

# WORKSHOP SESSION ONE

FRIDAY 2:00 PM ~ 3:30 PM



## **The Business of Convention**

Do you have questions about the proposed revision to the Texas PTA Bylaws or the legislative positions and resolutions that will be presented to the delegates? Are you aware of the opportunities for delegates to play an active role in the business of convention? This overview of upcoming convention business items will provide the background and rationale that you need to represent your PTA with confidence.

## **President to President: If I'd Only Known...**

Experience is a great teacher! Learn tips and strategies to help handle the responsibilities of being a Local or Council PTA president. Explore your leadership style and skills and how they affect management of the board and influence the effectiveness of your PTA in the eyes of the membership.

## **True Colors** ● ●

The strength of our PTA is in our volunteers! Successful leaders learn to identify diverse personalities and emphasize their strengths. Join this session to discover your own behavior style and how that impacts the way you communicate and feel. You will also learn strategies to interact with different personalities to better achieve the goals of your association.

## **FitKids: Connecting Your PTA to Student Health and Wellness** ●

Fact: Healthy, active students are more likely to be successful in school.

Fact: Parents and families are the greatest influence on the health and wellness of students.

Your PTA can be a leader in student achievement by promoting a healthy environment at both home and school. Learn proven strategies and connect with valuable community resources to engage families, educators and students in adopting a healthier lifestyle. Specific support will be provided to establish a Healthy Lifestyles Chair on your campus!

## **Ready. Set. Achieve!** ●

Providing meaningful, relevant parent education can boost family engagement on your campus and within your PTA. Receive tools to identify the important topics that resonate with your community and tips for partnering with your school administrators to implement successful programs. Helpful hints for marketing and planning will be discussed. Bring your success stories and new ideas!

## **Spring into Membership!** ●

Think membership is done for the year? Not so! Potential members are all around us. Explore ways to go and get 'em. Look beyond that last dues payment and ignite a fire for membership to end the school year with a bang!

# WORKSHOP SESSION TWO

FRIDAY 4:00 PM ~ 5:30 PM

## **Lead the PTA? Yes, I Can!**

Being a good leader takes practice and hard work, but the rewards are great. Learn to recognize the talents and strengths that you and those around you possess. Discover the skills you need to be an effective leader and how to develop those skills in others. Make working in PTA a rewarding experience for everyone, and everyone will reap the benefits.

## **Mid-Year Finances ●**

Treasurers play a key role in maintaining the momentum of your PTA from one year to the next. Whether you're preparing for a financial reconciliation or filing your final sales tax returns, wrapping up the year efficiently can help ensure a smooth transition. Hear the tips and tools you need for a successful end-of-year process!

## **Reaching Families of the Next Generation ●**

To successfully achieve PTA's vision that every child's potential is a reality, we must consider all aspects of diversity to ensure that we are truly being inclusive in our efforts. This workshop will focus on the "generational" component of diversity and how different strategies and tactics are needed to create an environment that encourages family engagement for all.

## **NetSmartz**

Do you know if your child has been approached online? If they were, would you know how to respond? Do you know what personal information they have posted on social media websites? Using the latest statistics and online resources, learn expert tips for children and adults to be safer on- and offline.

## **Visionary Leadership at the Local Level**

Create a legacy of leadership beyond the realm of the day-to-day work at the local level by setting goals, plans and policies that extend into the future, positively impacting students, families and community long after the current board has served its term.

## **Expanding Your Membership with Early Childhood Families**

Is your elementary PTA searching for ways to energize your membership? Reaching out to families in your community with pre-school children can pay big dividends by boosting your parent participation while providing valuable opportunities for future students to become comfortable with the campus.

# WORKSHOP SESSION THREE

SATURDAY 10:30 AM ~ 12:00 PM



## **Inspiring a Child's Love of Literacy** ●

Children's ability to develop strong reading and writing skills begins at home! Venture into the world of creativity while encouraging a child's self-esteem through a love for literacy and learning. Also discover opportunities for children to become published authors by the READ3Zero Literacy Foundation for Kids.

