare information, identify who needs it, and find the best way to share.

Our Commission Collaborates With Staff To:

- Ensure PTA messaging is on brand, clear, inclusive, consistent and accurate
- Produce monthly, weekly and quarterly publications and emails on a variety of topics
- Promote the information, activities, events, and positions of the state PTA including our annual conferences, with a variety of digital, print, and graphic tools
- Plan and manage our social media to create an interactive, informative, engaged community for our members
- Curate and maintain the content on the organization’s websites
- Act as a resource for other PTA leaders

Communications, continued on page 17
The Communications Commission for the 2021-23 term consists of the Vice President, six members of the California State PTA Board of Managers, and two consultants. We have a wide variety of skills and backgrounds from programming to graphic design, video editing to copywriting, marketing to analytics, plus a deep bench of PTA experience.

In addition to our regular work, during the 2021-23 PTA term, we are proud to have developed the California State PTA Leaders Website. This site puts the state’s guidance for local PTA leaders and members in one convenient, easy-to-navigate place. We also hold monthly calls with office hours and communication specific mini-trainings for local PTA leaders to help them improve their own communications with members in their schools and communities.

We know communication needs to be a two-way street. Are there things you wish we’d do more of? Do you have questions about specific ways to use social media or your website? Is there a success story related to communications that you’d like to share with us? Let us know by sending an email to communications@capta.org.
Looking Forward to Seeing You in April

Each year, PTA members and leaders from every corner of California gather for our association’s annual convention. It’s an important opportunity to meet and learn from each other, come together to conduct the vital business of our association, and be inspired to continue the work we each do.

The Convention Commission works with the California State PTA Board of Directors and staff on every facet of the event – from registration to evaluation, from setting up the venue to clean-up, and from creating the schedule to seeing that every session goes smoothly.

Convention is Somewhat Different Each Year, But it Always Includes:

- Workshops and trainings for both new and experienced PTA leaders
- Inspirational keynote speakers
- An exhibit of the student work recognized in our Reflections Art Program
- Booths featuring exhibitors that provide programs and services to local PTAs
- The chance to meet your counterparts from other parts of the state
- And much, much more.
The Convention Commission for the 2021-23 term consists of the Vice President and 10 members of the California State PTA Board of Managers.

Visit the California State PTA website for more information.
Meet the Education Commission

It’s All About What’s Happening in Schools

Quality public education is crucially important to individual families and the future of our society as a whole. California State PTA is committed to connecting families and schools by providing a range of information, resources, and training to empower parents to actively participate at all levels of decision-making: from the school site to local school boards, to state and federal government bodies. When parents and families understand how the school system works, it makes education more effective and responsive for students. That’s why California State PTA has an Education Commission.

The California State PTA Education Commission — composed of volunteers from across the state — works to inform parents and families about issues impacting their child’s education. We also serve on several statewide education policy groups to weigh in on K-12 education initiatives.

Some of Our Work Includes:

- Reviewing position statements and resolutions which provide a source of authority for PTA positions or action on legislation.
- Serving as a member of California’s Education Coalition that brings together major statewide associations representing teachers, administrators, superintendents, and school employees who work together on state-budget and school-funding issues.
- Participating in quarterly Assessment Stakeholder groups.
- Participating in the California State PTA Legislative Action Committee that monitors education legislation.
- Attending the California State Board of Education (SBE) meetings to support laws and policies that improve the lives of all California children.
- Developing workshops and training opportunities for PTA leaders and parents at the California State PTA Annual Convention, regional training, and other events.
- Attending conferences such as the K-12 Watercooler Conference, STEAM Symposium, and the EdTrust West Equity Conference to engage with leading experts in a variety of fields impacting education.

All of these efforts mean you have the reassurance that the parent voice — your voice — was part of the decision-making process at the highest level. It also means you have access to accurate, relevant, and trustworthy information that is readily available on the California State PTA website.

