



TEXAS PTA ANNUAL REPORT
2021-2022



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Texas PTA strives to make every child's potential a reality by engaging and empowering families and communities through PTA support, family engagement, advocacy, and member programs. PTA leaders are essential to achieving this mission.

Texas PTA equips every PTA leader in the state to be successful. For more information about leader resources, **visit txpta.org/local-pta-leaders**.



BOARD OF DIRECTORS



The accomplishments of the 2021-2022 membership year are the result of the tremendous strength of Texas PTA and all our volunteers. Each year, we innovatively build on our past successes, learning along the way, and this year was no exception.

We began our membership growth rebound in response to a national pandemic, exceeding our goal set by the Texas PTA Board of Directors. This is something to celebrate, and it would not have been possible without our volunteers and staff! History was made as Texas PTA unveiled digital membership cards and invested in technology allowing membership rosters to be uploaded electronically, helping leaders and creating efficiencies.

Our association is only as strong as the volunteers who help us bring alive and sustain the mission of PTA, and thanks to you, we are as strong as ever! In collaboration with school administrators, medical professionals, and lawmakers, we brought much-needed attention to the mental health crisis our students are facing, spotlighting the topic in February's Straight Talk. The insight and personal narratives that we gathered on the issue will help guide our advocacy work during the 88th Session of the Texas Legislature.

Texas PTA kept our promise to develop leaders and create new learning opportunities for both parents and students. We are absolutely thrilled with our new campus learning series called Connect which is dedicated to parent education. We are especially excited about our new leadership development certification called Full Circle Leadership and a revamp of Emerging Leaders Academy with a newly created curriculum. Through new training platforms and a facelift of existing ones, we remain committed to personal development excellence for our current and future leaders.

Students were an important emphasis this year. The virtual YES! program targeting high school juniors and seniors was highly successful, and Camp Just Imagine was pivoted as a December virtual arts experience with attendance exceeding our expectations.

As each month passed, we asked our volunteers to "step up" even more. You were always willing and ready to help. Thank you for everything you do for PTA. No doubt it has been a year of challenges, but we made these into opportunities in the true spirit of PTA. As we end 2021-2022, we can all take pride in the fact that we have remained steadfast in making every child's potential a reality.

Suzi Kennon
Texas PTA President

 Suzi Kennon President	 Heidi PeCoy VP Field Service	 Kelley Thomas VP Leadership	 Georgia Strickland VP Membership	 Melinda Samberson VP Programs & Resources
 Tiffany Rogers Secretary	 Jennifer Easley Treasurer	 Andy Burnfield Director-at-Large	 Karen Burnell Director-at-Large	 Risa Ginther Director-at-Large
 Adrian Hicks Director-at-Large	 Lizeth LoCicero Director-at-Large	 Nancy Rangel Director-at-Large	 Sarah Santillanes Director-at-Large	

MANAGEMENT TEAM

Cyndi Cooke Director of Membership	Carrie Aikins Director of Finance	Monica Eeds Director of Events and Programs
Shiloh Perry Communications Manager	Carrie Mays Programs Manager	

STATE OFFICE

LAUNCH 2021

FRIDAY, JULY 30 -
SUNDAY, AUGUST 1
THE GAYLORD TEXAN,
GRAPEVINE, TEXAS



408x408 HONOR WALL

The 408x408 Honor Wall recognizes generous contributions of Texas PTA's volunteers and friends. Dedicated in February 2020, the wall stands as a testament to the commitment for Texas students and schools shared by so many people.

DID YOU KNOW? The wall is open to any friend or member of Texas PTA. Contributions make great gifts or tributes.

For more information, visit txpta.org/408.



VOLUNTEER TRAINING CENTER

The Hester Herbster Volunteer Training Center is located on the second floor of the Texas PTA State Office.

Every time volunteers enter the Texas PTA State Office, they are reminded of dedicated individuals like Mrs. Herbster.

In March 2022, the family of Mrs. Herbster shared her gavel with Texas PTA.

DID YOU KNOW?

LAUNCH is the largest PTA event in the country.



1,701
ATTENDEES



70
WORKSHOPS



82
EXHIBITORS



15
SPONSORS

"It was good bonding time with my fellow PTA members, and we met a couple of exhibitors we will likely work with in the future."

-Anonymous response to LAUNCH General Survey

"I loved meeting new people, networking, and being inspired by the speakers."

