



LAUNCH 20/20

Sessions & Workshop Descriptions

Updated September 17, 2020

Sponsored by

Lifetouch[®]



Session One

Monday, October 12, 2020, 6:45 - 7:45 pm

BASICS President

There's no such thing as the PTA King or Queen! Serving as president is about helping others find their passion and working to establish PTA as an educational partner on the campus. Learn the tools to efficiently take care of PTA business so you can focus on the people who make your PTA successful! *Note: It's always good to bring your Local PTA bylaws for reference.*

BASICS Treasurer

Accurate financial information and effective budgeting are critical in realizing the goals of any PTA, and this session has the information you need to be confident and successful. From paying expenses to making deposits and beyond, learn the ropes of serving as treasurer and how you can position your PTA for success!

BASICS Membership

This can't-miss session for PTA membership leaders will review all the key points of recording, tracking, and reporting your members, and provide proven tips to connect with your community to grow the support of your PTA!

BASICS Secretary

Never say that you're "just" the secretary! Secretaries play an active role in communicating important information to members and leaders, and they help ensure that the PTA stays on track with required documents and reporting. Learn the tools of the trade to protect and support your PTA with accurate and comprehensive records.

BASICS Parliamentarian

Motions to amend and amendments to the motion ... HELP! Parliamentary procedure doesn't have to be overwhelming and can make a positive difference in your PTA. Get the tools you need to handle PTA business effectively and efficiently.

BASICS Healthy Lifestyles

Is your PTA ready to make a difference in the lives of its students? Learn the ropes of the Healthy Lifestyles Chair! You'll hear how to connect with experts for valuable resources, how to interact with your Council PTA and ISD to achieve results, and how Texas PTA supports you throughout the year!

BASICS Advocacy

Is your PTA a strong advocate for your students? Do you want to do more to educate, inform, and energize your community about important issues facing education both at home and in Austin? Join this session to learn how advocacy can help your PTA back the future of every child!

BASICS Boardsmanship

Serving on an executive board extends beyond management and completion of your position specific duties. It's very important that you understand the duties of the executive board and your duties as an executive board member.

BASICS Arts in Education

Your PTA can support arts education in a variety of ways. From small volunteer programs to hosting performers, providing students on your campus access to the arts encourages creativity, innovation, and academic success! Join us to hear how arts education can make an impact on your campus and your PTA!

Texas PTA and National PTA Programs

Texas and National PTA assist PTAs in building their CommYOUity through programs that promote student achievement, creativity, and inclusiveness. Are you taking advantage of all the benefits we offer?

Session Two

Wednesday, October 14, 2020, 12:45 - 1:45 pm

Get Your Committees Working

Pending description

It's Time To Leadershift!

In times like these, leaders are required to embrace change, innovation and the opportunity for personal growth in their own leadership. Join us as we use the teachings of John Maxwell from his latest book, Leadershift, to guide you in reaching the next level of growth for you as a leader. Based off of John Maxwell's latest book "Leadershift"

Lacking Male Involvement?

While male involvement in PTA is higher than it's ever been, we still have a long way to go. This session will make you aware of existing programs, initiatives and tools that are available as well as present fresh new ideas to get more men involved in your PTA.

Volunteers Don't Come With Remote Controls

Tune in to this workshop. We love our volunteers. We really do! Does your PTA ever run low on love for certain people? Right about now you are shaking your heads yes. Volunteers give passion, time and the fuel for PTA to do our incredible work. However, is there that one volunteer or two who empty your fuel tank? So often we wish volunteer management had a remote control so we could either change the channel or mute the sound. But volunteers don't come with remote controls! Join this fun workshop to explore ways to manage your PTA so that everyone enjoys the PTA movie or TV series since remote controls are not included in PTA leadership roles!





Finance for Board Members

You don't have to be the treasurer to understand the financial health of your PTA! Did you know that EVERY board member has a responsibility to ensure transparent and ethical financial practices within your PTA? Whether you're the president, principal, or PTA board member, this workshop will give you the tools to understand the numbers!