The Education Commission for the 2021-23 term consists of the Vice President and eight members of the California State PTA Board of Managers (three of whom also serve as PTA District Presidents) — all bringing a wealth of personal and professional backgrounds and experiences to the commission.

Education, continued on page 21
We invite you to share what education topics are on your mind and what you would like to know more about. Your comments and feedback are always welcome and appreciated. Feel free to reach out to education@capta.org.

We are focused on providing current streamlined information, developing resources PTA units can use to inform their members, and sharing updates and news about crucial education issues in California including:

- Learning Loss/Accelerated Learning
- Ethnic Studies Model Curriculum
- Equitable Access to Technology
- Student Attendance
- Teacher and Staff Shortages
- Social-Emotional Learning (skills such as self-discipline, how to navigate social situations, how to empathize with others, etc.)
- Student Mental Wellness in partnership with the Health & Community Concerns Commission

PTA in California | December 2022 | 21
Healthy family–school partnerships benefit students, parents, teachers, schools, and the community. Developing these partnerships is essential for student success and crucial to PTAs work to positively impact the lives of children and families.

The Family Engagement Commission is dedicated to building inclusive, equity-based family engagement practices among PTA units, councils, and districts to improve educational excellence throughout California. We seek to motivate PTA leaders and empower PTA members to take action to meet the specific needs of their own children and support the comprehensive needs of all children. To achieve success for students, parents (and all adult caregivers) should work with schools as full partners, with inherent rights and responsibilities and acknowledging that there is expertise among both educators and families about what’s right for kids.

True family engagement isn’t about simply checking a box for compliance purposes; it signifies a shared effort between teams of adults working in partnership to make each child’s potential a reality.

**Helping You Build Strong Local Family Engagement**

The California State PTA Family Engagement Commission (composed of volunteers from across the state) supports local PTAs and promotes meaningful family engagement efforts through statewide programs and policy advocacy. Some of our work includes:

- Promoting collaboration and engagement of families and educators in the education of children and youth;
- Encouraging participation in decision-making through appropriate input into each Local Education Agency’s Local Control and Accountability Plan (LCAP);
- Writing articles for PTA publications, including regular “Family Engagement Friday” blog posts.
- Making recommendations to the California State PTA Legislation Action Committee on legislation about issues such as before-/after-school programs; child care; early childhood education; family engagement policies; financial literacy; literacy; parent education/skills development; and some issues related to foster families, family planning, and undocumented immigrants.
- Participating in state-level task forces and special committees that address parent involvement and family engagement issues.
- Reviewing PTA position statements pertaining to Family Engagement for continued relevance, for the purposes of advocacy and informing policy makers, the public, PTA members, and the media.

*Family Engagement, continued on page 23*
The Family Engagement Commission supports local engagement efforts in many ways; from educating local PTA leaders and educators about practices that work to taking part in state level activities that raise the visibility of those practices everywhere in California. We help our local PTAs build the ability and willingness of school employees and parents to join forces in making the best decisions for children. Click here for more information.

The Family Engagement Commission for the 2021-23 term consists of the Vice President, nine members of the California State PTA Board of Managers, and two consultants. This dedicated and diverse group of PTA leaders brings considerable experience and a wide range of expertise to our efforts this term.

Our Focus This Term

To strengthen and encourage effective family engagement practices throughout California’s public schools, we are focusing on: Some of our work includes:

- Bringing the principles outlined in the PTA National Standards for Family-School Partnerships into the forefront of engagement among all our PTA and school leaders, and highlighting the need for shared decision-making.
- Introducing the four principles of transformative family engagement and explaining what that looks like in practice:
  - Inclusive – Embracing and valuing diverse perspectives
  - Individualized – Meeting the unique needs of every family and child
  - Integrated – Connecting and aligning within the education system
  - Impactful – Empowering families to support their child’s success
Meet the Health and Community Concerns Commission

Focusing on the Whole Child

California State PTAs Health and Community Concerns Commission addresses issues related to the support of the whole child within the home, school, and community through relevant programs and through advocacy at the state and local level.

