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Para leer en español, clic aquí.

IT'S MARCH ARTS MONTH!

March is Arts Education Month, and we hope to inspire you to spend it advocating to get more arts in schools. Why? Because California’s Education Code promises visual art, music, dance, theater, and media arts classes to each K-12 student, but only 12% of schools are in compliance with the law.

Why is arts education important? Research shows that students who have an arts education get better grades in school (in all subjects), have better attendance, are more likely to go to college, and have better chances for employment once they become adults. In fact, 72% of business leaders – across all industries – say that creativity is the #1 skill they are seeking!

As a PTA leader, you have huge potential to help bring more arts education to students in your school, your district, and statewide. By taking small steps every week, you can actually make a big difference! Here are some ideas:
Start by visiting the newly re-designed Arts Education page on the California State PTA website to find resources such as the arts advocacy presentation template and talking points, the updated Parents’ Guide to Arts Education in California Public Schools, and the Create CA social media toolkit.

- Don’t miss the interactive Family Arts Night on our YouTube channel from 7:30-8:30 p.m. on March 25. Members of our Arts Committee will show you at-home videos of volunteers conducting arts activities with their children, that you can replicate with YOUR children! It’s sure to be loads of fun and full of ideas for the whole family.

- Attend the Create CA webinar on March 17 from 3:30-5:00 p.m. The topic is “Advocating for Student Health and the Arts,” and you can register here.

Also check your inbox for our weekly emails, which we’re sending throughout March. Each one contains more ideas and resources to help you become the best arts advocate you can be.

SOCIAL MEDIA THEME KIT FOR MARCH: RECRUITMENT

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 March, the theme is Recruitment! Recruitment for volunteers is a challenge even in normal years, but this year we are hearing that units are struggling to find the people they need to fill their board, chair their committees, and help at events. This social media kit is designed to help local leaders find those people to serve— for an hour or for the entire term. We hope you will use it year-round to assist in your volunteer recruitment efforts.

Click here to view the March kit, which consists of a series of sample posts and downloadable images for all the major social media platforms, including Facebook, Twitter and Instagram, plus a fun Zoom background.

SAVE THE DATE FOR CONVENTION 2021!

Clear your calendar between May 13-16, 2021, because that's when California State PTA's 122nd Annual Convention is
We've got an exciting array of activities and sessions planned, which you won't want to miss:

- General Meetings
- Helpful workshops
- Officer elections
- Featured speakers
- Virtual exhibit hall and sponsor areas
- Games
- Networking spaces
- Virtual Reflections gallery

Workshops and hearings start on May 3, and the Business of the Association begins on May 13.

Register between March 23 and April 30 to get the early bird rate of $50 per person, and don't forget to order your promo pack! Find further information (and the registration link, after March 23) at https://www.capta.org/convention.

We look forward to seeing you there!

**CELEBRATE WOMEN'S HISTORY MONTH WITH YOUR PTA**

March is Women's History Month, and we encourage you to carve out some time with your PTA to celebrate and/or acknowledge the social, economic, cultural and political achievements of women.

PTA was founded 124 years ago by three pioneering women, who could scarcely have imagined what heights women would reach more than a century later. The month marks a call to action to accelerate women's inclusion in all spheres of public and private life, and for promoting a gender-equal world.

Learn more about the global celebration of women at https://www.unwomen.org/en.

**ATTEND THE SCHOOL SMARTS WEBINAR ON MARCH 24**

The School Smarts Parent Engagement Program prepares parents to step up, speak out, and support their childrens' academic
Learn more about bringing the new virtual School Smarts program to your school by attending our informational webinar on Wednesday, March 24 from 10:00-11:00 a.m. We encourage you to invite your school principal and other school administrators to join.

Click here to register: https://zoom.us/meeting/register/tJ0ud--vyrozG9xFT1nbU49qv3xlEbi93Ct

WHAT'S NEW IN THE RESOURCE LIBRARY? ARTS ED MATERIALS!

The Resource Library has lots of great new content for March. Because it's Arts Month, we wanted to bring your attention to these items and activities that support arts education:

- **Top Ten Reasons to Support the Arts**: A document which illustrates why the arts are important by using strong statistics from a variety of fields.
- **The Insider’s Guide to Arts Education Planning**: Learn how schools, districts, and counties assess, envision, and implement quality visual and performing arts programs.
- **Amplifier**: Teaching tools created by educators and students collaborating with social change movements.
- **ArtsEd Leader’s Guide**: From National PTA, learn how to start a PTA Arts Ed Committee at your school, engage more families, build stronger community partnerships and lead improvements to Arts Ed programs, practices and policies.
- **UCLArts and Healing**: Integrating the arts with mental health practices for self-discovery, connection, and empowerment.

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 arts education, Next Generation Science Standards (NGSS), 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.
Get the winter/spring 2021 issue of PTA in California

Don't miss iDTech's UPDATED virtual summer tech camp offer!

10 Things We Recommend to Reopen Schools Safely

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