



everychild.one voice.®

2013-14 Annual Report



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WSPTA Founder, Abby Williams Hill, Passion for Children in Washington State, Survives to This Day



The Washington State PTA was founded by Abby Williams Hill. Born in 1861, at the beginning of the American Civil War, she spent her life working on behalf of children, and, in her own right, was one of America's premier landscape artists. When Washington State became the forty-second State in the Union in 1889, she and her husband, Dr. Frank Hill, moved to Washington State. Extremely successful, her landscape paintings and works were exhibited in numerous world fairs and expositions. She and her family, spent most of their lives in the wilderness. Her genuine concern for educating her children, led to her involvement in education reforms for all children. Her actions and passion, came to fruition in



1905, with the establishment of the Washington Congress of Parents and Teachers, now known as the Washington State Parent Teachers Association (WSPTA).

When Abby Williams Hill passed away in 1943, her individual works were extensive, with over a 100 works of art, spanning almost fifty years (from the 1880's through the 1930's). Her works and original writings are currently held in a special collection at the University of Puget Sound.

As members of the WSPTA, we are honored to have a truly passionate child advocate, and renowned landscape American artist as our founder. Through her actions, 100 years ago, today we continue to support children through our advocacy, helping them succeed in life. Her legacy of making a difference in the lives of all children, continues to live on in each of us, everyday!

As we continue our journey to make a difference to all children over the next few years, let's continue to honor and remember our founder, Abby Williams Hill.

Washington State PTA: A Century of Accomplishments for Children

1933--Upon the legalization of liquor, the Washington State PTA helped establish laws preventing the giving and sale of liquor to minors.

1946-- The Teacher Retirement Bill, which provided improvements in teacher salaries, retirements and working conditions, was passed.

1960s--When school district levies failed in major school districts in the 1960s, putting kindergartens at risk of elimination, the WSPTA successfully advocated for state tax-supported kindergarten programs. The PTA also contributed to the passage of the Driver Education Law in 1963. In addition, in 1965, PTA advocated for Project Head Start, providing opportunities for disadvantaged children to attend preschool.

1980s--The WSPTA successfully advocated for a number of child safety measures including, the Teaching Certificate Revocation for Conviction of Sex Crimes, and Child Abuse Reporting.

1990s--The WSPTA activated its grassroots network – including recruiting convention delegates to make hundreds of timely calls – to pass legislation in 1993 that established learning standards. The WSPTA was also influential in getting legislation passed that addressed anti-bullying and notification of pesticide use in schools.

2000s--The WSPTA successfully lobbied for graduated driver's licenses for teenagers. In 2007, the WSPTA helped pass a state ballot measure to allow school levies to pass with a simple majority. In 2009, the WSPTA helped pass a bill to redefine basic education to include full-day kindergarten, small K-3 class sizes, a six-period day in middle and high school, and the opportunity for all children to earn a 24-credit career and college ready diploma, along with other comprehensive basic services. In 2010, the WSPTA helped pass legislation that addressed school accountability, college and career learning standards, and family engagement.

Sponsors



President's Message

*Heather Gillette,
WSPTA President*

Dear fellow members,

The 100 plus year legacy of the Washington State PTA, has been built on sharing a passion for doing everything we can, and focusing on our advocacy that supports all children! Everyday, we make decisions that reflect the values of professionalism, commitment to others, integrity, and managing and making the best business decisions available, to ensure that the resources we have, and the funds we raise, do the most good for our members, schools, communities and children. Our relationships with each other, the community around us, and the outreach we do to all, continues to enhance our position as the State of Washington's premier child advocacy association.

Because of our whole child concept, coupled with our advocacy, and in order to sustain the Washington State PTA for the next 100 years as a team, we have truly achieved accomplishments that will continue to reap benefits for our children. The newly formatted 2013-2014 Annual Report, is a visual vehicle to highlight some of those accomplishments, and to provide a picture of where we sit today, and where we are going in the future.

As we move forward, we will be focusing on sustaining our incredible Association, through the lens of family engagement/outreach, membership, local and state advocacy, programs, more partnerships with communities, businesses, advocacy partners, and state-level partnerships. Additionally, we are looking at enhancing our leadership training and education through an upward mobility training platform, refining and ensuring that the training that members receive continues to be relevant, and doing great work on behalf of children.

Our vision and goal – to continue to be the premier child advocate association in the State of Washington, and the PTA lead, for innovation throughout the entire country. We are so proud of each of you, and what you do to make a difference to so many other parents, teachers, and children.

With all of us working as a team, this new year – priceless!

Have a wonderful convention!

Heather



Governor Inslee signing the College and Career Ready Diploma into law -- a momentous, hard-won victory for Washington students!

