



# The Update

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- North Dakota PTA
- 623 E Main Avenue, #106A
- West Fargo, ND 58078
- 701-297-9168
- www.ndpta.org
- northdakotapta@gmail.com

### PTA Mission

To support and speak on behalf of children and youth in the schools and before governmental agencies and other organizations that make decisions affecting children;

To assist parents in developing the skills they need to raise and protect their children;

To encourage parent and public involvement in the schools of this nation.

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## Back to School!

### Greetings 2011-12 PTA Leaders!

**Change and adaptation seem to be the themes this year for North Dakota PTA. For National PTA - change in leadership and change in dues! For North Dakota PTA - changing and adapting to provide better support! For Local Units - how dues changes affect you and changing and adapting in times of disaster!**

### NEW NATIONAL PTA EXECUTIVE DIRECTOR

Eric R. Hargis was hired in June as PTA's new Executive Director. Hargis brings more than 30 years of non-profit experience including high level positions at the Muscular Dystrophy Association, the American Diabetes Association, Epilepsy Foundation of America, and the Arthritis Foundation.

### DUES INCREASE:

At the 2011 National PTA Convention, held this past June, delegates approved a fifty-cent (\$0.50) per-member increase to National PTA's portion of dues, from \$1.75 to \$2.25 per member. This increase became effective on July 1, 2011. This is the first dues increase National PTA has had in 10 years and will allow PTA to improve support to state and local units. North Dakota State PTA's dues remain the same at \$2.00 per member.

#### How the change will apply to Units?

PTA units can choose to submit the additional \$0.50 per member without increasing your member dues (thus reducing your unit's retained portion by fifty cents), or by passing the increase onto your members by increasing your members' dues by \$0.50.

If you decide to pass the \$0.50 increase onto your members, the executive board will need to vote to do so. It is also recommended that you consult with your membership before making this decision.

#### How your bylaws are affected?

**ALL UNITS** will need to manually write this dues increase into your bylaws. This change is *automatically effective* and cannot be rescinded by any vote of your board or membership.

If your executive board votes to pass the \$0.50 increase onto your members, this should be updated to reflect your unit's new membership dues.

North Dakota PTA would like each unit to submit their bylaws to the NDPTA office once the bylaws have been revised.

**Questions?** If you have any further questions about this dues increase, please contact Stacey Griggs, NDPTA office Director, or Carla Solem, NDPTA President.

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*“A human being is not attaining his full heights until he is educated.”*  
**Horace Mann**



## North Dakota PTA Calendar

Event	Date	Location	Time
NDPTA Reflections Celebration	October 28, 2011	Fargo, ND	5:30-8:00 PM
NDPTA Convention & Family Expo	October 29, 2011	Fargo, ND	8:00 AM-4:00 PM

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### **FLOODING:**

North Dakotan's are resilient, but disaster, like flooding, can take a toll on children and families. PTA's membership structure is helpful for communicating information, education, activities and needs related to recovery.

**How can our PTA help?** Here are a few ideas about how your PTA can be a source of support during the recovery process:

**Community:** Whether your school community was directly affected by the flood or you want to provide support to those affected, PTA hosted activities can improve the feeling of community at your school.

For children directly affected: Emotional support and friendships help improve individual's ability to cope with adversity. Consider hosting a family friendly event (i.e. family fitness night, movie night, math and science night, etc.) to help improve student's connection with others.

For those wishing to provide support: Support flooded schools through activities like a donation drive, campaign to write cards or letters of support, or a group volunteer activity (blood drive, specific volunteer effort).

**Education/Support:** PTA's communication tools (newsletters, email lists and family folders) allow for a means of providing disaster recovery information to your entire school. Use your tools to provide a range of information to families in your schools including; tips on talking to your kids about disaster; counseling resources, clean-up hints, community recovery events, and how to access donations.

**Donations:** PTA's communication tools like newsletters, email lists and family folders allow for a means of communicating disaster needs to your entire school. PTA units and councils may participate in community relief efforts or host their own fundraising efforts. Just remember that PTA's, as a 501(c)(3), are prohibited from making personal gifts to a specific family or individual or acting as a pass through to checks made out to organizations. The IRS may impose penalties if these rules are not observed. Instead, consider encouraging members to make personal donations to relief organizations of their individual choice. You could provide a list of well know organizations (i.e. American Red Cross, Salvation Army or United Way).

### **INCREASED UNIT SUPPORT:**

**NDPTA is making some structure changes to better support local units and adapt to the changing needs of our members.**

**Convention** - Convention underwent a major overhaul in 2010 by including students and family sessions and fun! This year we will continue to adapt and evolve with more exciting kids and family sessions, as well as a couple sessions designed for school staff. Please include convention in your 2011-2012 budget and leadership training plans!

