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Para leer en español, [clic aquí.](#)

HEADING BACK TO SCHOOL DURING UNPRECEDENTED TIMES

As our children head back to school this month, most, if not all of us will still be getting used to a "new normal." The usual back-to-school routines and rituals have been disrupted, and many questions remain about how, where and when our kids will continue to learn and how our PTAs can function best.

Here are some resources we have compiled to help ease the transition to another school year – and to help you find value in PTA – during this unprecedented time:

- California State PTA's [COVID-19 Resources for Parents, Families and Educators page](#) offers a wealth of tools and documents to help you navigate **distance learning**, including learning from home websites, virtual field trips, how-to-homeschool guides, and apps for students with special needs. This same page also offers some great tools to help you cope with the **social and emotional stress** that can come with sheltering in place and remote schooling.
- Our [COVID-19 Resources for PTA Leaders page](#) offers indispensable advice on how to keep your PTA active during the pandemic. We've got videos, webinars, and FAQs on how to handle meetings, events, elections and financial transactions while your PTA is unable to meet in person. On the membership side, the three most recent issues of [Membership Monday](#) offer lots of tips and suggestions on how to recruit and retain members virtually, and how to stay connected with your PTA families when campuses are closed.
- Stay connected to the arts by starting a Reflections program at your school! It's a great way to build community and give kids an outlet for their creative instincts. The theme for 2020-21 is "I Matter Because..." and the rules and deadlines can be found [here](#). Also explore the amazing [#CreateAtHome](#) resources from our partner Create CA. Their home-based arts activities make learning engaging, and allow you and your children to pass the time in fun and productive ways.



TAKE THE PTA LEADERSHIP SURVEY!

We want YOUR opinion!

To make sure PTA continues to provide the services and support needed by our members across the state, we'd like to ask you to **complete an important survey**. It is divided into several sections and takes approximately 10-12 minutes to complete. Your individual responses will be kept strictly confidential.

We know that you are very busy, but your input is very valuable. Thank you again for your dedication and service.

The survey is only available until **August 20**, so don't wait!

Click the relevant button below to get started in either English or Spanish.

TAKE SURVEY

HACER ENCUESTA



SOCIAL MEDIA TOOLS TO HELP BUILD MEMBERSHIP

California State PTA knows that communication is one of the most important tools in a Unit's, Council's, or District's toolbox, and when done well, improves every aspect of your and your members' PTA experience.

SOCIAL MEDIA THEME KITS

To help you easily create impactful online communications, this year we are providing images and copy on our website that you can use on your personal or unit/council/district's social media accounts. Each month the content theme will change, and you can customize it as needed!

[Click here](#) to view the August social media theme kit, which focuses on **building membership during the back-to-school season**, and addresses pertinent questions your members may have, such as "Why should I join the PTA? What value is there in membership? How can someone join your unit?"

The social media theme kit 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 newsletter and website clip art, Zoom backgrounds, and even a "membership selfie" tool!

And as a bonus, we've also provided a **membership recruitment press release template**, so you can get the word out to local media, and further spread the news about your membership drive.

ATTEND THE "MYPTEZ MADE SIMPLER" WEBINAR ON AUGUST 25

Are you new to MyPTEZ (formerly PTAEZ), the online accounting system for PTAs? Are you an experienced user looking for more information? Then join the "MyPTEZ Made Simpler" webinar on **Tuesday, August 25 from 7:00-**

8:30 p.m.

CSM, the creator of MyPTEZ, and members of the Leadership Services Commission will go over the basics of MyPTEZ, and also talk about more advanced topics, including:



- Deposits and check writing
- Reporting options
- Bank reconciliations
- Uploading documents
- Accounting for income from third-party systems like PayPal or Square
- Handling fees related to donations

Click the following Zoom link to join the webinar: <https://zoom.us/j/95642454337>

To learn more about MyPTEZ, [click here](#).

RESOURCE LIBRARY: STEM LEARNING TOOLS FOR GIRLS

The [Resource Library](#) has lots of great new content this month. Our three featured items are aimed at getting more girls interested in science, to coincide with Women's Equality Day on August 26.

- **[STEM Equity Project](#)**: This resource from the National Alliance for Partnerships in Equity offers a range of tools to promote STEM learning, including a free e-newsletter, a list of STEM-related career clusters, and a webinar series.
- **[Girls Who Code Club](#)**: This free virtual after-school program offers a fun and friendly environment for girls to learn computer programming with the assistance of supportive female peers and role models.
- **[DIY Girls](#)**: If your girl is interested in technology, this organization can connect her with after-school programs that teach skills such as animation, coding, soldering and more.



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!

Lessons we learned
from our "listening sessions"

#DiscoverTogether
Science Learning for Everyone

Summer 2020
Member Perks are Here



Read the final report about our listening sessions! Find out what we learned from you – and what recommendations we have going forward.

LEARN MORE



Science is everywhere, and for everyone! Check out our tools to help your child learn science simply by exploring the world around them.

LEARN MORE



Check out our great offers from SkyOne, Lifetouch, Legoland and more – only for PTA members!

LEARN MORE

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

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