WSPTA Board

- **Heather Gillette**, president
19 years as a PTA member
- **Barbara Martin**, vice president,
14 years as a PTA member
- **Leanne Hawkins**, secretary
19 years as a PTA member
- **Karen Madsen**, finance officer
24 years as a PTA member
- **Dori Tate**, leadership director
17 years as a PTA member
- **Caroline Brown**, membership director,
8 years as a PTA member
- **Dee Dee Loberg**, program director,
16 years as a PTA member
- **Sherry Krainick**, legislative director,
15 years as a PTA member
- **JMarie Johnson-Kola**, outreach director,
5 years as a PTA member
- **Cindy Kleinfelter**, region 1 director
13 years as a PTA member
- **Jane Dulski**, region 2 director
12 years as a PTA member
- **Teri Davis**, region 3 director
7 years as a PTA member
- **Esperanza Badillo-Di Iorio**, region 4 director,
14 years as a PTA member
- **DeMarco Best**, region 5 director
- **Sarah DuCette**, region 6 director
24 years as a PTA member
- **Jenny Forbes**, region 7 director
13 years as a PTA member
- **Maggie Santos**, region 8 director
- **Sharon Pfeiffer**, region 9 director
17 years as a PTA member
- **Patti DeRusha**, region 10 director
26 years as a PTA member
- **Micaela Razo**, region 11 director
- **Diane Call**, region 12 director
8 years as a PTA member



100th Annual WSPTA Convention



Focus Day 2014

2013-14 Accomplishments

PTA is doing great things across the state! Here are some highlights of some of the great things that were accomplished this past school year. Thanks to the grass-roots efforts of local PTAs, councils and regions, PTA is making a difference and helping to make every child's potential a reality in many ways across Washington state!

Region 1 Highlights

- Chartered one new PTA -- community based (not tied to a particular school)
- 95% of leadership (officers) completed required training
- Six PTAs in the region received the 100% Teacher award this year
- Several PTAs were able to donate funds to schools for the acquisition of playground equipment and smart boards for classrooms
- Started a new social media program on Facebook called Spotlights. Each week we spotlight the recent happenings at a local unit. This has been well received.
- Sponsored the first ever region-wide outreach drive. We were able to distribute 1,000 pounds of food to seven food banks in the region. We also distributed many boxes of clothes, self care items, and blankets to several shelters in the region.

Region 2 Highlights

- Held two very successful outreach fairs in Lake Washington and Bellevue school districts which provided a way for community resources to reach PTAs in their area.
- Awarded three WSPTA outreach grants
- Held multiple legislative round tables, candidate forums and meetings with legislators

- Chartered Bellevue Mandarin Dual Language PTSA 2.3.170
- Worked with school district and community committees to pass bond and levy ballot measures
- Testified in Olympia and at local school board regarding PTA issues
- Held spring, fall and mid-winter conferences to provide WSPTA approved training for over 1,000 elected board members in our region (and invited other regions)
- Offered five PTA and the Law classes
- Offered parent education classes in multiple districts covering topics of cyber safety, substance abuse, mental health, suicide, special needs and common core
- Held Reflections celebrations at local units and councils

Region 3 Highlights

- 97% of region leaders completed state training (last year 92%)
- Offered more training events than in previous years (fall conference, two PTA and the Law workshops, winter secretary/treasurer training, spring secondary PTSA training)
- Outreach event "preschool Spanish story time" to reach non-PTA families.
- Four officers completed training as certified outreach specialists.
- More legislative/advocacy activity than previous years: School board member candidate forum conducted, telephone town hall attendance, and more region attendance at WSPTA Legislative Assembly and Focus Day.



Region 4 Highlights

- ♦ Fall training with several classes including a PTA and the Law workshop with over 120 members in attendance. Held two more PTA and Law classes during the year to help local units fulfill the training requirement.
- ♦ Region 4 chartered one new PTA this year in Olympia.
- ♦ Meadows PTA 4.4.18 was a struggling unit that turned around in the past 10 months. They were ready to dissolve, but with a little assistance from the region service delivery team, they are now on the path of success.
- ♦ Reeves PTA 4.5.80 is another PTA that has come a long way due to efforts of the region 4 service delivery team and committed parents from this middle school.
- ♦ Mountain View PTA 4.4.20 held a free "Fit Club" at their school and parents came in from all over to get fit with their children.
- ♦ Horizons Elementary PTSA 4.4.6 advocated for a new playground at their school, which is due to be completed the summer of 2014.
- ♦ Grapeview PTA 4.3.50 is currently taking clothing donations to help the families in their communities.

Region 5 Highlights

- Chartered new PTA at Glacier Middle School
- Helped with switch from unaffiliated parent groups to PTAs at Emerald Hills and at Bonney Lake
- Region director attended National PTA's Legislative Conference and successfully networked with our state's entire legislative contingent
- Held successful fall and spring region conferences



- Sponsored PTA and the Law workshop attended by many leaders in the region
- Service delivery team and region director were available to respond to questions as well as meet with PTA leaders to work on challenges and opportunities region-wide
- Region director attended all board meetings and participated in all board conference calls as part of his duties to oversee and manage the statewide association



Region 6 Highlights

- Region 6 is chartering three new local units and re-establishing one unit.
- A major accomplishment was Seattle Council's outreach grant from National PTA and their partnership with the school district.
- Shoreline Council hosted a back to school event, holiday food baskets/gifts, and a clothing room.
- Northshore Council hosted a community kitchen.