Presentations: From Nervous To Fabulous!

Preparing a presentation that both teaches and engages your audience is not easy. Learn the steps to prepare and present a workshop, as well as tips for using tools such as media, games, and software.

Hey Dude, Nice Shoes

"Hey Dude, Nice Shoes" is an anti-bullying/pro-kindness workshop presented to more than 25,000 students each year! In the workshop, we define behaviors and offer new solutions to help guide students and their families through the difficulties of today's world. HDNS helps to bridge the gap of understanding between the generations on this hard to tackle topic. This workshop helps navigate through the delicate and sensitive subjects that one encounters growing up. It is an inspiring presentation that empowers students to change the community around them for the better by choosing kindness every day.

SAGE (Special and Gifted Education): Learning To Advocate!

Advocacy 101 will teach you how to be your child's advocate for their exceptional needs! Hear how advocacy for your child with disabilities or learning differences can become advocacy for SAGE groups, help improve your district, and spread SAGE across Texas to improve our children's future.

Mental Health + PTA = AWARENESS!

What does mental health look like??? With the rising rate of mental health issues with students, it's critical to have a variety of opportunities to learn how to best help all students. While it can be daunting for a PTA to provide mental health awareness to its' CommYOUunity, building partnerships within the school district to provide resources and awareness is the key to ongoing success for ALL.

Go Beyond Healthy Lifestyles Month

Did your PTA participate in Healthy Lifestyles Month last year? Or did it sneak under the radar and you want to try this year? Even if your PTA does not have a Healthy Lifestyles Chair, this workshop will showcase what some Local PTAs did to help celebrate Healthy Lifestyles Month - and how they continue the message all year long.

The REAL Story of PTA

Updated for LAUNCH 2020 and inspired by Past State President Karen Slay's passion for the purposes of PTA. We will take Karen's guiding principles combined with Simon Sinek's discussion around the power of "Why" to develop empowered storytellers to attract members and volunteers to our Local PTAs and beyond.

Understanding Diversity and Inclusion (in two parts)

Part I. “Understanding Diversity and Inclusion - How ‘I Can’t Breathe’ Inspired a Nation”
Previously recorded, June 19, 2020

Part II. “Silent No More: How to Use Our ‘One Voice’ in Times Like These?”
Presented LIVE during Session Six, Saturday, October 17, 1:00 - 2:00 pm

*Please watch Part I. before attending Part II.

The recent killing of George Floyd in Minneapolis, MN, has affected so many people, not only in the United States, but around the world. So many wonder why? At the surface, it may seem like an isolated incident. In reality, especially for communities of color, the killing of George Floyd is seen in the context of other recent incidents of racial injustice – including the killing of Ahmaud Marquez Arbery (shot while jogging) and the harassment of Christian Cooper (while he was bird-watching). And there are many, many more examples spanning decades.

This presentation highlights why the George Floyd killing may have caused such widespread protests against police brutality and racial injustice. One way to understand this outpouring of concern is to recognize that the appreciation of the value of diversity and inclusion – in organizations large and small – has elevated the awareness of implicit bias and its broader effects on our society as a whole.

We can always do better in this area, which can begin with enhancing even more the diversity of our organizations, creating inclusive environments to ensure that a broad range of people with different backgrounds have a seat at the table, and that all perspectives are heard. Maybe then, we can better understand why “I Can’t Breathe” awakened a nation.

Session Three

Wednesday, October 14, 2020, 5:00 - 6:30 pm
(30 minute sessions, topics repeated three times)

National PTA: PTA Connected

Pending description.

Promote Membership With the Everyone Campaign

Have you tapped into the Everyone Campaign and online toolkit to drive membership in your Local or Council PTA? Come see our newly reimagined ‘back the future’ rallying cry and learn how the online toolkit can propel the message: everyone can back the future because anyone can join PTA! #YouCanPTA



Why Does Your PTA Need Insurance?

