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Para leer en español, [clic aquí](#).

## CELEBRATING PTA FOUNDERS' DAY

February 17 is an important anniversary for PTA – it marks the day 123 years ago when Phoebe Apperson Hearst and Alice McLellan Birney convened the first meeting in Washington D.C. of the organization that would evolve into the modern-day PTA.

PTA has celebrated **Founders' Day** every year since 1910, to acknowledge the work started by Hearst and Birney and continued by committed leaders like you.

Why not show your PTA pride by celebrating Founders' Day with your school and your community? Here are some ideas for how to do it:

- **Include some facts about PTA's founders and history in your newsletter:** Let your members know the significant impact PTA has made through the years to help remind everyone what PTA stands for, and the legacy we are continuing today. Click here to learn about PTA history: <http://toolkit.capta.org/know-the-pta/a-brief-history/>.
- **Give an Honorary Service Award:** Honor an individual or organization who has supported PTA's legacy and mission by providing outstanding service to children and youth in your community. [Click here](#) for more information on the award categories, and [click here](#) to purchase pins, certificates and other HSA items from the PTA Store.
- **Give PTA founders a shout-out on social media:** Download graphics and banners to use on Facebook, Instagram, Twitter and other platforms at [www.capta.org/founders-day-resources](http://www.capta.org/founders-day-resources).

CELEBRATING 123 YEARS OF ADVOCACY

February 17  
**1897**  
*Founders' Day*  
**PTA**  
everychild.onevoice.

- **Invite new members to join!** It's easier than ever to join PTA – share your PTA's "join" link with the community, and make sure to tell them about the "join" option on the California State PTA website: [www.capta.org/join](http://www.capta.org/join).

## PHENOMENON-BASED SCIENCE LEARNING

“Why are some days cloudy?”

“Why can a cactus survive without water when a willow tree can't?”

“Why does the light on the ceiling go on when I flip the switch on the wall?”

Our kids' “why” questions provide near-constant reminders of their curiosity about the world. California's new approach to science instruction, called the **Next Generation Science Standards (NGSS)** recognizes and encourages that natural curiosity. Research shows that doing so can ignite students' interest in science and engineering, especially if science in school is introduced at an early age.



When teachers start with a question like “Why can a cactus survive without water?” they are using a technique called **phenomenon-based instruction**. The lesson starts with a question about something students can observe. Teachers then build one or many lessons to take students from that simple question into serious scientific inquiry.

To read the rest of this article on the California State PTA blog, [click here](#).

## WHY CENSUS 2020 MATTERS TO CALIFORNIANS

2020 is an important year for the state and the country – it's the once-per-decade time that every person in America is counted in the U.S. Census.

United States  
**Census  
2020**

**Why is this important to you as a PTA member or leader?** Well, the census count impacts the next 10 years' worth of funds that your community's schools will receive for special education, classroom technology, teacher training, after-school programs, school lunch assistance, and so on. If your child is in second grade now, the census count will have an impact on her education until she graduates from high school!

We have rounded up some key dates and resources that will educate your family, school and wider community about the census, and dispel myths and rumors you may have heard. [Click here](#) to see them on the California State PTA website.

You have the power to shape the future for the children of California by helping to ensure that everyone in your community is counted during the 2020 Census, which starts in **March 2020** and continues through the end of the year.

## IMPORTANT VOTER DEADLINE APPROACHING!

If you're not already registered to vote in California, **February 18** is the deadline if you want to vote in the election on March 3.



An important bond measure will be on the ballot, which we urge you to support. It's called the **Public Preschool, K-12, and College Health and Safety Bond Act of 2020** (also known as Proposition 13-2020), and it will raise \$9 billion for the K-12 system and \$2 billion for each of the three higher

education segments (UC, CSU, and Community Colleges) for the construction and modernization of school facilities. These funds will not only improve the safety and infrastructure of school facilities, but will also allow districts to fund a full curriculum, which includes **science and arts education**.

Click [here](#) to read more about it on our website – you'll find a summary of the measure and links to useful documents, including the full text of the measure and the California State PTA Study Committee Report.

[Click here](#) to register to vote in California.

## SAFER INTERNET DAY

Did you know that February 11 is **Safer Internet Day**? On this day PTAs across the country are encouraged to host events to educate families and students about the importance of being safe online, and how to have a digital safety conversation.



Check out [these PTA resources](#) to help you host a Safer Internet Day event, or to use **anytime** to help start conversations in your family and community about how we can all work together to safely and effectively use digital devices and interact online.

## APPLY FOR A GRANT TO HELP YOUR PTA

The Smart & Final Charitable Foundation strives to give back to the communities it serves in California, through its five Pillars of Focus: Health & Wellness, Education, Hunger Relief, Team Sports & Youth Development and Disaster Relief.

To apply for a monetary donation to help support one of your PTA's programs, visit [smartandfinal.com/giving](http://smartandfinal.com/giving).



## LOW-COST INTERNET OFFERS FROM CETF

One of the best ways to ensure a child succeeds in school is by having a home internet connection: it can help them research topics for homework assignments, connect with teachers, and complete online applications for colleges and scholarships.



California State PTA has partnered with the California Emerging Technology Fund to help families find **affordable/reduced-cost internet offers and free and low-cost computers**. Some of the internet offers are available for as little as \$10 a month, and computers are available with some offers (while supplies last)!

You are eligible for affordable home internet service if you meet one of the following criteria:

- Child enrolled in the NSLP (National School Lunch Program)
- CalFresh (food stamps) or Supplemental Nutrition Assistance Program (SNAP) recipient
- Medi-Cal or Supplemental Security Income (SSI) recipient
- Household income under \$40,000/year

To find low-cost internet and computer offers near you, go to [www.everyoneon.org/capta](http://www.everyoneon.org/capta) and enter your ZIP code.

## UPCOMING WEBINARS

California State PTA is offering two important and informative webinars in February:

**Annual Insurance Webinar:** Unit, Council and District leaders should consider joining California State PTA and our insurance broker, Association Insurance Management (AIM), during this webinar in which we will review PTA insurance coverage, the renewal process, worker's compensation, deadlines, and more.

**Date:** Thursday, February 13 from 6:00 p.m. to 7:00 p.m.

**To register, click here:** [attendee.gotowebinar.com/register/3198208150242550285](https://attendee.gotowebinar.com/register/3198208150242550285).

**LCAP Webinar:** Learn about the latest changes to the Local Control Funding Formula (LCFF) - Local Control and Accountability Plan (LCAP) template and how you can directly impact your child's education, your school, and your school district.

**Date:** Tuesday, February 25 from 6:00 -7:00 p.m.

**To register, click here:** [attendee.gotowebinar.com/register/4828627763734049035](https://attendee.gotowebinar.com/register/4828627763734049035).



## TAKE ACTION!

Give an Honorary Service Award  
on Founders' Day



Celebrate Founders' Day by giving an award to an individual or organization who has offered outstanding service to your community.

[SHOP NOW](#)

Winter 2020  
Member Perks



Enjoy the exclusive perks of being a PTA member this winter!

[READ MORE](#)

Win Free Registration to  
Convention 2020!



Take a brief survey by Feb. 19 about what PTA means to you, and get a chance to win free registration.

[TAKE THE SURVEY](#)

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

This message was sent to deckman@capta.org by californiastatepta@capta.org  
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