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Para leer en español, [clic aquí](#).

A NEW MULTICULTURAL CALENDAR FOR A NEW YEAR

Happy New Year! As your PTA starts to plan for 2021, we encourage you to consider the rich diversity of our PTA and school communities.

To help, National PTA has put together an outstanding new multicultural calendar which reflects the observances celebrated by various cultures, religions and populations in 2021. It lists each observance by month and day, and provides links which allow you to learn more about each holiday!

[Click here](#) to view or download the calendar.

ATTEND THE E-MEMBERSHIP WEBINAR ON JANUARY 19TH

Unit, Council and District leaders: Join California State PTA and representatives from TOTEM, our electronic membership system, for an informative webinar on **Tuesday, January 19th from 6:00-7:00 p.m.**

As the pandemic continues, e-membership is more relevant now than ever, with most PTA functions happening virtually – including signing up new members! TOTEM makes joining PTA quick, easy and accessible to parents and families.
Please take the time to participate in this webinar and learn how you can leverage all the great online features offered by TOTEM to support and grow your PTA's membership in 2021.

Click here to register: https://us02web.zoom.us/webinar/register/WN_pT26rZkIRk2ue7K_56fhvV.

MEMBERSHIP DRIVE CHALLENGE #4: TEACHERS MATTER

Thank you to the hundreds of local PTAs that have already taken part in our first three Membership Drive Challenges. If you missed out on the first three, have no fear – there's still time for the fourth leg of our drive: Teachers Matter!

Any PTA that gets 100% of its full time credentialed teachers to become members and submits a completed Teachers Matter application form by midnight on January 31, 2021 will be entered into a drawing to receive a PTA tablecloth for your school. Click here for the application.

SCHOOL SMARTS IS BACK AND ALL-VIRTUAL!

The School Smarts program is back, and it's all-virtual this year!

California State PTA's School Smarts Parent Engagement program prepares parents to step up, speak out, and support their childrens' academic careers.

Learn more about bringing the new virtual School Smarts program to your school by attending our informational webinar on January 29th at 9:00 am.

Click here to register: https://zoom.us/meeting/register/tJYrd-ihrDosE92ihWEb3jh1E3ewqrRwUQ0n.

SOCIAL MEDIA THEME KIT FOR JANUARY: ADVOCATING FOR #ALLCHILDREN

PTA's monthly Social Media Theme Kits are a toolbox of images and text that you can copy and use on your unit/council/district's social media accounts.

For January, the theme is Advocating for #AllChildren!

Over the 120 years that PTA has been in existence we have helped to make major strides for the well-being of children and families across the United States. This month we hope you will highlight these accomplishments on your social media accounts, because the advocacy that PTA does is one of the cornerstones of our organization and should be celebrated.

Click here to view the January kit, which consists of a series of sample posts and
**GET ARTS EDUCATION MATERIALS FOR YOUR NEXT MEETING OR EVENT**

In a time of crisis, our students need arts education more than ever! Let California State PTA help you ensure your School District understands that #CreativityIsNotOptional.

For your next arts-related virtual meeting or event, why not order some vibrant posters created by Create CA, or the newly revised *Parents' Guide to Arts Education in California Public Schools*? These persuasive materials will inspire your participants to take action to bring more arts education options to their child's school or school district.

You can either distribute them to meeting attendees before your next outreach event, or show them on screen during the meeting.

Order them using this form - packaging and shipping will be taken care of!

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**WHAT'S NEW IN THE RESOURCE LIBRARY? DIVERSITY, EQUITY AND INCLUSION LEARNING MATERIALS!**

The Resource Library has lots of great new content for January. Check out these items and activities that support learning about diversity, equity and inclusion.

- **Books Matter: Children's Literature**, from the Anti-Defamation League: This searchable database of children’s literature suggests books for all ages that address issues of identity, bias and bullying. Featured books come with discussion guides for teachers and parents.

- **The Equity 8 – California's Key Legislative Principles Amid COVID-19 Pandemic**, from The Education Trust–West: Learn about the eight key proposals that have the potential to advance educational equity and justice for California’s students and educators during the pandemic.

- **California YMCA Youth and Government**, from YMCA: A six-month learning experience that teaches the values of democracy.

- **Constitutional Rights Foundation**: Gives students a deeper understanding of citizenship through values expressed in the US Constitution and its Bill of Rights.

If you’ve never used the Resource Library before, why not give it a try? It’s chock full of at-home learning activities, videos and documents that support the Next Generation Science Standards – and a whole lot more!

And the Resource Library is easy to use – the search function can help you quickly find what you need by keyword, category, topic, audience type, grade level, and language. Click here to browse.

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**TAKE ACTION!**

- **Apply For a Senior Scholarship by Feb. 1**
- **Host Your Own PTA STEAM Experience**
- **Registration is open for Legislation Conference 2021**
If you know a student who might be interested in applying for one of our two senior scholarships, act fast, because the application deadline is February 1!
LEARN MORE

Building science literacy is important. One way to engage families in discovery is by hosting a PTA STEAM Experience – either in person or virtually – using our new toolkit.
LEARN MORE

Our annual Legislation Conference, themed "A Path to Equity," will be all-virtual this year! Join us Feb. 8-9 and learn about matters that are important to California's children and families.
LEARN MORE

*This email is being sent to all PTA members and leaders, as well as to all California principals and superintendents.*