Your event is decorated, everyone has arrived, the fundraiser is making money, everyone is happy. But then someone gets hurt and you realize that you forgot to purchase insurance ... now what? What if you discover some of the fundraising money was stolen? Don't put yourself in that situation. Cover your assets and find out how to protect yourself and your PTA. AIM will discuss the liability our PTA's face, what coverages are available, and offer any guidance on what you need to do to protect yourself.

David's Law and Online Responsibility

This session will cover cyberbullying legal and legislative initiatives with an emphasis on David's Law. Participants will gain a better understanding of their role in the solution to cyberbullying and learn of resources available to them. This session will conclude with a 15-minute question and answer session.

The Show Must Go On! Top Tips for Booking Virtual School Assembly Shows

Is your teen high-key stressed because her VSCO friend felt salty and spilled the tea on Tik Tok? Sksk. It's hard to communicate when you don't speak the same language, but it's not too late to learn. In this hilarious presentation, author and national speaker James Munton will take a deep dive into the world of teen speak and show you what your kids are really up to on their phones.

Great Technology To Make PTA Easier

This session is intended to give attendees technology tools to make their job as a PTA volunteer a little easier! Apps, websites, and technology resources will be shared to help you and your board be more successful and efficient. Topics of discussion include communication, graphic design, social media, websites, volunteer resources, and more.

Digital Health & Safety: How To Keep Kids Safe in this Digital World

It can be overwhelming trying to keep up with kids and their technology, device, and social media use. Kids are now born digital natives, and technology seemingly changes as quickly as we get the hang of it, which can be daunting for educators and parents. This session will explore all the latest tech trends and topics, including popular apps like TikTok, Snapchat, Instagram, and VSCO, plus social media, privacy, sexting, and overall digital health. Learn how you can help kids use technology in a productive and safe way.

How To Be Crazy About Your Kids Without Letting Them Drive You Crazy

Have you ever heard your child volunteer, "Mom, what can I do to help?" We all want our children to learn to be responsible. We're anxious for them to learn to work and "do it cheerfully." Is that possible? Come learn about some simple, proven techniques which will help you teach your children these important concepts.

Building a Sense of Community Through Your Social Media Presence

Learn how to build a sense of community for your PTA through the powerful use of videos. You will learn ways to engage your members, volunteers, and parents by showcasing your events and many accomplishments with social media. You will walk away from this workshop feeling inspired, motivated, and excited!

Today's Technology, Sexting, Pornography, and Healthy Relationships

The average age of first exposure to pornography is 8 years old! 60% of teens and young adults have received nude images. 37% seek out porn at least monthly. Today's technology has brought sexting and pornography literally into the hands of our children. What can parents do to equip their children to use technology for good, and prevent them from using it for harm? This interactive session will present the impact of today's technology, sexting, and pornography on the physical, emotional, and social health of our youth and families. Historical and cultural trends that have shaped society's values about sexuality will be presented, along with research-based tools for promoting healthy relationships and healthy decisions.

Health + Programs: COVID Related

Does your PTA want to support Healthy Lifestyles, but you don't have a chair? Do you offer programs, but you want to offer healthier ones? There are plenty of options to integrate health and wellness into your PTA programs. From simply starting a healthy fundraiser to incorporating health into a family math night, learn effective strategies that can help ANYONE on your board make Healthy Lifestyles a part of your PTA.

Session Four

Friday, October 16, 2020, 5:00 - 6:00 pm

Hook, Line, Sinker - A Guide To Developing New Volunteers

Looking to grow your schools and PTA volunteer base? In this workshop, participants will leave with the knowledge of how to identify, recruit, develop and retain new volunteers. You will be given the tools to confidently turn any member into a Leader. Get ready to cast your line!

Cultivating the Heart

PTA could not exist without our volunteers. Our volunteers are the heart of PTA. Come learn what motivates people to volunteer and how to utilize their passion when recruiting, engaging and retaining your volunteer base.

myPTEZ Financial Software

Overview of myPTEZ accounting software and how it can be leveraged to help your executive board succeed.