The commission has two areas of responsibility that overlap. They include promoting effective health education programs and services in schools and communities and addressing the many other community issues that impact our families and students.

Community Concerns

The topics that fall under the umbrella of community concerns address areas that touch young people outside of classroom learning, including:

- Strengthening public services for children and families (e.g. child-care facilities and personnel licensing, coordination of children’s services, delinquency prevention, and family preservation)
- Support for the most vulnerable children and families (e.g. child support, foster care, homelessness, missing and exploited children)
- Keeping communities safe places in which children and families thrive (e.g. disaster preparedness, environmental protection, safety education, school safety)
- Protecting young people from criminal activity (e.g. child abuse, youth violence, vandalism, gangs, and cults)

Health Issues and Education

The topics that are related to health issues and education include:

- Supporting immunization legislation to protect vulnerable children
- Promoting comprehensive health education taught by qualified personnel as an integral part of the core school curriculum
- Supporting efforts to provide equal access to quality, affordable, basic, and preventive healthcare for all children, youth, pregnant women, and their families
- Supporting solutions that enable all children with chronic illness or other healthcare needs to be safe in California schools, such as by promoting education of parents and school personnel on the complexities of disease management
- Educating families to recognize the importance of a healthy environment and the potential dangers that environmental contamination poses for children’s developing minds and bodies
- Bringing greater awareness of behavioral-health issues and social/emotional development through collaborating with the school community and creating a full range of services to help all kids thrive
- Advocating for statewide health programs, and actively participating on a wide variety of statewide committees addressing mental, physical, and environmental health issues
Local PTA members and leaders benefit from the work of the Health and Community Concerns Commission by having up to date and accurate, reliable resources at their fingertips in the Resource Library and Health and Community Concerns web pages. The commission is continually working to update our resources and provide trustworthy information for our members.

The Health and Community Concerns Commission for the 2021-2023 term consists of the Vice President and 11 members of the California State PTA Board of Managers. Our volunteer leaders from across the state work to support collaborations among caregivers, schools, communities, institutions, agencies and organizations which are essential to the health, wellbeing and academic success of California’s children and youth.

If you would like to share a resource with the commission, please refer to this page and email the commission at either health@capta.org or community-concerns@capta.org with your resource.
PTA began, in 1897, as an advocacy organization with a nationwide campaign to eliminate threats that endangered children. Today, one of the important roles of the California State PTA is to advocate for policies and laws that improve the lives of all California children, youth, and families. PTA continues to highlight critical education funding issues and to ensure the importance of family engagement in public schools. In addition, California State PTA supports policies and legislation that help youth and families meet their essential needs.

The California State PTA Legislation Team — composed of volunteers from across the state — works to support the organization’s advocacy goals, which are as follows:

- Advocate to achieve justice for all children, youth and families to have their essential needs met.
- Advocate for shared power and belonging for all children, youth and families to address the impacts of systemic and institutionalized injustice.
- Advocate for a full and culturally responsive curriculum to meet the diverse needs of our student population.
- Elevate the student voice to create an inclusive, positive and supportive school climate.
- Promote physical and mental wellness beginning in early childhood.
- Advocate for stable and sustainable public school resources to bring California within the top 10 states in per-pupil funding.

Advocacy at the state level enables California State PTA to support youth and families across the state. Local members and leaders may use California State PTA’s positions on legislation to engage in local advocacy in their own communities. The Legislation Team provides support and is a resource for local PTAs as they conduct studies or effect change in their own communities.
Some of Our Work Includes:

- Researching and voting to take positions on bills brought by advocates in the areas of community concerns, health, education, family engagement, budget, and federal legislation.
- Informing local members and leaders about California State PTA positions through monthly legislation calls, blog posts, and articles in PTA Connects.
- Explaining the use of California State PTA resolutions and position statements as authorities for taking positions on bills or ballot measures.
- Updates and reviewing the legislation platform, and California PTA legislation policies.
- Studying, taking positions on and coordinating advocacy for statewide ballot measures and referendums.
- Serving as a resource for local members and leaders.