Region 7 Highlights

- Held two successful region fall conferences, with a combined attendance of almost 300 local unit/council leaders.
- Held four PTA and the Law classes for the region, with a combined attendance of over 150 local unit/council leaders.
- Held a unique and innovative region family and community engagement summit (FACES of Outreach). We had over 70 PTA leaders, parents, school administrators, and community organizations come together on a Saturday to listen to inspiring speakers, network with each other, and talk about how we can work together to increase engagement in our school communities.
- Edmonds, Everett, and Marysville offered approved classes specifically for their local units.
- Assisted Mukilteo Council with voting to re-establish their struggling council, formed a steering committee to oversee this, and helped draft a message that steering committee officers took to each of the eleven Mukilteo PTAs.
- Supported the PTAs and community affected by the Oso mudslide. Many local units/councils held penny drives and other fundraising activities to specifically benefit the community. Arlington Area Council officers pitched in immediately, and kept the region and WSPTA informed of what was happen-

ing and how we could help.

- Each of our the councils sent representation to this year's WSPTA Legislative Assembly.
- Everett PTSA Council held two school board candidate forums this year to help voters make informed decisions.
- Many local PTAs and councils invited guest speakers to provide information about upcoming school district bonds and levies.
- Region 7 has two strong special needs PTAs (Everett and Marysville). In addition, many of our PTAs not only incorporate events for special needs families, but also advertise community events and services that might be of interest.
- Cougar Creek 7.6.8 voted to join the Arlington Area Council (7.1). This PTA in the Lakewood School District will join PTAs in the Arlington and Darrington School Districts. This is a great example of how smaller, neighboring school districts can work together and help each other succeed.

Region 8 Highlights

- Chartered new PTA at Cordata Elementary School
- Hosted successful PTA and the Law workshop in Bellingham area and Anacortes
- Identified new region director for upcoming 2014-2016 term
- Service delivery team and region director provided guidance and support to PTAs experiencing some areas of conflict, as well as questions about fiscal management

Region 9 Highlights

- Chartered three new special education PTAs, one deaf PTA and working to re-establish several PTAs that had struggled but are now back on track.
- Hosted fall training with several classes

and PTA and the Law with over 200 members in attendance. Held two more PTA and Law classes during the year and trained at several council meetings to help local units fulfill the training requirement.

- Auburn Council – Created system that allows the local units to have a direct contact with their executive committee for better communication and attention. They are tracking training and have contacted every local unit in their council to help those who are struggling or need attention. They have worked with the local historic society to pair the Reflections program with local businesses for the first annual Kid's Walk, which was a great success.
- Federal Way Council – They are working to reopen their clothing bank to service the needs of the students in the Federal Way School District. They are currently working with the Deaf PTA and a special education PTA. The executive board has contacted every local unit in their council to work on the training requirements and to remind them that council is there to help.
- Kent Area Council - Programs sponsored by Kent Area Council include: *Clothing bank* – a program in which clothing and school supplies are provid-



ed to students in need, serving an average of 50 families every other week. *Cinderella project* - a program that travels to each high school during prom and homecoming season so students can borrow formal attire for the upcoming events. *Local unit grant program* - a program in which local units can apply for a grant to help with costs of a program that meets requirements using the family-school partnership model from National PTA. (Four grants have been awarded to local units to date this year.) *Presidents and principals luncheon* - an event in which presidents and principals come together to enjoy speakers and talk with one another. *Founder's day dinner* - an event in which award winners from local units are recognized and council level award winners are announced and recognized. *Reflections program* - Offers local units the opportunity to move their student's artwork to the next level in the program. *Scholarship program* - a program in which up to five scholarships are awarded to graduating seniors in the district (one awarded to each high school).

Region 10 Highlights

- ♦ Large number of units attending training and PTA and the Law
- ♦ Tacoma and University Place councils doing great Reflections programs this year
- ♦ Local unit recipient of the Applegate grant.

Region 11 Highlights

- ♦ Working with various community resources to make more PTA publications available in Spanish
- ♦ Recruited a communication leader for the service delivery team to focus



on making PTA information more widely accessible throughout the region

- Held successful PTA and the Law workshops in both Yakima and Wenatchee
- Developing partnerships with school districts to promote parent engagement for underserved populations
- Region director and service delivery team members available to answer questions, provide training, develop communication plans, and promote PTA involvement throughout the area

Region 12 Highlights

- ♦ Richland PTA Council continues to participate in a regular fundraiser - moving vehicles for a local dealership to a 'special sales' site, several times each year. They split the funds with the local units that supply drivers for these events. The extra council funds go towards providing convention registration funds to a local unit(s) via a drawing, and to enhance their Reflections award reception. The council also provides great leadership support to each local unit in their council by utilizing assigned council board mentors.
- ♦ Increased advocacy efforts have been observed this year in region 12, due to efforts of: the Region Legislative Chair Kerrilynn Robinson, in her active role as part of the WSPTA Legislative Committee; Richland Council Legislative Chair Karen Albers; and by several local unit leaders who took to heart the advocacy messages and mission of PTA. (Both Jefferson PTA, Richland, and Longview PTA, Moses Lake, have been instrumental this year in parent voices being heard regarding difficult choices the school districts need to make.)
- ♦ Several local unit PTAs have tried new fundraising events this year involving collecting items that will benefit those less fortunate:
- ♦ Longview PTA did a "Clothes for the Cause" drive. A lot of work over a period of weeks, but they involved the



community with great communications, received a lot of support from the school district, and came away with about \$3,000.