-Anonymous response to LAUNCH General Survey



MEMBERSHIP

“You can always count on PTAs to adapt and respond. We always continue to show how important PTA is in our community.”
 - Georgia Strickland, VP Membership

STATE TOTALS	2019-2020	2020-2021	2021-2022
AUGUST YEAR TO DATE	204,382	85,009	196,692
JANUARY YEAR TO DATE	500,376	286,836	414,574
MAY YEAR TO DATE	521,865	317,082	435,398



2,253
LOCAL PTAS



53
COUNCIL PTAS



152
SCHOOL DISTRICTS

DID YOU KNOW?

Texas PTA makes up 19% of National PTA's membership. That's just under one-fifth of PTA membership nationwide!*

*Based on 2022 membership data



LOCAL MEMBERSHIP AWARDS

11 MONTHLY AWARDS | 9 SPECIAL CATEGORY AWARDS | 3 TIERS FOR THE STATE'S TOP HONOR:
 VOICE FOR EVERY CHILD - SILVER, GOLD, PLATINUM



7,091
LOCAL AWARDS EARNED

6,254 MONTHLY AWARDS
837 SPECIAL CATEGORY MEMBERSHIP AND INVOLVEMENT



62 AWARDED TOP HONOR PLATINUM VOICE FOR EVERY CHILD



467 AWARDED GOLDEN APPLE



1,758 MEMBERSHIP INCREASE FROM LAST YEAR. **844** INCREASE FROM TWO YEARS AGO.

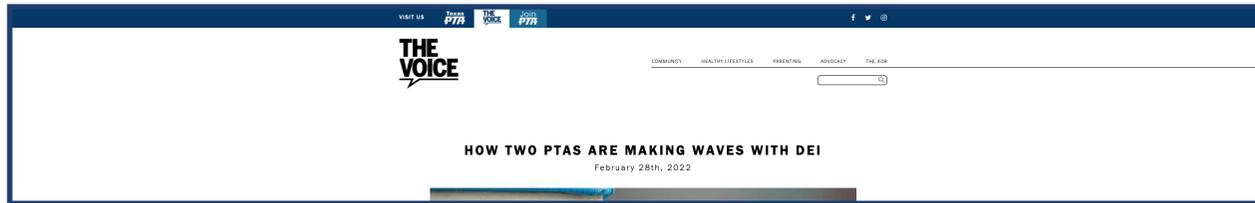
TEXAS PTA WELCOMED 49 NEW PTAs: Carol Ann North Elementary, Castleman Creek, Centennial High School, Chapel Park Elementary, Charles Stillman Middle School, Cheney Hills Elementary School, Daniel Intermediate, Dixie Elementary School of Tyler, Elgin MS, Francis Elementary, Grantham Academy, Hargrave Elementary, Harlandale MS, Hazel Harvey Peace, Hot Wells Middle School, Hutto 9th Grade Center, James Fannin Middle School, Jefferson Silva High School, Keller Collegiate Academy, Kubacak Elementary, Lancaster Middle School, Maude Logan Elementary, Moyer Elementary, Newton Collins Elementary, Northbrook High School, Northside High School, O'Banion Middle School, Park Hill Elementary, Patrick Henry, Pine Tree Primary, PTAA Royse City, Riverside Middle School, RJ Wollam Elementary, Robertson Elementary, Rowe Elementary, Saegert Elementary School of Killeen, Sam Rayburn STEAM Academy, Sandbrook Ranch Elementary, Shamrock ISD, T.H. McDonald Junior High, TJ Austin Elementary of Tyler, W.J. Turner Elementary, West Middle School of Desoto, West Plains High School, West Texas, William F. Barnett Elementary, Willow Bend, Woodrow Wilson Early College High School, and Young Women's Leadership Academy.

COMMUNICATIONS: ONLINE MAGAZINE



TEXAS PTA ONLINE MAGAZINE
THEVOICE.TXPTA.ORG

TOP VIEWED MAGAZINE CONTENT



PTAS WITH DEI



THE COUNT OF THREE PODCAST



DID YOU KNOW?

The online tool is available to all PTAs and accounts for 27% of Texas PTA's 2021-2022 membership.

