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Para leer en español, clic aquí.

ATTEND THE PTA LEADERSHIP TOWN HALL MEETING ON SEPTEMBER 21

During the 2020-2021 year PTAs are going to look different, but will still be important! PTA connects families to your school and provides resources for students and teachers to make distance learning the best experience it can be.

To give PTA leaders and school/district administrators some of our best tips, tricks and strategies for having a great PTA term despite the current challenges, our Board of Directors is hosting a Town Hall meeting called “PTA – Building Communities, Creating Connection.”

We hope to see you there on Monday, September 21, 2020 from 7:00-8:30 p.m.

Click the following link to register for the meeting: https://captatownhallmeeting.eventbrite.com

After you register, look for an email from Eventbrite that will contain the webinar link you’ll use on September 21.

NEW CENSUS DEADLINE
Due to the pandemic and its effect on census operations, the U.S. Census Bureau has moved the deadline to complete the 2020 Census forward to **September 30th**.

If you haven't already, we encourage you to [complete your census form](#) before that date to ensure you are counted! It's important that everyone in our communities is counted, so that we don't miss out on critical funding. To learn more about how to complete the census and how it impacts the distribution of funds to the state, [click here](#).

Just five minutes of your time will impact our state for the next 10 years – so participate in the Census today!

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**THE ABCS OF BACK TO SCHOOL**

In addition to all the great distance-learning and social-emotional resources offered on [California State PTA's website](#), we wanted to let you know about a very special town hall meeting offered by CNN and Sesame Street that's aimed at helping children and families deal with issues of going back to school.

Titled **"The ABC's of Back to School,"** this show will provide tools and information for families dealing with unique circumstances of school in the era of coronavirus, from staying safe in classrooms to making the most of virtual learning.

It will be hosted by CNN's Chief Medical Correspondent Dr. Sanjay Gupta, CNN anchor Erica Hill and Sesame Street's Big Bird, along with Big Bird's Sesame Street friends, and will air on CNN on **Saturday, September 12th, at 10:00 am ET (7:00 am Pacific time)**.

Children, parents, families and teachers are encouraged to submit questions for the town hall using the following link: [https://submission.turner.com/townhall/special?code=19TOWNHALL2020](https://submission.turner.com/townhall/special?code=19TOWNHALL2020)

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**CALIFORNIA STATE PTA PARTNERS WITH POLICY LEADERS TO SUPPORT PARENTS AND FAMILIES DURING THE PANDEMIC**

Educators, parents and families are facing uncertainties and competing priorities as they weigh the risks and benefits of opening school campuses, supporting distance learning, or a using a hybrid strategy. What do we know about COVID-19 at this point? How can we optimize physical safety in schools? What can we do within our communities to minimize transmission? How can we ensure learning whether schools are physically open or closed? What can schools do to help meet the social-emotional needs of students? These are just some of the questions schools need to address as the school year begins.

California State PTA and our partner the California Collaborative for Educational Excellence (CCEE) held a series of [listening and networking sessions](#) in May and June to learn more about what was going on across the state with families and schools. We compiled [this report](#) which analyzes the lessons learned from the three sessions.

Additionally, Policy Analysis for California Education (PACE), in cooperation with California State PTA, produced "Navigating the Uncertainty of Reopening Schools: A Guide for Parents, Families and the Public." [This report](#) summarizes the current state of knowledge about key issues, and suggests a set of questions that parents and educators should ask when considering plans for reopening during the pandemic. [This summary infographic](#) serves as a valuable handout for community discussions.

The PACE report details families’ experiences during the first months of the pandemic, and identifies available resources to address the needs of parents and families. It also summarizes key take-aways for schools around decision making in distance learning and the safe reopening of schools.
California State PTA encourages the wide distribution of these important sources of information to families, school leaders and communities.

Please also visit our COVID-19 Resources for Parents, Families and Educators page for additional resources.