- ♦ Several Richland PTAs have participated in "Shoes 4 Love" drives. These have been ongoing through the year - final outcome to be seen!

Region 15 Highlights

- ♦ Interim region director and team, working on chartering a new PTA that would serve the Okanogan School District
- ♦ Applied for and received a Washington State PTA outreach grant used to promote parent engagement throughout several school districts
- ♦ Hosted PTA and the Law fall workshop, ensuring that leadership received necessary and required training
- ♦ Promoted WSPTA Focus Day and members were educated about advocacy opportunities, especially during the legislative session, which enhanced their advocacy abilities
- ♦ Family engagement and parent involvement was a priority theme during the year, which laid the foundation for this next year successes

About the Washington State PTA



school lunch program we know today. During World War II, the call for women to join the workforce left many kids without care, so many PTAs established daycare centers in school buildings for these children.

More recently through grassroots efforts, Washington State PTA helped pass legislation in 1993 to establish learning standards. In 2007, the WSPTA helped pass a state ballot measure to allow school levies to pass with a simple majority. In 2009, the WSPTA helped pass a bill to redefine basic education (House Bill 2261) to include full-day kindergarten, small K-3 class sizes, a six-period day in middle and high school, and the opportunity for all children to earn a 24-credit career and college ready diploma, along with other comprehensive basic services. In 2010, the WSPTA helped pass legislation (Senate Bill 6696) that addressed school accountability, college and career learning standards, and family engagement. At the local level, PTAs provide programs and activities which promote parent and family engagement to improve student achievement, donate countless volunteer hours and financial resources to schools to enhance

the school environment, and actively reach out to the needs of our increasingly diverse population.

Securing legislation for children and the home has always been a focus of PTA. Washington State PTA's top five priorities for the 2013 and 2014 state legislative sessions include: 1) Advance Basic Education Reforms; 2) Fund Education First; 3) Closing the Opportunity Gaps; 4) Revenue for Kids; and 5) Access to Highly Effective Teachers. In addition to legislative advocacy, the vision of the Washington State PTA is that every child's potential become a reality. To accomplish this, the Washington State PTA provides: selected officer training opportunities at no cost to equip volunteer leaders to become knowledgeable and skilled leaders who are able to serve their local units effectively; technical and membership services to support PTAs with questions regarding their legal requirements as nonprofit associations; program support for PTA's statewide programs such as the Reflections cultural arts program, the PTA Men student essay writing program and the college scholarship program; and parent engagement publications to educate volunteer leaders and parents on issues concerning the health, welfare, safety and education of children.

PTA is the largest volunteer child advocacy organization in Washington State with a total membership of over 138,000 members in the 2013 school year. The association was founded in 1897 and organized in Washington State in 1905. In the early years, PTA helped to secure child labor laws, raised money for electric lights in schools, educated parents on the importance of hand washing before meals, initiated programs to provide health screening and immunizations for school aged children, supported the first public kindergarten, and established the pre-schools to serve mothers of children not old enough to attend school. During the Great Depression, PTAs across the state and nation embarked on programs to feed and clothe children to keep them healthy and make it possible for them to stay in school, establishing the beginning of the

Membership

The strength of your PTA lies in its membership—the parents, teachers, school administrators, business leaders, and community members who devote themselves to making a positive difference in the lives of children. Members are the lifeblood of PTA and provide the passion, leadership, and hard work needed to fulfill PTA's mission. Following are some highlights of this year's membership campaign:

- ♦ We started the year by implementing a new delivery of membership cards via an e-mail.
- ♦ Our new logo, "Growing Together," exemplifies our wonderful evergreen state, our growing numbers, and how people in our organization are growing as the train and learn via PTA.
- ♦ The 100% Teacher Membership award



is an award presented to PTA units to recognize the value of teachers as stakeholders advocating for all children through PTA membership. This year, 92 local units achieved the 100% Teacher Membership award.

- ♦ PTAs who achieved 50% of the previous year's membership by September 30th, were awarded the Bronze Membership award. There were 622 local units achieving this award.
- ♦ Those PTAs who achieved a 5% increase of the previous year's membership enrolled by October 25th, were awarded a Silver Membership award. This year, 198 local units obtained a Silver Membership award.

- ♦ The Gold Membership award was given to those PTAs with a 10% increase of the previous year's membership enrolled by January 25th. There were a total of 198 units achieving this award!
- ♦ The Platinum Membership award was earned by 148 local units in 2013-14 for attaining a 20% increase over previous year's membership enrolled by March 30th.
- ♦ The 100% Membership award is given to local units who achieve one membership in PTA for every child in the school associated with that local unit. These award recipients will be recognized at convention.
- ♦ We hope to continue to grow the numbers by linking up with the National PTA campaign of 14 in 14 and encourage all members to "grab a friend" and come and play in the sandbox that is Washington State PTA.