LEADERSHIP: EXTRA CREDIT & FULL CIRCLE LEADERSHIP



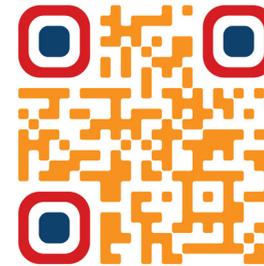
EXTRA CREDIT

Extra Credit sessions are quick leadership development "off-the-shelf" courses available to you when you need them. Each session offers tips and tricks for our PTA leaders to add to their toolkits.



FULL CIRCLE LEADERSHIP

Full Circle Leadership is Texas PTA's very own leadership development certification program. Looking at the mission, vision, and values of PTA from all angles, the portrait of a PTA leader was born. By focusing on the five key areas of technical, intrapersonal, forward-thinking, interpersonal, and adaptive skills, Texas PTA leaders are able to enhance their skills to become even more successful and effective.



Scan the QR code provided to access Texas PTA's leadership develop hub!

PROGRAMS: REFLECTIONS

REFLECTIONS STUDENT ART PROGRAM
2021-2022 THEME: I WILL CHANGE THE WORLD BY...



I Will **CHANGE**
the World By...

Sponsored by
WHATABURGER



CAMBIARÉ
al Mundo Con...

Sponsored by
WHATABURGER

500

STUDENTS AWARDED
BY TEXAS PTA

17

TEXAS STUDENTS
AWARDED BY
NATIONAL PTA

792

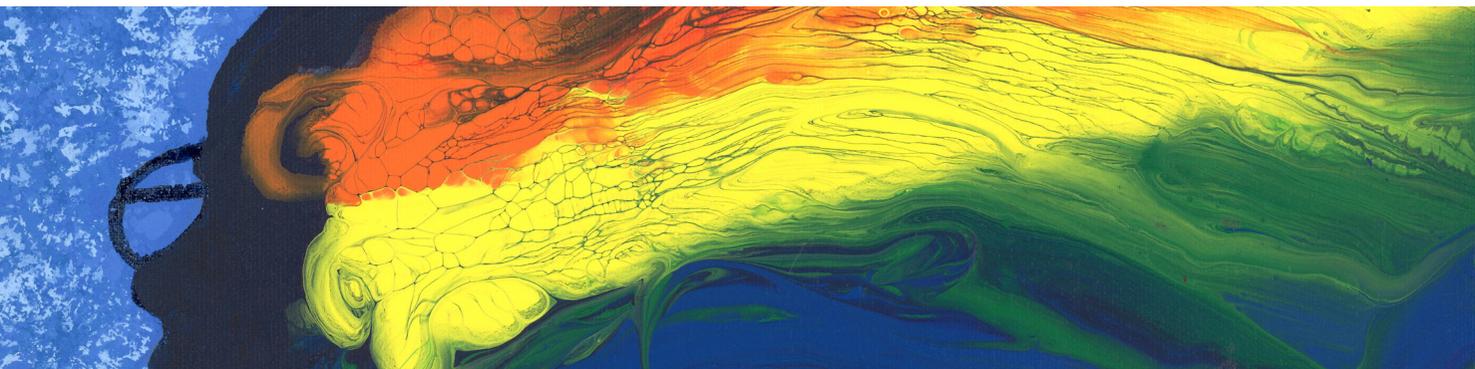
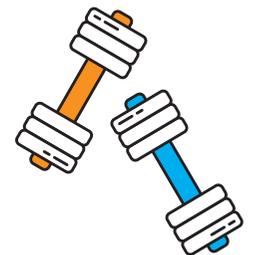
ENTRIES RECEIVED BY
TEXAS PTA

PROGRAMS: HEALTHY LIFESTYLES



HEALTHY LIFESTYLES ONLINE TOOLKIT

To best prepare PTAs for Healthy Lifestyles Month 2021, Texas PTA equipped leaders with a robust online toolkit of resources divided by month and week. Each year, Healthy Lifestyles Month occurs in November. Scan the QR Code below for more information!



PROGRAMS: CONNECT



CONNECT IS TEXAS PTA'S PARENT EDUCATION LIBRARY THAT PROVIDES RELEVANT INFORMATION TO HELP NAVIGATE A WORLD THAT IS CHANGING FOR OUR KIDS EVERY DAY.

PTAS HAVE FREE ACCESS TO TURN-KEY PROGRAMS TO FACILITATE IN PERSON OR VIRTUALLY.

SCAN THE QR CODE BELOW FOR MORE INFORMATION!