The Legislation Team for the 2021-23 term consists of the Director of Legislation and eight members of the California State PTA Board of Managers. Our Legislation Team reflects the diversity found in California with team members representing geographic, racial, socioeconomic, languages spoken, and age diversity. Our team members have children of all ages which gives them insight into the varying issues facing today’s youth. In addition to their PTA roles the advocates are engaged in a variety of career fields and other community involvement.

California State PTA members are encouraged to take action, visit our Take Action page for Alerts.

Find Legislative Action Reports and more about PTA positions on current legislation on our website (Feb-June of each year).
How do we make sure every member of PTA is part of the larger organization? How do we make sure leaders in thousands of PTAs across California are included in decision making? How does each member understand how their PTA work is impacting the lives of all children and families?

There are 27 answers to those questions – the 27 PTA Districts. Our Districts together represent the geographical areas across California.
The president of each district serves on the California State PTA Board of Managers and is included in our state level decisions. And each District President (DP) serves on a Commission of the state Board of Managers. They can also serve on committees, bringing their voice and local perspective to the statewide work and decisions. This is a crucial way that the Board of Managers makes sure our work includes the viewpoints and concerns of our local PTAs.

Our District PTA leaders, in turn, work with their boards and bring resources, technical support, and great programs to local PTAs. California State PTA also provides online and in-person training, and guidance related to advocacy, leadership, and many other topics.

The strength of PTA is our local volunteer leaders. We owe our hard working District Presidents a big thank you for their role in bringing voices from across the state to make PTA more inclusive.

Want to know more about what’s happening in PTA in your area? You can find contact information for your PTA District Office and the name of your local District President here.
DELIVERED FRESH FROM THE FARM WITH FARM FRESH TO YOU

Farm Fresh To You has been farming, organically, since 1976 and has built a sustainable network of California farms that deliver organic produce, meat, dairy, eggs, and so much more straight to your doorstep all year! There’s no commitment, no contract, no delivery fees, and no service fees. Payment is made after delivery so you can inspect the goods first—you “Pick it or Skip it”!

California State PTA members can get an ongoing 20% discount by using promo code: CAPTA when ordering through the Farm Fresh To You website. Simply enter your zip code then enter your delivery options, box size and any additional add-on items. If your zip code comes up as “not deliverable” please contact Elizabeth Sudman to set up your account manually at: 916.849.0587 or email esudman@farmfreshtoyou.com. Click here for a downloadable flyer with more information.

JOIN SKYONE FEDERAL CREDIT UNION

SkyOne is proud to partner with California State PTA! SkyOne Federal Credit Union is a full-service, not-for-profit financial institution with a network of over 66,000 ATMs and 4,000 shared branches. For over 70 years we have been helping people like you to achieve their financial goals.

Take advantage of this special offer for California State PTA members. Join SkyOne Federal Credit Union today and receive $50! Plus, SkyOne will reimburse you $10 for your California State PTA membership dues for the first year! Enter promo code CAPTA. Click here for more information.

BRING SIMPLER PAYMENTS TO YOUR FAVORITE GROUP

Cheddar Up is a free group payment platform used and loved by groups of any kind —whether it’s your child’s sports team or troop, a booster club, an office gift pool, or even your own small business. As a California State PTA member, you can bring Cheddar Up’s premium features to your group of choice for 30% off. Use code CAPTA1023 at checkout.

While Cheddar Up is always available for free, its premium plans offer more in-depth reporting, our best e-commerce capabilities, and eChecks, which have a rock-bottom fee. Your group will thank you for this seamless way of collecting - no more spreadsheets and busy work. And, your peers will delight in the seamless paying experience (covering both online and in-person payments with our card reader). Don’t miss this deal! Pass it on to all your favorite group organizers!

