The 2018-2019 membership year encapsulated considerable accomplishments for Texas PTA and all of our volunteers. We flourished in healthy statewide membership and far surpassed both the half a million member mark and reaching a 2% increase over last membership year. Our association is only as strong as the volunteers who help realize the mission of PTA, and thanks to you, we are as strong as ever! We rang in the New Year with ambition immediately before the start of the 86th Texas Legislature and went on to help accomplish significant victories for our students and schools. As each month passed, our asks of you grew in number and frequency but you matched every request with hearts of gold. Thank you for sharing in this incredible year!

Sheri Doss
President

EXECUTIVE TEAM
Kyle Ward, CAE, Executive Director
Darren Grissom, Associate Executive Director
Steve Ginsburg, Director of Finance
Michelle Jackson, Director of Member Services
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Sheri Doss
President

2018-2020 TEXAS PTA BOARD OF DIRECTORS

EXECUTIVE TEAM

Kyle Ward, CAE, Executive Director
Darren Grissom, Associate Executive Director
Steve Ginsburg, Director of Finance
Michelle Jackson, Director of Member Services
LAUNCH 2018
July 20-22, 2018, Hilton Anatole, Dallas, Texas

DID YOU KNOW? LAUNCH (once called Summer Leadership Seminar) is the largest PTA event in the nation.

2,566 LAUNCH ATTENDEES
*Includes volunteers, leadership, and staff

120 WORKSHOPS
5 Training Sessions
2 Leader2Leader Sessions

EXHIBIT HALL
143 COMPANIES
600 EXHIBITORS
20,600 SQ. FEET OF BOOTH SPACE

1. H-E-B
2. Lifetouch
3. Nationwide

SHERI QUICK FACTS
HOME: San Antonio
VOLUNTEER YEARS: 18
LOCAL AND COUNCIL PTAs SERVED: North East ISD
FAVORITE PTA PROGRAM: Reflections

Texas PTA distributed 2018-2019 member cards to our Local PTAs in a new way, complete with several eye-catching resources on membership and state programming, as well as a new membership tool personalized per PTA.
LAUNCH HIGHLIGHTS

ELECTION YEAR AND 2018-2020 BOARD OF DIRECTORS

12 DIRECTORS INSTALLED
2 ELECTIONS (VP Leadership & Director-at-Large)
2 DIRECTOR APPOINTMENTS

*See pg. 1 for listing of the Texas PTA Board of Directors.

INSTALLATION OF NEW STATE PRESIDENT

TEXAS PTA PRESIDENT Sheri Doss

SHERI QUICK FACTS
HOME: San Antonio VOLUNTEER YEARS: 18
LOCAL AND COUNCIL PTAs SERVED: North East ISD
FAVORITE PTA PROGRAM: Reflections

MEMBER CARD BOX

Texas PTA distributed 2018-2019 member cards to our Local PTAs in a new way, complete with several eye-catching resources on membership and state programming, as well as a new membership tool personalized per PTA.

**DID YOU KNOW?** The membership year in PTA is August 1 to July 31. At midnight on August 1, Texas PTA’s membership rolls back to **zero**. Spread the word about the good things PTA does in our communities to help grow our numbers and strengthen the association!

<table>
<thead>
<tr>
<th>STATE TOTALS</th>
<th>2018-2019</th>
<th>2017-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUGUST</td>
<td>193,613</td>
<td>100,698</td>
</tr>
<tr>
<td>JANUARY</td>
<td>486,844</td>
<td>468,430</td>
</tr>
<tr>
<td>MAY</td>
<td><strong>514,519</strong></td>
<td>500,017</td>
</tr>
</tbody>
</table>

*Based on May 2019 totals: National 3,326,165 and Texas PTA 514,519.*
Texas PTA welcomed **67 NEW LOCAL PTAs**


**LOCAL MEMBERSHIP AWARDS**
11 monthly awards; 12 special category awards; and 3 tiers for the state’s top honor - Voice for Every Child

**GOLDEN APPLE MARCH 2019**
- Mar 2019
- **585** AWARDED
- SPECIAL CATEGORY

**DEC 2018 PRESIDENT’S LIST**
- Dec 2018
- **958** AWARDED
- MONTHLY AWARD

**LONE STAR LEADERSHIP WEEKEND’19**
June 7-9, 2019, Texas PTA State Office | Theme: PTA Superhero

COUNCILS REPRESENTED: 50; ATTENDEES: 79; TRAININGS: 15
DID YOU KNOW? Facebook is constantly changing its algorithm and LIKING a page does not guarantee you’ll see it in your newsfeed. Engage with our Facebook content regularly to keep Texas PTA in your newsfeed.