**Board Structure** – NDPTA is in the process of reevaluating board positions in order to provide increased support and contact with our units and increase awareness of PTA's mission and vision. We will be rolling out the new committee's structure at convention.

**Feedback** – We want to hear from you as to how we can continue to provide better support and communication to your unit and your members. You will be receiving surveys throughout the year with a chance to earn rewards just for responding!

Together we can...



# North Dakota PTA 85th Annual Convention & Family Expo

*Together we can...*

BUILD PARTNERSHIPS

BUILD LEADERSHIP

LIVE HEALTHIER

HELP OTHERS

CHANGE THE ENVIRONMENT

ENGAGE PARENTS

PLANT GARDENS

END BULLYING

PREPARE FOR THE FUTURE

BE PART OF SOMETHING GREAT!

- Networking Events
- Great Training for Officers and Members
- State Awards
- New Resource Information for Units to Take Home
- Workshops for Students, too!

**Plan NOW to attend!**

**October 29, 2011**

**8:00am to 4:00pm**

**Carla Ben Eielson Middle School, Fargo**

Registration: \$25/adult or \$5/student (Students free with parent registration).

Registration materials available online beginning September 1st.

*North Dakota PTA...successfully supporting students since 1915!*

## A message from First Lady Betsy Dalrymple



North Dakota  
Capitol Building  
Bismarck

*“Education is not  
the filling of a pail,  
but the lighting of  
a fire.”*

**William Butler  
Yeats**

*“He who learns  
but does not  
think, is lost! He  
who thinks but  
does not learn is  
in great danger.”*

**Confucius**

My life long passions have been early childhood education issues and volunteerism. Since becoming First lady of North Dakota on December 7th, I have been researching both of these topics and finding out what is already happening in North Dakota. Imagination Library came to my attention almost immediately.

This amazing program will mail a FREE BOOK every month to any child signed up between the ages of 0 and 5. This is a terrific program that a community or school district can offer to children ages 0 to 5. There are already a few programs in North Dakota funded by the generosity of individuals and businesses. Some Title I or stimulus dollars can also be a funding resource.

This is a dream that Dolly Parton started in 1996 in one county in Tennessee and has now expanded across America, Canada and the United Kingdom. This is a win-win for parents and children alike - great books and a special time for parents to share reading with their children. These books are annually selected by a panel of experts at the Dollywood Foundation in Tennessee. As you know, there is significant research on the value of early exposure to reading and its long term effect on school readiness and success.

I would strongly encourage communities or school districts to fund this remarkable program. If you have questions or would like to discuss this program, please contact my office at 701-328-1010 or visit the Dolly Parton website at <http://www.imaginationlibrary.com/>.

Every child deserves a good book!

Betsy Dalrymple

First Lady of North Dakota

## Advocacy: Your Secret Ingredient for Membership Growth

When you think about growing your PTA's membership, do you ever ask your advocacy chair for help? (Do you have an Advocacy Chair?) You should. PTA's mission is the number one reason our association exists, and it is a vitally important selling point to get people involved. But how do you do it? Here is a recipe to grow membership with advocacy as your secret ingredient.

### An Advocate's Recipe for Success

#### Ingredients

- 1 (free) subscription to PTA Takes Action Updates
- 1 (free) subscription to PTA Takes Action Alerts
- 1 (Facebook or Twitter) social-networking account
- 1 30-minute meeting with a school principal or education leader
- 2 or 3 school board meetings
- 1 letter to the editor or interview on your local news
- 1 Advocacy Toolkit found online at PTA.org
- 1 meeting with your state legislators
- 1 trip to PTA's National Legislative Conference
- Membership Marketing Materials, to taste