Leadership

This year's leadership committee was built by searching for PTA members who had the necessary skill sets to help WSPTA achieve our strategic objectives. Leadership committee members were sought who possessed the ability to build presentations, edit for grammar, translate, hold one's own council, have the ability to meet deadlines, be creative and could construct trainings from just an idea. We were successful! This year's leadership committee consisted of leaders from all corners of the state, to include council leaders, current and past board members, and service delivery team members. Accomplishments include:

- ♦ Listened to survey feedback, and had discussions to continue to build informational resources and training sessions to benefit our members.
- ♦ Reviewed the presentations for content, relevance and overall necessity for our members' needs.
- ♦ Developed new presentations including topics like fundraising, council leadership training, council support to local units, grant writing, and how to build a membership campaign.
- ♦ Offered webinars in order to give our local units and council officers another option of online training.
- ♦ The work of the leadership team centered on one major goal of "leadership growth" and it was evident within our own committee that our hard work was paying off.
- ♦ Tackled objectives set forth by the strategic plan, worked on membership growth, advocacy education, leadership development, council officer training and regional trainings.
- ♦ Listened to our members in areas of leadership growth, encouragement and training, and worked with our members to give them the necessary tools to gain confidence to accept higher leadership positions within our association.
- ♦ The WSPTA Leadership Conference will be held on August 2, 2014.



Advocacy

Through our legislative advocacy program, we give every child in Washington one voice. We engage in advocacy efforts to support policies that are good for ALL children in our state to insure access to health, welfare and education programs that allow every child to reach their potential.

The 2013-2014 legislative cycle was similar to years past, yet different due to staff changes, more volunteer involvement and a commitment to ALL children. We began in June by collecting from our members a series of recommended changes to our three tiered public policy platform with:

- Top 5 and supported issues (one revision and three new issues under also supported)
- Legislative principles review (two new principles were added to this long-term portion of the platform)
- New resolutions, as well as some changes to an existing resolution were handled by the resolutions committee.

The issues and principles were vetted through the legislative team made up of the region legislative chairs, the legislative director and staff. Recommendations were made and reviewed by the board of director's prior to being sent to members to review and provide feedback through our annual issues survey. The 2014 platform was set in October at the WSPTA Legislative Assembly in Sea-Tac following debate and voting on the surveyed issues. This resulted in the addition of several new items to the supported platform, a change to an existing supported item, changes to the legislative principles and the addition of resolutions brought to legislative assembly. This grassroots process is the envy of PTAs throughout the nation. The legislative assembly also provided members with a large number of advocacy education opportunities. Classes on how to work with legislators, OPSI specialists providing information on Common Core State Standards, testing, the ESEA/NCLB waiver, student achievement and more. We also had specialists in civics, quality teaching and social media. Advocates had the opportunity to be educated on the issues and on what is trending in the area of child advocacy.



With our public policy agenda set, a legislative advocacy consultant was hired for the legislative session. The consultant assisted the legislative team in putting together WSPTA Focus Day materials for legislators that captured our entire public policy platform (Top 5 and supported issues, legislative principles and resolutions). This became our working document for the legislative session and our filter for review of the more than 275 bills that were identified as potential impacts to child health, welfare and education. Priority was given to our Top 5, but due to the nature of our Top 5 and limited revenues available in a supplemental budget year, we had significant opportunity to take action in other areas of our platform. We did this by identifying key bills, submitting testimony, doing action alerts and having key meetings with legislators. These efforts by our members made a difference!

What We Changed...

The 2014 Legislative Session for the Washington State PTA was a watershed year. We moved from a government relations coordinator format to hiring an advocacy consultant and trainer. Unlike in past sessions, individual members became the face of the PTA. Our legislative theme of "All Means All" was translated into action by meetings with individual legislators, public testimony, and action alerts. The PTA legislative team also changed the scope and role of the region legislative chairs to effectively become the board of directors for the PTA legislative program. Our region legislative chairs (RLC) reviewed, prioritized, and advocated for key legislation throughout the legislative session.

What We Accomplished...

The result of our member-centered advocacy program allowed us to successfully partner with other agencies and child-centered organizations to push an agenda that

extended our support for children beyond the scope of the classroom. Our legislative successes include:

Helping close opportunity gaps by extending foster care services for part-time employed teens.

Putting our 2014 theme of “All Means All” into action by advocating for the 24 credit diploma and insuring that changes were put into place to reflect the needs of challenged learners.

Brought the value of the PTA home by successfully advocating for economic fairness in education funding for high poverty rural schools and insuring that smaller school districts had the opportunity of extra time and assistance in meeting the new 24 credit requirements.

Advancing the cause of career and technical education by advocating for a consistent set of rules and providing for students a means to get academic credit for CTE math/science courses.

What Lies Ahead?

Our Washington State PTA is an approximately 135,000 member organization with a large advocacy base. The end of session review discussed strategies to clarify and improve our two way communication between members, units, regional leaders, and leadership. We anticipate that this can be accomplished with the new National PTA program of Engage Software which allows for the PTA to manage its communications from one singular format while utilizing multiple communication platforms.

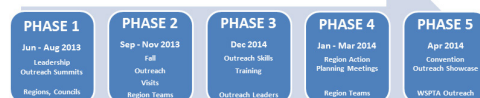
The success or failure of the McCleary decision will be decided in the 2015 session. It is not only that the legislature fully funds education, but how it achieves this goal. We cannot successfully advance the cause of nurturing and protecting the whole child if we overlook this critical point.

The PTA needs to be able to speak to legislative issues throughout the year, not just during legislative session. For 2015, we will be developing issue teams to help foster discussion and hone our legislative skills during the interim. These teams will, in turn, help lead the discussion on key topics at legislative assembly and help drive the discussion during the 2015 Legislative Session.