## **Parents Bill of Rights: Promoting and Protecting the Family-School Partnership** ●

Parents are vital partners in the education of their children and are protected in the Texas Education Code. Learn the rights and responsibilities that allow parents to participate in the decisions concerning their children in Texas public and charter schools.

## **The Art of Collaboration**

Collaborating to create a work of art can help teach a group of children or adults the importance of teamwork and sharing ideas. This is an easy-going session that demonstrates a fun and creative way to pull a team together and create a work of art that artistically represents the overall group dynamic.

## **PTA Success in Urban Communities**

Each of our communities has its own identity, and those unique differences must be considered when planning for successful family engagement. Hear from a panel of leaders that will discuss demographic changes, volunteer challenges and best practices for working within an urban community.

## **Parent Leadership**

As a PTA leader you work hard to "get a seat at the table" when education is discussed. What skills do you need not only to gain the seat, but also to keep getting invited to the table while best representing your parents? How do you translate volunteer experience into a professional identity? Interactive activities will be used to help you identify key messages your leadership team should all know and be able to articulate.

## **Dads of Great Students!**

Engage men, inspire children, reduce bullying and increase your PTA membership while enhancing the education of your school. WATCH D.O.G.S. (Dads of Great Students) is a valuable school-based father involvement initiative of the National Center for Fathering and founding partner of Texas PTA's All-Star Dads program.

## **National Standards for Family-School Partnerships** ●

The National Standards are a research-based framework that creates an environment where families, schools and communities work together for student success. Explore the available resources, assess your campus' current implementation, and discover how to build stronger family-school partnerships in your school.

# WORKSHOP SESSION FOUR

SATURDAY 2:00 PM ~ 3:30 PM

## **40 Developmental Assets ●**

Learn the building blocks of healthy development that help children grow to be caring, responsible individuals. This philosophy looks at what we know they need, the importance of positive relationships and role models, and the impact that building developmental assets has on decreasing at-risk behavior.

## **Ethical Leadership ●**

Join this interactive workshop to explore what an ethical leader is and how their decisions impact others in their PTA and their schools. Motivating members or leaders to place the needs or interests of their PTA/school ahead of their own is one of the most valuable qualities of an ethical leader. Come be inspired, motivated and ready to be the leader you have always wanted to be!

## **Community Connection: PTA and the Arts**

Are you looking for an innovative way to engage families throughout your community? The arts can provide just the right canvas for you to expand your family engagement programs. Learn how PTA has partnered with their arts community to create a successful, ongoing family program.

## **Father and Family Engagement is Academic: Involving and Teaching Parents in Your Programs**

We've learned what it takes to get fathers involved and have recently begun working with ALL parents to increase and improve engagement. Participants will learn to plan, promote and implement effective and fun parent learning experiences.

## **Separate Yet Successful ●**

One in four children experience divorce, one in three are born to unmarried parents. While statistics paint a bleak outlook for these children, it's possible to raise happy and secure kids while parenting apart. Learn positive tips and strategies for managing the five biggest challenges for single, separated and divorced parents.

## **Working Parents Are Volunteers, Too!**

More than ever, both parents in a family pursue a career or work outside of the home. Although their availability is more limited than the traditional volunteer, working parents are the new frontier for members and leaders. Hear how you can create a volunteer environment that is both flexible and inviting. Get ready to fully engage working parents in your community!

## **Advocacy in Action ●**

PTA serves the school community as a gathering place for major stakeholders on issues affecting the health, safety and education children. Hear how to unite parents, educators and community members to achieve the goals of your community and make every child's potential a reality!

# WORKSHOP SESSION FIVE

SUNDAY 9:00 AM ~ 10:00 AM



## **Financial Reconciliations** ●

A thorough and complete financial reconciliation is a key component of maintaining a healthy PTA. If serving on a Financial Reconciliation Committee seems overwhelming, gain the information and resources you need to create a smooth and credible process.

## **Basics: Nominations and Elections**

Identifying and engaging quality leadership should be a top priority for your PTA. Explore the resources available to guide your PTA through the nominations and elections process, while creating confidence in your membership through a transparent and structured leadership transition.

## **Council PTA Roundtable: Nominations and Elections**

This workshop for Council PTA presidents and board members will discuss the realities of recruiting new Council PTA leaders and overcoming procedural challenges while still modeling best practices.