Successful Strategies: Valuing Fathers Involvement and Increasing Student Achievement

Learn strategies implemented at the district and campus level to increase fathers' involvement and help to increase student achievement.

Marketing Your PTA/PTSA

Imagine your PTA was supported by the entire school CommYOUunity. What would that look like? Learn how to market your non-profit organization, discover new ways to strengthen your PTA, and think outside the box. Workshops highlights include: What is "marketing?", the 5 P's of marketing, reaching out, value-add ... what's that?, who is our competition, building relationships both on campus and in the CommYOUunity, circle of influence, and the Principal is the key to a PTAs success!

How To Make a Happy Successful Healthy Kid

All PTAs want our children to be successful and happy. Part of that equation is also being healthy. This session will share how any campus can make healthy improvements that help children be happy and successful. Find out how a low-income campus in El Paso turned a small grant into a big garden and then added an exciting new environment to foster their student's creativity. See how a San Antonio school made small changes that led to big improvements for their students. Learn how a Rio Grande school has built healthy kids by building a healthy garden.

What Is Social Emotional Learning?

According to the Collaborative for Academic, Social, and Emotional Learning (CASEL), "Social-Emotional Learning (SEL) is the process through which children and adults acquire and effectively apply the knowledge, attitudes, and skills necessary to understand and manage emotions, set and achieve positive goals, feel and show empathy for others, establish and maintain positive relationships, and make responsible decisions."

Research shows that Social-Emotional Learning can promote academic achievement and positive social behavior, and can also reduce conduct problems, substance abuse, and emotional distress. In this interactive session, Texas PTA members will develop a better understanding of how the goals of SEL align with the Texas PTA mission statement. Members will have a better understanding of the SEL movement in their school district and their communities. Lastly, members will learn strategies that will aid them in advocating for Social-Emotional Learning programs.

School Safety in Texas

This class will be a roll out of the Texas School Safety Center's (TxSSC) parent toolkit that will include: what TxSSC is, what the law requires of your school, what questions you should ask of your school, what you should look for at your school, how you can be involved in the safety of your school, and what to do in an emergency.



Parent Education in 5 minutes or Less

Parent education is part of our mission statement but how can a PTA enhance their efforts beyond the traditional presenter workshop? Be prepared to explore non-traditional delivery techniques that you can use at every meeting, and create messaging in this hands-on workshop.

Conflict Resolution

Pending description

PTA Man Cave: Is It Full or Empty?

Pending description

Grassroots Advocacy

Pending description

Session Five

Friday, October 16, 2020, 6:00 - 7:00 pm

How To Engage With Families in a Title 1 School and Community

Learn useful tools to connect with your community and families. Have your events go from a handful of participants, to lines wrapping around your building by utilizing strategies that have worked for others. Precious Low participation from Title 1 and rural schools, can turn around by changing how you connect with your students and families.

Together We Achieve More: How Inclusiveness Unites Our Community

Inclusiveness, more than just a buzz word, but rather an essential mindset to unite your local community. Let's dive in and understand the seemingly small ways we often unintentionally exclude others. Together we will learn to practice the value - and nuance- of inclusive communication and practices.

Teacher Appreciation and Hospitality

We are excited to start the teacher appreciation and hospitality conversation from no cost, cost to sponsorships. It is exciting and exhilarating to hear all the great ideas from group participants and share together. At the end, there should be at least a few great suggestions for any PTA to be able to utilize.

The Unreachables: Breaking Through to Hipsters, DudeBros and Abuelas

This is a program designed to help your PTA connect with the broad range of families and extended community in your school. Together, we will work to pinpoint tactics that will ensure that your PTA is engaging EVERYONE. We will provide a safe place to share your stories of success and failure and help you find ways to bridge the gap.



Every Position Is a Communications Position

Whatever your position in PTA, being able to communicate clearly and effectively is key to strong leadership. How does your PTA use communication methods to promote your PTA message, and how do you communicate within your PTA? We'll share tips and strategies in this interactive session.