The work on the 2015-2017 legislative plat-

form begins in earnest following convention. 2015 issue submitters are encouraged to review the 2013 issue survey which is still available on the WSPTA website. New to the last issues survey was a section on emerging themes, which was designed to assist members in putting forward new issues for 2015. Let's work together to set a new platform that supports the needs of ALL kids and then show up in large numbers at WSPTA Focus Day, January 19, 2015.

Outreach



- ♦ For **phase one** of the outreach plan, the WSPTA hosted two outreach summits -- one on the west side of the state and one on the east side. These summits focused on helping PTA leaders understand and support the WSPTA outreach plan; build/strengthen relationships; and prepare PTA leaders to engage in outreach activities.
- ♦ **Phase two** of the outreach plan involved regional meetings to develop action plans to increase, retain and diversify PTA membership by reaching out to underrepresented families in schools and communities.
- ♦ **Phase three** consisted of a certificated outreach skills training workshop. This specialized skilled training event offered classes to give PTA leaders the critical skills you need to effectively engage families; form partnerships and strengthen relationships with outreach teams from across the state; acquire skills in cross-cultural competence, community PTAs, community project management, community planning, scanning and organizing, public speaking, meeting facilitation, conflict management; and acquire credentials to engage families in accordance with WSPTA standards.
- ♦ **Phase four** implemented the following region action plans:
 - ♦ Region 1 - Provide needed supplies to students attending alternative schools.
 - ♦ Region 2 - (Bellevue Special Needs PTA) Build awareness of resources among families of students with special needs by designing, printing and distributing brochures and posters.
 - ♦ Region 2 - (LWPTSA Council)

- Provide needy families with comprehensive resource information for 4 cities on CDs through school administrators, counselors, and PTA leaders.

♦ Region 2 - (LWPTSA Council) - Create and teach a practical outreach workshop, and produce tool kits that enable local unit leaders to immediately put outreach principles into action.

♦ Region 3 - Introduce non-English speaking parents of pre-schoolers to PTA by hosting a dual language early education reading group in partnership with family resource centers, libraries, teachers, principals, and bilingual parents.

♦ Region 5 - Provide Dreambuilder, a career and job exploration for middle school and high school students through partnerships with school, community and business leaders.

♦ Region 7 - Leadership development for hard-to-reach local unit leaders via a day-long family and community engagement summit and resource fair

♦ Region 9 - Introduce PTA council leaders and key community leaders to build relationships and generate partnerships.

♦ Region 11 - (Outreach) Inspire and engage Spanish-speaking parents to become engaged in their children's education by hosting a research-based parent training in collaborations with numerous community organizations.

♦ Region 11 - (Yakima Council) Raise awareness and share information and resources with families of children living with mental illness.

♦ Region 15 - Partner with school district and community leaders to engage parents by offering training on how to advocate for children.

♦ **Phase five** showcases region outreach results at the 101st Annual WSPTA Convention.



Programs

- WSPTA programs bring schools and families together. Our Reflections program inspires budding artists. Our Programs-to-Go provide easily replicated programming sure to engage diverse populations. Our WSPTA awards program brings best practices, inspired programs and a consistent measure to our vital communication efforts, all making for an attractive and successful PTA.
- Accomplishments this year -- Implemented bronze to gold award placements across all award categories; streamlined applications and judging sheets; implemented feedback processes to units who apply for awards; expanded Honor Units to include Honor Councils; opened up Mentor-a-PTA award to include councils and regions; began work on revitalizing Programs-to-Go; updated men's essay contest to align with common core; and supplied "special artist" workshop grants to units for their Reflections program.



Outstanding Local Unit of the Year

In 2014, the Outstanding Local Unit award committee received five applications. To apply for the award, local units must first achieve a Standards of Excellence award, rather than an Honor Unit award as it was in the past. This allows units more time to focus on the Outstanding Local Unit award itself and less on creating an honors book, which is very labor intensive. The Standards of Excellence award offers the same level of fiduciary evaluation as the Honor Unit award. The Outstanding Local Unit award focuses on the PTA mission which is less about presentation and more about impact.

The award criteria is located on the application form. In selecting award-winners, the Outstanding Local Unit award committee looks at type of school, how many students it has, whether it is a title one school or not. How well the PTA has established a working relationship with school staff and how they engage families. They draw from our own experiences in the field when considering the uniqueness of the situations (for example, elementary vs. middle vs. high school, urban vs. rural, etc.) They also consider the unit's ability to identify their strengths and where they can improve based on their own research of their school community.

This year's outstanding local units are: for the primary division, Meeker

Elementary 5.7.30; and for the middle/secondary division, Kenmore Jr. High 6.10.60.

Meeker Elementary 5.7.30

The award committee stated about Meeker PTA, "This PTA obviously understands the concept of school and community. We found they are an outstanding local unit that serves a Title 1 community and thinks outside the box doing new and inventive things to serve them!"

Secondary - Kenmore Jr. High 6.10.60

The award committee remarked about Kenmore Jr. High PTSA, "This PTSA's focus on advocacy and the diversity of their programs serves their school and community well. Wonderful outreach and advocacy, and stellar involvement, especially for a secondary school!"