PROGRAMS: SCHOLARSHIPS & OUTSTANDING EDUCATOR OF THE YEAR

FACULTY & HIGH SCHOOL SENIOR SCHOLARSHIPS

\$1000 college scholarships for high school seniors and \$500 scholarships for faculty members to contribute to their education

\$18,000

AWARDED TO THE CLASS OF 2022

15

AWARDED HIGH SCHOOL SENIORS

Grapevine-Colleyville ISD • Round Rock ISD • Frisco ISD • Northside ISD • Duncanville ISD • Garland ISD • Lewisville ISD • Carrollton-Farmers Branch ISD • Dallas ISD • Canyon ISD • Clear Creek ISD • Plano ISD • Leander ISD

4

AWARDED FACULTY MEMBERS

Talvel Cummings, Canyon ISD, Randall High PTA
Colleen Mitchell, Spring Branch ISD, Bendwood PTA
Amanda Sellers, Comal ISD, Rahe-Bulverde Elementary PTA
Leslie Story, Humble ISD, Kingwood Park High School PTA

2

AWARDED TEXAS PTA MARNI KANER FACULTY SCHOLARSHIP

THE LATE MARNI KANER UNDERSTOOD JUST HOW ESSENTIAL THE "T" IN PTA IS. ALONG WITH MARNI'S FAMILY, TEXAS PTA IS HONORED TO CONTINUE HER LEGACY WITH A FACULTY SCHOLARSHIP AWARD. RECIPIENTS OF THE SCHOLARSHIP:

Erin Magrath, Austin ISD, Sunset Valley Elementary PTA
Karissa Ureste, Northside ISD, Colonies North Elementary PTA

OUTSTANDING EDUCATOR OF THE YEAR AWARDS

Awardees are nominated by PTA members from their communities and selected by Texas PTA.

Dr. Shannon Allen,
Beaumont ISD
**SUPERINTENDENT
OF THE YEAR**

Dr. Mario Acosta,
Round Rock ISD
**SECONDARY
PRINCIPAL OF THE
YEAR**

Laura Baker,
Frisco ISD
**SECONDARY
TEACHER OF THE
YEAR**

Dr. Chris Rangel,
Denton ISD
**ELEMENTARY
PRINCIPAL OF THE
YEAR**

Danielle Morales,
Northside ISD
**ELEMENTARY
TEACHER OF THE
YEAR**



SPONSORED BY:
RBFCU

FINANCE

2020 - 2021 OPERATIONAL EXPENSES

This chart shows the 2020 - 2021 Texas PTA operational expenses by category.



- TRAINING, \$2.52/MEMBER
- SUPPORT FOR LOCAL PTAs, \$2.06/MEMBER
- LEGISLATIVE SUPPORT, \$0.54/MEMBER
- MEMBERSHIP DEVELOPMENT, \$0.87/MEMBER
- FUNDRAISING, \$0.09/MEMBER
- MANAGEMENT & GENERAL, \$1.55/MEMBER

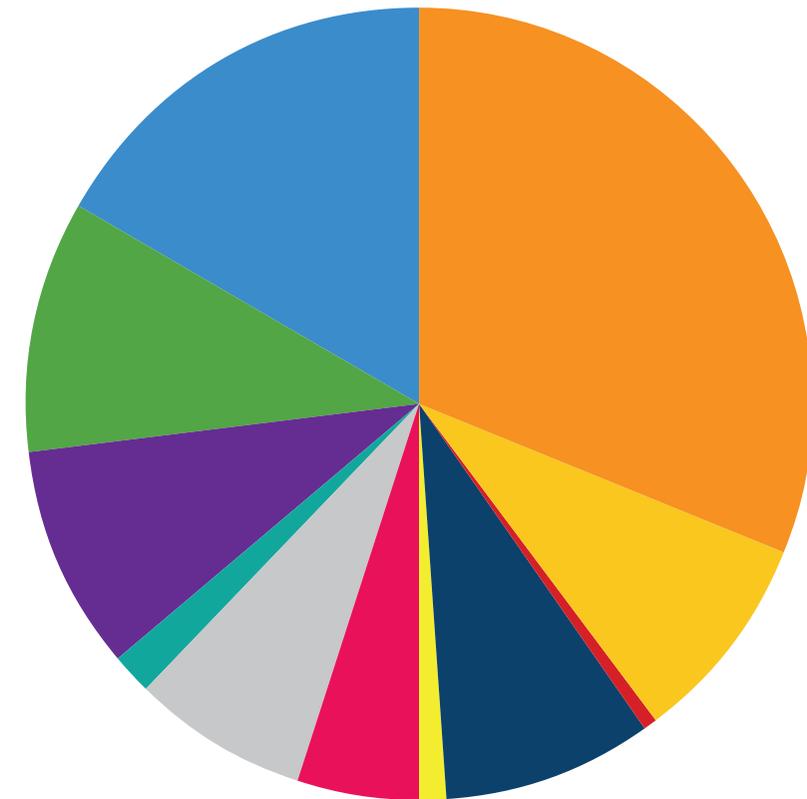
DID YOU KNOW?