SOCIAL MEDIA THEME FOR SEPTEMBER: SPOTLIGHT ON THE ARTS

Last month we launched the first of our monthly Social Media Theme Kits, a toolbox of images and copy to use on your unit/council/district's social media accounts. We hope you found it pertinent and easy to use.

Well, now it's a new month, and we've got a new theme: Spotlight on the Arts! Fall is Reflections season, so we think it's a great time to share with your families what exactly this arts program is, how to enter, and the benefits of participation. Social media is also a great springboard to encourage your school families to advocate for more arts instruction at your school. Even in this new world of distance learning, schools must provide students with a full curriculum – and a full curriculum includes the arts. California Education Code specifies that the arts should include instruction (in grades 1-6) or courses (in grades 7-12) in four disciplines: dance, drama and theater, music, and visual arts.

Click here to view the September 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 social media support graphics such as Zoom backgrounds, and even an "arts selfie" tool! And as a bonus, we've also provided a Reflections-focused press release template, so you can get the word out to local media, and further spread the news about the program.

NOVEMBER ELECTION UPDATES

Just a reminder that the November 3 election is fast approaching, so if you haven't registered to vote yet, now is the time! The last day to register to vote in the General Election is October 19. You can register online at the California Secretary of State website. If you are already registered, you can visit this site to check your status and make any changes needed. You will also find plenty of information about the upcoming election. Check with your county registrar of voters for information about elections for local offices such as school board and city council.

California State PTA supports Propositions 15 and 16. Prop. 15 will change the way commercial and industrial real estate is taxed, while protecting all residential properties. It will raise as much as $11.5 billion in additional revenues for schools and other local governments. Prop. 16 will repeal a previous proposition and allow the use of race, gender, and ethnic diversity as factors (but not decisive factors) in public education (including college admissions), government hiring, and government contracting. For information on both measures, go to https://capta.org/focus-areas/advocacy/state-ballot-measures/

Be an informed voter! Here are some non-partisan websites to use and share:

- Voter's Edge: https://votersedge.org/ca
- Find your state legislators: http://www.legislature.ca.gov/your_legislator.html
- Information about campaign contributions: http://powersearch.sos.ca.gov/
TELL US YOUR ARTS SUCCESS STORY!

As schools across California reconfigure their curriculum to meet the demands of distance learning, arts education cannot become an afterthought.

It's important that we all share and support each other's successes now more than ever. Whether starting a new club at your school, raising funds for arts programs, or just voicing concerns to your school board, all stories are worth sharing when it comes to defending the arts.

In order to ensure that every student in California has access to a full arts curriculum, please click the button below and fill out our success story submission form.

SHARE YOUR STORY

WHAT'S NEW IN THE RESOURCE LIBRARY? EXPLAINING THE NEXT GEN SCIENCE STANDARDS

The Resource Library has lots of great new content this month. Our three featured items are aimed at helping parents understand the reason that Next Generation Science Standards were implemented, and what NGSS means at the classroom level.

- Reforming Science Instruction in California, from EdSource
- Science Resources for Parents, from The National Science Teaching Association
- Science and Standards Videos, by The Wonder of Science

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.

TAKE ACTION!

Check Out TOTEM's New U/C/D Lookup Feature!  
Recording of the "MyPTEZ Made Simpler" Webinar Now Available
Apply Today for a CE Scholarship or Program Grant
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<th>The TOTEM electronic membership system recently rolled out a new directory feature that lets you easily look up any district, council or unit, anywhere in the state.</th>
<th>If you missed the August 25 webinar about MyPTEZ, PTA's accounting and management software, don't worry – you can find a recording of it on our website.</th>
<th>Did you know you can apply for a continuing education scholarship for yourself, or a program grant for your PTA? The deadline is October 1st!</th>
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<td><strong>TRY IT NOW</strong></td>
<td><strong>WATCH NOW</strong></td>
<td><strong>LEARN MORE</strong></td>
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*This email is being sent to all PTA members and leaders, as well as to all California principals and superintendents.*