This is the first year the WSPTA has awarded both an elementary and secondary Outstanding Local Unit of the Year. The committee's goal was to inspire and recognize more secondary units who often struggle with resources that elementary PTAs don't in meeting the PTA mission.

Two leaders from both of these PTAs will receive a trip to the National PTA convention in June as provided by the special \$5 one-time fee PTAs pay at the beginning of the year. Congratulations Meeker PTA and Kenmore Jr. High PTSA!

WSPTA Vision and Mission

WSPTA Vision

Making every child's potential a reality

WSPTA Mission

- PTA is a powerful voice for all children.
- PTA is a relevant resource for families, schools, and communities.
- PTA is a strong advocate for the well-being and education of every child.

The WSPTA accomplishes this mission by:

- Speaking on behalf of children and youth in the schools, in the community, and before governmental bodies and other organizations that make decisions affecting children;
- Supporting parents* in developing skills to raise, protect and advocate for their children;
- Encouraging parent*, teacher, student and community involvement;
- Promoting opportunities for positive

outcomes for children; and

- Being a financially stable, well-managed organization that promotes diversity, provides quality service, models best practices and values its members and employees.

*Parent may include adults who play an important role in a child's family life since other adults (grandparents, aunts, uncles, or guardians) may carry the primary responsibility for a child's health, welfare, education and safety.

Financial Report

As your finance officer I work with the corporate finance committee, a team of WSPTA board members charged with setting financial policies, working with staff to develop the budget, and overseeing the association's finances. We review financial reports, association investments, audit reports, IRS filings and changes to the employee handbook. We work with the executive director and staff to meet our goal of being a well-managed, fiscally sound association. Please review the accompanying financial reports and let us know if you have any questions.

This has been both an exciting and challenging year fiscally. We sold our previous building and moved into a suite of offices in downtown Tacoma resulting in a substantial savings in monthly expenses and approximately \$500,000 to put into an endowment fund to support our organization for years to come. On the more challenging side, we have incurred unexpected technology consultant costs and reduced revenue due to decreasing membership. The corporate finance committee is working alongside WSPTA staff to reduce costs and

increase income in order to balance the budget for next year. On a brighter note, please note that we have once again received a "clean" audit from our independent auditors for the 2012-13.

We have continued to work to find new

sources for non-dues revenue, looking for affinity programs, grants, and sponsors. Our Gates Foundation grant comes to an end this year. It has allowed us to support new local units with startup costs and training fees, enhance the Applegate grants program and substantially increase WSPTA outreach efforts.

It has been a pleasure to serve as the finance officer for the past two years. I have learned a lot, laughed a lot, and stretched a lot. I have been delighted at the sincere interest in doing things right that most of our members exhibit, but dismayed that a very few are willing to try to stretch the rules or even use PTA funds inappropriately. It is heartening to see members work hard to monitor their PTA's finances every single month.

As members of your PTA board of directors, please remember each of you has the individual responsibility to make sure that your PTA is operating in a sound, legally and fiscally prudent manner, just as we do at the WSPTA Board of Directors. You can accomplish this by reading the financial report every single month and asking questions if you do not understand what you have read. As you are transitioning this year, be sure you communicate with the incoming board, have access to the information you need and take advantage of the trainings that are available in your region and from the Washington State PTA. The WSPTA website is a wonderful resource for financial information as well.

Washington Congress of Parents and Teachers Statement of Activities and Changes in Net Assets for the Years Ended June 30, 2013 and 2012	UNRESTRICTED NET ASSETS	
	2013	2012
	Public Support and Revenues	
	Membership Dues	\$ 806,568
	Conventions, workshops, and conferences	311,975
	Other direct support	46,270
	Investment gain, net of interest and dividends	17,521
	Sales of supplies to local units	3,165
	Awards	95,534
	Net assets released from restrictions	26,994
	Total public support and revenues	1,281,033
	EXPENSES	
	Program services	1,016,053
	Management and general	168,390
	Membership recruitment	123,792
	Fundraising	1,308,235
	TEMPORARILY RESTRICTED NET ASSETS	
	Support received with purpose restrictions	1,277
	Net assets released from restrictions	(26,994)
	Change in temporarily restricted net assets	(25,717)
	CHANGE IN NET ASSETS	(27,202)
	NET ASSETS, beginning of year	997,022
	NET ASSETS, end of year	\$ 969,820

Washington Congress of Parents and Teachers Statement of Functional Expenses for the Year Ended June 30, 2013					
	Program Services	Management & General	Membership Recruitment	Total Supporting Services	Total Expenses
Salaries & wages	\$347,156	\$66,980	\$62,195	\$129,175	\$476,331
Employee benefits & payroll taxes	86,497	16,688	15,496	32,184	118,681
Total salaries and related expenses	433,653	83,668	77,691	161,359	595,012
Board expense	41,747	329	6,079	6,408	48,155
Computer technology	124,199		19,489	19,489	143,688
Conferences, convention & committees	154,870	1,173	7,946	9,119	163,989
Cost of goods sold		5,747		5,747	5,747
Insurance	1,201	2,508		2,508	3,709
Miscellaneous	2,661	9,179		9,179	11,840
Office operations	32,781	2,394	5,576	7,970	40,751
Postage & shipping	10,450	812	2,470	3,282	13,732
Professional fees	39,429	53,872		53,872	93,301
Program costs	71,474				71,474
Staff expense	11,808	5,316	301	5,617	17,425
Supplies and other costs	79,051	2,093	1,966	4,059	83,110
Total expenses before depreciation	1,003,324	167,091	121,518	288,609	1,291,933
Depreciation	12,729	1,299	2,274	3,573	16,302
Total expenses	\$1,016,053	\$168,390	\$123,792	\$292,182	\$1,308,235