TEXAS PTA FACEBOOK PAGE
Facebook.com/TexasPTA

15,339 FACEBOOK LIKES
*As of June 19, 2019

↑ 23%

16K
14K
12K

Aug 2018 Sep Oct Nov Dec Jan Feb Mar Apr May Jun 2019

TEXAS PTA MAGAZINE

On June 21, 2019, Texas PTA launched a fully digital, newly re-imagined version of our magazine, The Voice. Content includes stories from the PTA community, healthy lifestyles, parenting, and advocacy. Visit TheVoice.TxPTA.org.

TWITTER
@TxStatePTA

6,660 TWITTER FOLLOWERS
*As of June 19, 2019

↑ 9%
TOP 3 FACEBOOK POSTS

September 20, 2018
Texas candidates for U.S. Senate respond to Texas PTA questions on public education.

REACH 54,779
ENGAGEMENT 2,259

April 5, 2019
Texas PTA petition appealing to state lawmakers to support a fair and accurate assessment of our students and schools.

REACH 150,666
ENGAGEMENT 5,594

April 24, 2019
Action alert on HB 281 (legislation that could threaten PTAs in Texas) during 86th legislative session.

REACH 189,232
ENGAGEMENT 5,812

*Engagement includes reactions, comments, and shares on original post and on shares.

TEXAS PTA MAGAZINE

On June 21, 2019, Texas PTA launched a fully digital, newly re-imagined version of our magazine, The Voice. Content includes stories from the PTA community, healthy lifestyles, parenting, and advocacy. Visit TheVoice.TxPTA.org.
PROGRAMS

REFLECTIONS STUDENT ART PROGRAM
2018-2019 THEME: Heroes Around Me
By Hannah Crawley, Corpus Christi ISD

HEROES AROUND ME
SPONSORED BY WHATABURGER

TEXAS PTA RECEIVED
948 STUDENT ENTRIES

540 STUDENTS AWARDED BY TEXAS PTA
12 TX STUDENTS AWARDED BY NATIONAL PTA
Including Outstanding Interpretation awardee Riley Franklin, Humble ISD, Special Artist Film

TEXAS PTA’S SUMMER THEATER CAMP
June 10-14 and June 17-21, 2019
League City, Texas (Clear Creek ISD)

CAMP JUST IMAGINE

128 CAMPERS
37 HRS/WEEK REHEARSING

© TEXAS PTA

8 WEEKS
2 PRODUCTIONS
NEWEST STUDENT PROGRAM FOR YOUNG CIVIC LEADERS

Youth Empowered for Success
In cooperation with The Annette Strauss Center for Civic Life
June 2-4, 2019, The University of Texas at Austin

21 STUDENTS
YES! ‘CLASS OF 2019’

15 LEARNING SESSIONS

3 DAYS IN ATX

HANNAH ABREGO
Harlingen South High School PTSA, Harlingen CISD

JOVANIE ARDELEAN
WT White High School PTSA, Dallas ISD

HANK BRODDLE
Clear Lake High School PTSA, Clear Creek ISD

VERONICA CASTILLE
Cedar Ridge High School PTSA, Round Rock ISD

AYA CATHEY
Crockett High School PTSA, Austin ISD

SOPHIA COBERT
Westwood High School PTSA, Round Rock ISD

LINDSEY COCHRAN
Kingwood Park PTSA, Humble ISD

HOPE DECKER
Plano West High School PTSA, Plano ISD

TUCKER GEORGE
Vandegrift High School PTSA, Leander ISD

YUI GINTHER
Leander High School PTSA, Leander ISD

DARIUS HAJIBASHI
LC Anderson PTSA, Austin ISD

ERIN HOUCHINS
Vandegrift High School, Leander ISD

MUHAMMAD IKRAM
Richardson High School PTSA, Richardson ISD

FRANCHESCA JENNINGS
Skyline High School PTSA, Dallas ISD

MAISIE MACKAY
Clear Springs High School PTSA, Clear Creek ISD

MEGAN MEISENHEIMER
Richardson High School PTSA, Richardson ISD

NMESOMACHI NWABUKO
Morton Ranch High School PTSA, Katy ISD

CAROLINE O’NEAL
McNeil High School PTSA, Round Rock ISD

VAIDEHI PHIRKE
Cedar Ridge High School PTSA, Round Rock ISD

JACKSON PINE
Coronado High School PTSA, El Paso ISD

TRIET VO
Seven Lakes High School PTSA, Katy ISD
Texas PTA Legislative Priorities

**Top Priorities**
- Public School Funding System Reform
- Special Education Funding
- State Assessment
- T21, Raise the Age to 21 for Tobacco Purchases
- School Safety
- Student Mental Health
- Campus Immunization Reporting
- Keep Public Dollars in Public Schools