#### Engagement directions

1. On the PTA.org website, sign up for the PTA Takes Action Update e-newsletter and PTA Takes Action Alerts. Blend to become educated on advocacy issues.
2. Download the online PTA Advocacy Toolkit. Take this knowledge, mix, and set aside for use as discussion topics at PTA meetings and events to connect with potential PTA members.
3. Preheat Twitter followers with brief messages asking them to join their local PTA to mix with others interested in creating opportunity and equity for all children. Do the same with your Facebook friends.
4. Warm up principals with a brief 30 minute meeting to discuss PTA advocacy efforts. Ask how you can partner with other education leaders, and ask for their membership or support.
5. Carve out some time to attend a school board meeting to inform them of PTA advocacy issues. Ask your school board trustees to work with PTA members to help create policies that will move PTA advocacy issues forward with your state legislators. Ask them to join or support PTA's mission.
6. Melt the hearts of your community by connecting through your local media. Write an editorial for your local newspaper outlining PTA advocacy goals and their positive impact on the community. Stir up the community with local TV and radio show appearances. Ask people to join PTA or support PTA's mission, too.
7. Courteously beat the bushes at your state legislator's office. Keep stirring to build relationships with gatekeepers and legislators to share PTA's mission and educate them on PTA's policies.
8. Go back to Facebook and Twitter, and sprinkle with brief updates on your progress and invitations to participate in PTA.
9. Mix people together at a PTA meeting or event to allow for idea sharing and networking. Set excitement to boil by sharing PTA policies, programs, and resources. Butter up the crowd with PTA membership marketing materials asking them to join in helping move PTA's mission forward.
10. Add personal advocacy training at the annual PTA Legislative Conference and go to Capitol Hill to renew legislative relationships.
11. Blend new members and supporters into your regular PTA meetings, and ask them to fold in others who share PTA goals.
12. Let set to establish strong partner relationships.

#### Servings

This dish should make hundreds of new members or supporters of PTA. It will be cool when served. You may serve this dish any season of the year, though it is best when community minds are hungry for information on relevant education topics, such as school budgets, family engagement, school safety, health lifestyles, or classroom teaching standards.

And hey, its OK to share your secret ingredient of advocacy with others. In fact, we encourage it. You can make more friends and supporters when you share!

Reprinted from April-May PTA Our Children Magazine  
Written by: Joy Lindsey, National PTA

## Top 5 Tips to Start Your PTA Year Off Right!

### 1. Know the mission, vision and core values of PTA.

**Vision:** *Making every child's potential a reality.*

**Mission:** To support and speak on behalf of children/youth in schools, before governmental agencies and other organizations that make decisions affecting children; To assist parents in developing the skills they need to raise and protect their children; and To encourage parent involvement in schools.

**PTA Values: Collaboration:** We work in partnership with a wide array of individuals and organizations to accomplish our agreed-upon goals. **Commitment:** We are dedicated to promoting children's health, well-being, and educational success through strong parent, family, and community involvement. **Accountability:** We acknowledge our obligations. We deliver on our promises. **Respect:** We value our colleagues and ourselves. We expect the same high quality of effort and thought from ourselves as we do from others. **Inclusivity:** We invite the stranger and welcome the newcomer. We value and seek input from as wide a spectrum of viewpoints and experiences as possible. **Integrity:** We act consistently with our beliefs. When we err, we acknowledge the mistake and seek to make amends.

### 2. Be familiar with State Standards of Affiliation.

- Adhere to the Purposes and basic policies of National PTA;
- Remit membership report with state and national portion of membership dues to the NDPTA state office by monthly deadlines;
- Have bylaws approved and on file according to the procedures of the NDPTA;
- Annually submit IRS form 990 with a copy submitted to the NDPTA state office;
- Annually elect unit officers and submit officer's form to NDPTA state office.
- Annually submit insurance payment to state office.
- Maintain minutes of ALL membership meetings.
- Conduct an annual fiscal review of financials with a copy of review submitted to the NDPTA state office.

**3. Focus on the Kids NOT the Cash.** When planning meetings, budgets, activities and events keep your focus on the kids not the cash. PTA was established and should continue to focus on supporting our kids in achieving the best educational outcomes possible. This does not mean you shouldn't practice and comply with financial best practices. In fact, focusing on the kids means you should do everything possible to be good stewards of the funds you collect and raise. Putting the kids first means planning your 'cash' activities with the mission, vision and values of PTA in mind. Your focus and the majority of planning and parent involvement time should NOT be spent on fundraising. Fundraising is a means to achieve your goals. Also, the best supports you can provide the students of your schools typically don't cost a dime. Consider spending more of your time and energy on helping parents support their kids (parent education, advocacy, improving school-home communication, family centered activities, safety).

**4. Be familiar with the responsibilities of your position.** Attend leadership training, read NPTA training booklets, ask questions, and attend state and national convention. The more you know the stronger leader you will be. If everyone does their job, it lightens the load for all.

### 5. Communicate Effectively.

- Keep your membership informed of your units goals, activities and efforts.
- Network with other PTA Leaders to gain support and ideas.
- Communicate with school staff. You need administrators support to be most effective. Remember the "T" in PTA.

# **Installing New PTA Officers**

A sample installation ceremony.