## **Bucketology** ●

Was your last experience with a person uplifting or a “downer?” Did they have a positive impact and “fill your bucket,” or were they more of a “dipper,” leaving you with less? This energetic, interactive workshop will explore how we interact with others and how to build successful relationships!

## **Cultural Competency - Part I** ●

Often times, we forget that we are in the “people business”! Today’s leaders must be mindful of the varying cultures and diverse families that we seek to serve and support. Learn strategies focused on understanding, communicating with, and reaching out to the full community. *(This session will continue in Session Six.)*

## **Family-Friendly Fundraising** ●

Don’t encourage children to be door-to-door sales people! Learn fun and innovative ways that your PTA can incorporate family engagement into your fundraising activities. Also pick up a few tips on basic fundraising do’s and don’ts to make your plans as successful as possible!

## **Rolling Out the Welcome Mat**

Do your PTA events invite participation from new and diverse families? Are non-English speakers comfortable in your meetings? From how we position the chairs in our meetings to providing user-friendly materials, the basics can impact the success of your PTA. Learn strategies to ensure your PTA is welcoming to all!

## **Planning for Success!** ●

You set goals, completed Plans of Work, completed tasks and assignments. What is next? How do you make certain that the next board will have the information they need to move forward? Learn how to evaluate your accomplishments and provide the tools for success.

## **Promoting Your PTA through Your Website and Social Media**

Do you use your website and social media to promote your PTA? Would you like to expand your current marketing plan or are you just getting started? The creative possibilities are endless! Come hear what other PTAs are doing to jumpstart their PTA into the 21st Century.

# WORKSHOP SESSION SIX

## SUNDAY 10:15 AM ~ 11:15 AM



### **True Colors** ● ●

The strength of our PTA is in our volunteers! Successful leaders learn to identify diverse personalities and emphasize their strengths. Join this session to discover your own behavior style and how that impacts the way communicate and feel. You will also learn strategies to interact with different personalities to better achieve the goals of your association.

### **Basics: Bylaws and Standing Rules**

Our governing documents are the building blocks of a successful PTA. Learn how your bylaws and standing rules can be an asset, rather than an obstacle. Review the steps to updating these documents, and gain an understanding of the approval process.

### **Help! Five People Do Everything!**

Is your PTA always searching for new leaders? Learn how and where to look for those leaders, and simple ways to encourage volunteers to get involved.

### **Cultural Competency - Part II** ●

Often times, we forget that we are in the "people business"! Today's leaders must be mindful of the varying cultures and diverse families that we seek to serve and support. Learn strategies focused on understanding, communicating with, and reaching out to the full community. *(This session is continued from Session Five.)*

### **Stop Bullying** ●

Bullying is NOT a rite of passage. Rather, it is a serious public health issue that affects countless young people every day. Whether you are a concerned parent, an educator or someone else who works with children, you can help stop bullying, and your first step can be to attend this session.

### **Say It Loud, Say It Often!**

Volunteers work hard to support our schools and we always need to say, "Thank you!" Applauding and recognizing their efforts is an important part of sustaining parent involvement and creating a culture of appreciation. Learn creative ways, both big and small, to thank your volunteers and help ensure a rewarding experience for all!

### **Looking Ahead: Keeping Up the Momentum!**

Your PTA is more than just a parent group, it's a bona fide nonprofit association! Learn how proven nonprofit strategies that promote goal setting and succession plans can create continuity for your members and increase the effectiveness of your PTA.

### **Building a Strong Membership Base Year-Round** ●

PTA membership is not just for "Back to School"! Build a comprehensive transition plan while marketing the value and benefits of PTA to potential members year-round. Explore innovative strategies, resources and tools for recruiting. Create timelines, goals and plans for 2012-2013 now!

### **Hitting a Home Run with All-Star Dads!**

Nearly 10,000 dads participated in our first Bring-Your-Dad-To-School-Day, and that was only the beginning! Join this session to get the information your PTA needs to begin planning for next year's event. Coordination with your campus administrators and faculty is a key to success, so don't miss this opportunity to get started now!