**Remaining Priorities**
- A-F Accountability System
- Cyberbullying
- Healthy Lifestyles
- Human Trafficking of Children
- Individual Graduation Committee
- Juvenile Justice Reform
- Literacy by 3rd Grade

**Did You Know?**
Texas PTA with the help of our Governmental Affairs Team, Arnold Public Affairs, tracked **776 bills** this session involving public education and the welfare of our students.

**Top Action Alert**
Help Us #FixTheTest

**Survey**
On April 5, 2019, Texas PTA surveyed our wider community (including parents and educators) on their perspective of the STAAR test.

7,985
people completed the survey during a 6-day window

14,445 signatures were collected

On April 12, Texas PTA leadership and staff hand delivered hard copies of those signatures to every member of the Texas House of Representatives and Senate.
PRIORITY BRANDING
To help highlight our top priorities, each received a unique look, tagline, and hashtag.

Public School Funding System Reform

T21, Raise the Age to 21

Keep Public Dollars in Public Schools

School Safety

Special Education Funding

Student Mental Health

Campus Immunization Reporting

PRIORITY BRANDING
To help highlight our top priorities, each received a unique look, tagline, and hashtag.
RALLY DAY

February 25, 2019
Texas State Capitol

DID YOU KNOW? Rally Day 2019 was the largest advocacy day for Texas PTA to-date.

2,500+ VOLUNTEERS AND STUDENTS

Councils and school districts traveled to Austin to add their voice to our thunderous presence!

Over 30

AGENDA
9:30 AM  Priorities and Student Caucuses
11:30 AM  Rally on the South Steps of the Capitol
12:00 PM  Meetings with Legislators

Karen Slay Day

Rally Day 2019 was officially designated as Karen Slay Day in honor of Past State President Karen Slay (1960-2019). Throughout her PTA career and tenure as State President (2012-2014), Karen devoted herself to advocating for all Texas children. She leaves a lasting legacy.

The Texas PTA Board of Directors, Advocacy Committee, and ELA Class of 2019 alone held 36 MEETINGS

PTAs met with elected officials for 5 HRS

Karen Slay (1960-2019)
PRIORITIES CAUCUS

HONORED GUESTS

Dennis Bonnen, Speaker of the House
Mike Morath, Commissioner of Education
Sen. José Rodríguez (El Paso)
Rep. John Zerwas (Richmond)

STUDENT CAUCUS

SPEAKERS

Rep. J.M. Lozano (Kingsville)
Rep. James Talarico (Round Rock)
Marques Ivey, VP Advocacy, National PTA

Plus Legislative and Student Panels

MARCH

ACCOMPANIED BY UIL 6A State Marching Band Champion Vista Ridge drumline (Leander ISD), Smithson Valley High School cheer team (Comal ISD), and Connally High School A Cappella Ensemble (Pflugerville ISD).

RALLY

SPEAKERS

Sheri Doss, Texas PTA President
Dan Hubert, Chairman, House Committee on Public Education
Rep. Sheryl Cole (Austin)
Greg Smith, Superintendent, Clear Creek ISD
Texas PTA continues to maintain a strong financial position. The 2017-2018 financial audit is available on the Texas PTA website for further information. The 2017-2018 financial audit was prepared by Maxwell, Locke & Ritter LLP and did not note any significant deficiencies or material weaknesses.