## **To the Retiring Officers**

Will (recite their names) please rise to be recognized? We express our gratitude to you for the devoted, effective service that has marked your tenure as officers, and we urge you to continue your efforts to promote the interest of children and youth. Thank you. Please be seated.

## **To the Continuing Officers**

**Will (recite their names) please rise to be recognized? Will you provide ongoing support for the new officers who join you at this time? Answer, "I will." Thank you. Please be seated.**

## **To the New Officers**

**(Name each new officer and position in turn): Will you individually and together work toward the fulfillment of our objects in the service of children and youth? Answer, "I will."**

The present and the future of \_\_\_\_\_ PTA now rest on your beliefs and abilities, your commitment and powers of implementation, joined to the skills of the officers who will serve with you, and the faith and help of all other members of the association. Will you pledge yourselves to that service, to these people? Answer, "I will."

## **To Audience of PTA Members**

**Members of \_\_\_\_\_ PTA, please rise. Here are your new leaders for the coming year. They will need your encouragement and support. Do you promise them your loyalty and cooperation for the betterment of the children of this school community? Answer "I will."**

## **To the New Officers**

With a strong belief in your abilities, with renewed hope for PTA, I now declare you duly installed officers for the 2011-2012 year.

**2011—2012 Reflections Theme...**  
***"Diversity Means"***

Packets & training planned for release in October 2011.  
Watch for details!

**North Dakota**  
**PTA**

*everychild.one voice.*

Phone: 701.297.9168

Email: [ndptaoffic@702com.net](mailto:ndptaoffic@702com.net)

Web: [www.ndpta.org](http://www.ndpta.org)

623 E Main Avenue #106A

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**America's PTA**

**North Dakota PTA was established in 1915. Currently serving over 5,000 members, NDPTA is governed by a board of 20 board and committee members with a focus on the child in the areas of Male Involvement, Diversity, Health & Welfare, Parent Involvement, Education, Advocacy and Programs such as Reflections.**

*Betsy Landers, National PTA President*

*Otha Thornton, National PTA President –elect*

*Laura Bay, National PTA Secretary-Treasurer*

**National PTA Elects New Leaders at  
Annual Convention  
Parents Vote on Sexting, Head Injury Reporting**



**ND PTA Delegates at the National PTA Convention**



ORLANDO, FLA. (June 20, 2011)- National PTA® installed Betsy Landers, of Memphis, as the association's 52nd President, as well as elected Otha Thornton, of Smyrna, Ga., as President-elect and Laura Bay, of Bremerton, Wash., as Secretary-Treasurer at its 115th Annual Convention and Exhibition in Orlando (June 9-12). Thornton becomes National PTA's first-ever male, African-American President-elect.

Other National Leaders

PTA delegates elected the following eight new members to join the National PTA Board of Directors:

Scott Allen, Bellevue, Wash.;  
Nancy Cox, Lake Mary, Fla.;  
Kim Hunt, Plymouth, Mass.;  
Kathy Nevans, Independence, Mo.;  
Esther Parker, Odenton, Md.;  
Shannon Sevier, Mantel, Germany (European PTA);  
Debra Strauss, Inverness, Ill.; and  
Sophia Waugh, Agua Dulce, Calif.

Delegates also elected the following two new members to the Nominating and Leadership Development Committee: Tina Hartman, Fort Wayne, Ind.; and Helane Robson, of Fargo, ND.

Parents Vote on Topics Affecting Children

PTA members held debate and voted on the adoption of two national resolutions; Sexting: Legal Consequences; and Head Injury Reporting. Resolutions are proposed by PTA members and approved by the National PTA Board of Directors to be voted on by convention delegates. National PTA has adopted hundreds of resolutions and positions on a wide variety of education, health, and safety issues since its first convention in 1897. Summaries of the resolutions are below. They will be posted in their entirety at [www.pta.org](http://www.pta.org) within the next couple weeks.

**Sexting: Legal Consequences**—PTA will work with school systems and law enforcement to prevent kids from sexting by educating students and parents about the legal consequences.

**Head Injury Reporting**—PTA will educate families and school personnel about the seriousness of head injuries and the need report them to families. PTA will also work with education agencies to establish communication procedures to contact families when a child injures their head at school. Visit the National PTA Convention Media Center for more news, information and photos.

National PTA® comprises millions of families, students, teachers, administrators, and business and community leaders devoted to the educational success of children and the promotion of parent involvement in schools. PTA is a registered 501(c)(3) nonprofit association that prides itself on being a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education. Membership in PTA is open to anyone who wants to be involved and make a difference for the education, health, and welfare of children and youth.

*North Dakota PTA...successfully supporting students since 1915!*