Dues to Texas PTA per member: \$2.25 | Cost to serve one member: \$7.64*

*Based on 2020-2021 Membership Total: 321,258 - *Includes two LAUNCH conferences

2020 - 2021 OPERATIONAL REVENUE

This chart shows the 2020 - 2021 Texas PTA revenue by category. The dues revenue per member does not cover all the programs and services that Texas PTA offers to its members. We have to rely on non-dues revenue to help bridge the gap between dues and total expenses. The board is exploring options to help keep Texas PTA in excellent financial position for years to come.



- MEMBERSHIP DUES \$2.55/MEMBER
*INCLUDES LIFE MEMBERSHIP REVENUE
- PARTNERSHIPS \$0.70/MEMBER
- MERCHANDISE SALES \$0.04/MEMBER
- ADVERTISING \$0.70/MEMBER
- ONLINE TRAINING \$0.10/MEMBER
- BUILDING INCOME \$0.40/MEMBER
- LAUNCH JULY \$1.36/MEMBER
- LAUNCH OCT. \$0.82/MEMBER
- PAYROLL PROTECTION PROGRAM \$0.76/MEMBER
- CONTRIBUTIONS \$0.13/MEMBER
- OTHER INCOME \$0.60/MEMBER

ADVOCACY

STRAIGHT TALK: DARE TO SELF-CARE

On February 28, 2022, Texas PTA addressed the ever-increasing mental health challenges our students are facing with a special event at the Texas Capitol. The event included two panel discussions and was livestreamed on the Texas PTA Facebook page.




**STRAIGHT
TALK** <<<<
Identify the Signs, Heal the Mind

7
WATCH
PARTIES

995
POST
ENGAGEMENTS

The two panels gave students, parents, policy makers, and medical experts an opportunity to share their stories and discuss what can be done - at home, in school, and at the state level.

STATEWIDE PARTNERS



LAUNCH PRESENTING PARTNER



COMMUNITY SPONSOR



COMMUNITY SPONSOR



THANK YOU!

NATIONAL PTA PROGRAMS



TEXAS PTAS NAMED NATIONAL PTA
SCHOOLS OF EXCELLENCE 2021-2022

67 RECENTLY DESIGNATED PTAS
94 ACTIVE PTAS

National
PTA

\$20,000 IN GRANTS AWARDED TO TEXAS PTAS

**CONGRATULATIONS TO THE LOCAL AND COUNCIL PTAS
WHO WON GRANTS IN FY 2022!**

Blue Haze Elementary PTA • Cedar Hill Collegiate Preparatory Elementary School •
Adams Hill Elementary PTA • South Garland PTSA • Jayne Ann Miller Elementary PTA • DeSoto
Freshman Campus PTA • Oak Crest Intermediate PTA • B. B. Owen Elementary PTA • Lois Lindsey
Elementary PTA • McWhirter Elementary PTA • Park Glen Elementary School PTA • W. S. Permenter
Middle PTA • Summitt Elementary PTA • Timberwilde Elementary PTA • Northwest High PTSA
• Bertha Casey Elementary PTA • Everette L. DeGolyer Elementary PTA • Cedar Hill Collegiate
Preparatory Elementary • Sharon Shannon Elementary • Moody Senior High PTA

GRANTS RECEIVED INCLUDE:

FAMILY READING
EXPERIENCE

HEALTHY
MINDS

MARY LOU
ANDERSON

PTA CONNECTED
SMARTTALK

STEM + FAMILIES
PROPELLING
OUR WORLD

TOBACCO FREE
CAMPAIGN

STEM + FAMILIES
MATH NIGHTS

PTA CONNECTED
CREATE WITH
KINDNESS



www.txpta.org

408 W. 11th Street
Austin, TX 78701

1-800-TALK-PTA