**5-YEAR FINANCIAL TREND**

- **2013-14**: $2.4M, $2.6M, $8.6M
- **2014-15**: $2.3M, $2.4M, $8.2M
- **2015-16**: $2.7M, $2.6M, $8.2M
- **2016-17***: $1.9M, $2.0M, $8.3M
- **2017-18**: $2.7M, $2.6M, $8.4M

*2016-2017 was a 9-month year due to a change in the fiscal year end from 10/31 to 7/31.*

**DID YOU KNOW?** The Texas PTA State Office in Austin and our state-of-the-art facilities (including a dedicated volunteer training center onsite) are debt-free.
FINANCE
Texas PTA continues to maintain a strong financial position.
The 2017-2018 financial audit is available on the Texas PTA website for further information. The 2017-2018 financial audit was prepared by Maxwell, Locke & Ritter LLP and did not note any significant deficiencies or material weaknesses.

SCHOLARSHIPS
2018-2019
HIGH SCHOOL SENIOR SCHOLARSHIP

DID YOU KNOW? Thanks to the commitment of our members and volunteers, Texas PTA has awarded over $500,000 in scholarship money.

ALESSANDRO ACEVEDO
Louis D. Brandeis High School, Northside ISD

WILLIAM BELL
Harlingen High School South, Harlingen ISD

MATTHEW CAVAZOS
Harlingen High School South, Harlingen ISD

REID DAVIS
Harlingen High School South, Harlingen ISD

RENÉE DUSSEAU
John H. Guyer High School, Denton ISD

MICHELLE EBELL
Clear Lake High School, Clear Creek ISD

BROOKE FRANK
McNeil High School, Round Rock ISD

ISABELLE HALL
Leander High School, Leander ISD

LILLIAN HICKS
Red Oak High School, Red Oak ISD

REAGAN ISBELL
Grapevine High School, Grapevine-Colleyville ISD

MATTHEW JOHNSON
Mansfield High School, Mansfield ISD

KYUNGMIN LEE
Westwood High School, Round Rock ISD

TIMOTHY EVAN LEONARD
Nacogdoches High School, Nacogdoches ISD

MADISON LOWE
Keller High School, Keller ISD

SOFIA MARQUEZ
Coronado High School, El Paso ISD

JEFFREY MOORE
Stratford High School, Spring Branch ISD

NATALIE MUÑOZ
Louis D. Brandeis, Northside ISD

GLORIA REMMERT
Cedar Ridge High School, Round Rock ISD

RILEY SANDLIN
Keller High School, Keller ISD

MATTHEW VARELA
Cedar Ridge High School, Round Rock ISD

MORGAN WASHINGTON
V.R. Eaton High School, Northwest ISD

HOPE WORD
Hebron High School, Lewisville ISD

TEXAS PTA AWARDED

$22,000

TO THE CLASS OF 2019

*Each scholarship recipient is awarded $1,000 towards post-secondary education.
NATIONAL PTA PROGRAMS

40 2018-2019 GRANTS
Awarded to Local and Council PTAs in Texas

Transformative Family Engagement & Whole Child Learning Grant
AWARDED TO AUSTIN COUNCIL PTA

STEM + Families Math Night Grant

STEM + Families Science Festival Grant

“Get Off Your Apps” Physical Activity Grant

Take Your Family to School Week Grant

STEM + Families Game Night Giveaway

STEM + Families Invention Night Kit

PTA Connected Grants
Lifelock, Google & Facebook

SCHOOLS OF EXCELLENCE

55 PTAs in Texas; the highest number for any one state

OUTSTANDING COUNCIL PTA ADVOCACY AWARD

Presented at National PTA Legislative Conference, Mar 2019

AUSTIN COUNCIL PTA
SUPERINTENDENT STRAIGHT TALKS

Texas PTA met with superintendents from the Metroplex and Central Texas to discuss our commitment to student success and to strengthen partnerships with our school districts.

DFW

November 16, 2018
The Hilton Anatole in Dallas

16 GUESTS
Allen ISD, Birdville ISD, Carroll ISD, Dallas ISD, DeSoto ISD, Duncanville ISD, Frisco ISD, Grapevine-Colleyville ISD, Keller ISD, Lewisville ISD, McKinney ISD, Northwest ISD, Plano ISD, Richardson ISD, Wylie ISD

ATX

December 3, 2018
Austin ISD Performing Arts Center

24 GUESTS
Austin ISD, Bastrop ISD, Belton ISD, Burnet CISD, Comal ISD, Coupland ISD, Del Valle ISD, Dripping Springs ISD, Elgin ISD, Georgetown ISD, Hays CISD, Hutto ISD, Killeen ISD, Lake Travis ISD, Leander ISD, Manor ISD, Pflugerville ISD, Round Rock ISD, San Marcos CISD, Waco ISD, Texas Association of School Administrators