EXPLORE THE PACIFIC OCEAN AT THE AQUARIUM OF THE PACIFIC

California State PTA members receive discounted admission tickets! Plan your visit and click here to access your member savings by using the password: CAPTA3.

Meet the newest members of the Aquarium of the Pacific family and discover how they hold the key to our future in their newest exhibit: Babies! From rescued sea otters, mesmerizing little cuttlefish, and miniature sea jellies to tiny translucent fish and a young desert tortoise, experience the heart-warming joy of baby animals while learning their fascinating behavior and biology, how we care for them, threats to their survival, and what their future means for their species and our ocean planet. Also learn about the many endangered local animals that the Aquarium is helping to save, including frogs, abalone, giant sea bass, green sea turtles, and more. Join us throughout the fall and beyond as we feature new arrivals and the latest births. Babies hold the future for all species.

California State PTA is a nonprofit and non-commercial volunteer organization and does not endorse any product, publication or business associated with sponsorship partners.
Member Perks
PERKS FOR PTA MEMBERS

IMPROVE YOUR AIR QUALITY AT HOME
Awair Element, is offering a 15% discount to California State PTA members! Visit their website and enter CPTA1522 at checkout. If you've been curious about your air quality at home, Awair Element monitors temperature, humidity, carbon dioxide (CO2), chemicals (VOCs), and particulate matter (PM2.5) and gives you real-time insight into your air quality, and tips to improve it for better productivity and safety.

INTRODUCING THE MOST INEXPENSIVE WAY TO VISIT OVER 250+ COLLEGES
Attention Parents and Educators! Introducing the most inexpensive way to visit over 250+ colleges. Get insights through 10-minute conversations with current undergrads that only happen on VIDSIG.com. Through our screened and vetted College Experience Experts, your high school student can have honest conversations about the REAL experiences at their target schools.
Go to VIDSIG.com now and HELP ALL OF OUR STUDENTS! Use the code: CAPTA for one free session.

PERKS FOR PTA UNITS

PTA MANAGEMENT, ONLINE AND SIMPLIFIED
Cheddar Up is a free group payment platform used and loved by PTAs nationwide — and as a California State PTA member, you can unlock our premium features for 30% off. Use code CAPTA1023 at checkout. Why take advantage? Premium plans offer more in-depth reporting, our best spirit wear shop capabilities, and eChecks, which have a rock-bottom fee. Schools that use eChecks raise 2x as much as those that don’t!

Say goodbye to creating your own spreadsheets, and join us to collect payments online, create custom forms, and track donations automatically. It takes mere minutes to set up your custom web page, and the collection options are endless — teacher gifts, ticket sales, fundraisers, school gear, and so much more. Our card reader even integrates in-person sales with online totals.

You’ll soon see why thousands of PTAs trust Cheddar Up for all their payments. Don’t miss this deal!

JOIN SKYONE FEDERAL CREDIT UNION
We understand how important keeping track of finances is for PTA units. SkyOne makes it easy and convenient to update your bank, signers, and officers—and it can be done virtually! Plus, for a limited time, if your unit opens an organizational account with us, we will donate $1,000.00 to your PTA for every 10 unit members that join SkyOne.
For more information on PTA unit accounts and our special offer, click here or contact your concierge, Franco today at skyone.org/franco.

PERKS FROM NATIONAL PTA
As a member of California State PTA you also have access to National PTA Member offers! Whether you’re buying school supplies for the kids or renting a car for your next family vacation, PTA members can save money on everyday purchases, special discounts, fundraising opportunities, and other unique deals. Be sure to click here to check out your National PTA Member Offers, too!

PTA in California | Fall Edition 2022 | 31
California State PTAs

Electronic Membership System

We are excited about the progress our online membership system TOTEM has made, making joining and renewing PTA membership at the local level easier.

More than 2,400 local PTAs have processed more than 300,000 memberships using our online membership system. So consider this your invitation to get started.

Scan the QR code or visit bit.ly/starttotem to learn more about this electronic membership system designed specifically for PTAs in California!

Email emembership@capta.org with questions.