Grants

WSPTA Applegate Grants

The purpose of the Washington State PTA Applegate Grant program is to provide opportunities for supplemental funding to units and councils for community-wide projects focusing on the health, welfare, safety, education, care, and protection of children. Sixteen grants were awarded at \$500 each for 2013-14. Following are just two examples of projects that transpired:

- **Highline Special Needs PTA 9.5.238 “Special Education Law and Advocacy Training”** -- This project provided an opportunity for teachers and parents to learn about special education law together. The Arc of King County facilitated this program.
- **Sunset PTA 10.10.20 “Science Fair”** -- This project was a relevant resource for families and the community and advocated for the education of children at Sunset Primary. The curriculum for primary school students does not include a science class, but this is a topic that gets students excited about learning about the world around them and encourages them to share their discoveries. Over 85 students registered to do an age-appropriate science project during non-school hours. The activity involved the community by allowing groups to sponsor “discovery tables.”

Washington State PTA Scholarship Grant Program

The WSPTA scholarship grant program is funded by each PTA when they purchase awards through the Washington State PTA Online Store. This year’s college scholarship recipients will be announced following convention. These scholarships are appreciated as evidenced by the thank you letter we received on September 29, 2013:

Dear Washington State PTA Scholarship Donor/Committee,

Thank you so much for the generous \$2,000 donation you have awarded me. Thanks to you and other scholarships I have received, I won’t have to take out any loans or pay much out of pocket this year as I received enough total scholarship money to cover the cost of tuition and a little more. I appreciate your generosity, and especially after working at minimum wage this summer, I realize that your gift is no

little sum of money. My first classes start on the 25th and I am very excited! It’s hard to imagine giving out so much money to strangers, but I will use the scholarship so that someday hopefully I can help people as much as you have. Thank you! - Kelly

WSPTA Legislative Assembly Scholarships

The Washington State PTA made scholarships available to local units who had never sent a delegate to the WSPTA Legislative Assembly before. The following local units received a scholarship to send two delegates to legislative assembly: Shoreline Special Needs PTSA 6.12.215, Totem Middle School 9.4.92, Rainier Beach PTSA 6.15.490, and Eastside Homeschool PTSA 2.3.40

The Bill and Melinda Gates Foundation Grant – Connecting and Empowering Parents

The Gates Grant, was provided to help establish and strengthen existing PTAs and support new PTAs in school, and communities with large numbers of children from low income families; to support and strengthen current communication approaches within the WSPTA; and, to enhance messaging to members through upgrading communication tools. Using the first grant year survey conducted, the data helped to define WSPTA demographics, where in revamping, strategies and processes, supported family engagement and outreach training to service delivery teams (and other designated members). This year, the grant was focused on multiple areas, for example:

Specialized, certified training for service delivery team members, and other members as assigned, in the areas of family/parent engagement, cultural competency, social emotional learning, communication skills, use of data for outreach, networking, and community engagement.

Established an Innovation Fund, that provided resources for each region to build, research, plan and execute an outreach project, that helped to enhance their ability

to communicate and work with diverse communities, underrepresented groups in the WSPTA, and to capture best practices from each project.

Upgrading of the WSPTA IMIS database and website, to ensure that collection of all pertinent data required was obtained and working future requirements and support.

Funding for local units and community-based local units, who met the grant criteria for access to WSPTA events, and to fund the chartering of lower-income PTAs. The Gates Grant will end this July, and the WSPTA wants to provide a special thank you to Edie Harding, who without her support, we would not have been able to accomplish so much, for so many this year!

Hyatt Cares Outstanding Special Education Teacher Grants

Due to the generosity of Hyatt Regency Bellevue, their grant supported two “Hyatt Cares Outstanding Special Education Teacher” grants. There were 33 nominations and every teacher submitted was truly an outstanding professional. Each awardee received a \$500 grant to use in their classrooms for students:

- Katie Carey, nominated by Clark PTA 2.6.7 – She supports 35 special needs students across 25 classrooms, supporting them in achieving, which is reflected by improvements in the special education students’ MSP scores. This grant helped purchase an iPad to support learning, and several education apps known to be effective in motivating students struggling with behavior choices.
- Chelsea Palmer, nominated by The Center School Community Association PTA 6.15.463 – an Autism Inclusion Specialist, and the Chair of the Special Education Department. She is also known for building relationships with all students. This grant helped purchase Google Chrome Books for children with fine motor issues.

WSPTA Staff

Kathryn Hobbs, Executive Director
Tatia Vasbinder, Local Unit Support
Denise Hines, Finance & Human Resource Manager

Megan Drygas, Project Manager
Karen Fisker-Andersen, Editor
Melissa Mason, Executive Assistant