Documentary Screening - SCREENAGERS: Growing Up in the Digital Age

SCREENAGERS is a feature documentary that explores the impact of screen technology on kids and offers parents and families proven solutions that work. What started out as a personal story for one has grown into a national movement, helping millions of teens and their families navigate growing up in a world with instant access to screens.

Membership Strategies in a Pandemic

Membership is more important now than ever! Be relevant, be available, be flexible, be proud, and have a great membership year even during a pandemic! Together we can achieve great things!

Diversifying Your Leadership Team

Pending description

Session Six

Saturday, October 17, 2020, 1:00 - 2:00 pm

Mock Meetings - Executive & Member Meeting Demo

We will "perform" executive and membership meetings with sample scenarios and real life actors. You will leave feeling empowered to chair and participate in your upcoming meetings. We will share meeting agendas, scripts, and more.

Legislative Priorities

It's almost that time again and we need your voice MORE than ever! Come hear Texas PTA's priorities for the 2021 Legislative Session.

Building Leaders Within

In this panel presentation presented by Lewisville, Allen, Fort Worth, and Leander ISD Council of PTAs, we will discuss and highlight the various leadership building opportunities provided by Council PTAs that allow other Local or Council PTAs to replicate similar programs. EVERYONE IS A LEADER!

Been There ... Done That!

Taking a leadership role can be exciting and frightening! Enjoy the wit and wisdom of former Texas PTA Presidents as they share their experience and answer your most burning questions.



myPTEZ Membership Software

Overview of myPTEZ accounting software and how it can be leveraged to help your executive board succeed.

Dollars and Sense

Answers to common PTA financial questions that are asked every day but may not be covered elsewhere. An explanation of PTA financial terms, helpful forms, and how to deal with the IRS and Comptroller.

Yes, You Can! Motivational Programs

Yes, You Can! is a motivational and educational program created by Lloyd Bachrach, who - although physically challenged - has never let anything keep him from achieving his dreams. Lloyd's undaunted determination, confidence, and positive attitude are truly inspiring. His candid and compelling story reaches the hearts and minds of others. He has a dynamic stage presence and wonderful sense of humor.

Captivating audiences with live gymnastics and volleyball demonstrations, Lloyd shows that anything in life is possible, his entertaining and unique message is sure to encourage and motivate listeners. Lloyd's 5 Keys to Success: 1) Build High Self Esteem 2) Focus with a Positive Attitude 3) Set Powerful Goals 4) Persevere 5) Maintain a Healthy Lifestyle, guide participants to achieve their own dreams.

PTA and Customer Service - It's Not What You Say, It's How You Say It

You know the old saying, "PTA is like running a small business"? There are many aspects that make a business successful. The main one being customer service. We will focus on utilizing customer service to your benefit even when the time gets tough. From dealing with upset parents to working closely with your board, we all experience difficult moments while volunteering under pressure. We will take a step back and focus on keeping PTA fun through a customer service mentality.

Restorative Discipline: Building Relationships

This workshop will support the culture of the school by fostering effective communication and relationship building for all members of the school family to include our parents. Restorative Justice in schools creates opportunities for adults and students to understand how to respond to conflict in a healthy manner. Applying these strategies at home and school will strengthen the partnership between the two entities and is a game changer as it relates to creating lasting relationships.



Silent No More: How to Use Our “One Voice” in Times Like These? (Part II.)
(Part I. is required; see LAUNCH Session Two)

This interactive workshop will focus on identifying ways that Texas PTA leaders and members might use their voices in the educational environment to respond to the more recent, and even on-going, events of racial injustice starting with the shooting of Jacob Blake. Especially during the unprecedented challenges presented by the pandemic, there are constructive ways to address the tension created by racial injustice for the benefit of “Every Child.”

Fundraising Behind the Scenes (Passive & Low-Pressure Ideas)

Pending description

Laying the Foundation for the Future

Pending description