

# Strategic Plan Update and 2017–18 Annual Report of the Association



**Washington State**  
**PTA<sup>®</sup>**  
*everychild.onevoice.<sup>®</sup>*

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Executive Director

## President's Message



Washington State PTA has a strong reputation for child advocacy and our association has been increasingly sought after for our opinion and involvement, as WSPTA advocates for the whole child. As the premiere child advocacy association in the state of Washington, the power behind this strength has always been, and continues to be, a result of our involved and caring membership.

During 2017-2018, the Washington State PTA board of directors responded to feedback from the membership and continues to work toward improved communication, leadership training and ensuring our programs remain relevant to our members. This annual report of the association will focus on highlights of strategic programs and projects.

As we look to the future, I am confident in the strength and influence of WSPTA and look forward to our continued ability to be a resource for parents and families. Our efforts to expand and engage a more diverse membership, increase and improve communication with our members, and build more effective programs have laid a strong foundation on which to move the association forward.

As always, thank you to our members for their involvement and engagement.

Michelle Nims  
Washington State PTA President, 2015-2017



## Our Founder

Washington State PTA was founded in 1905 by Abby Williams Hill of Tacoma, an artist who saw the need for an organization to support Washington's children. Thanks to her leadership and vision—and that of thousands of parents and teachers who have carried her vision forward—Washington State PTA has been a leading voice for children in Washington for over 112 years.



## STRATEGIC PLAN UPDATE

Actions to support the whole child, driving the continued sustainability of the Washington State PTA.

The WSPTA Strategic Plan has integrated all aspects of our association by weaving advocacy, membership, leadership, family and community engagement, programs and financial responsibility throughout the goals and objectives. We achieve this plan through our actions to support the whole child, driving the continued sustainability of the Washington State PTA.



**Children are our  
greatest treasure.  
They are our future.  
— Nelson Mandela**

**If you can affect  
someone when they're  
young, you are in their  
hearts forever.  
—Mara Wilson**



### WSPTA Vision/Mission/ Whole Child Approach

#### WSPTA Vision

Making every child's potential a reality.

#### WSPTA Mission

Our mission is for PTA to be:

- A powerful voice for all children.
- A relevant resource for families, schools and communities.
- A strong advocate for the well-being and education of all children.

#### Whole Child Approach

A whole child approach promotes the long-term development and success of all children. Through this approach, WSPTA supports educators, families, community members, and policymakers as they move from a vision about educating the whole child to sustainable, collaborative actions.

### WSPTA Core Values

**Integrity** – to aspire to a personal quality of fairness and equity, being honest and truthful, doing the right thing, at the right time, for the right reason.

**Respect** – to ensure that everyone's viewpoint is heard, and to hold in high regard and high esteem, the worth and value of another individual.

**Commitment** – to be dedicated to the association's mission and vision, engaging in activities that ensure the sustainability of the association beyond one's own desires.

**Collaboration** – to work with one another, to cooperate, and to work and each do their share when on a team, committee, or in working initiatives.

**Accountability** – to be responsible, answerable for actions taken, to make informed decisions, and providing stewardship by managing the data and information in making decisions.

**Pioneering** – to be innovative, willing to take informed risks, to provide opportunities and ventures for growth and be open to, and endorse creative ideas.

## GOAL #1 SUSTAINABILITY

WSPTA will, through its actions, ensure the continued sustainability and relevance of the association.

### WSPTA welcomed the following new PTAs in 2017-2018:

Lakeview Hope Academy PTA  
10.4.60 – June 2018

Ella Baker PTSA 2.8.28 –  
June 2018

Clara Barton Elementary PTSA  
2.8.27 – May 2018

Whitney PTA 11.2.10 – May 2018

Spanaway Middle PTSA  
5.3.30 – April 2018

Trent Elementary PTA  
15.3.47 – March 2018

Stewart Middle School PTSA  
10.9.280 – January 2018

Libby Middle PTSA 12.5.40 –  
August 2017

North Creek High PTSA  
6.10.80 – August 2017

Cedar Park PTA 6.15.30 –  
July 2017

Grand Coulee Dam  
PTA 15.1.25 – July 2017

Meany Middle PTSA  
6.15.420 – June 2017

Decatur Elementary PTA  
6.15.5 - May 2017

Friends of Robert Eagle Staff  
Middle School PTSA 6.15.13 -  
May 2017

### 2017-2018 National PTA Schools of Excellence

Lynndale Elementary PTA  
7.2.60, Edmonds

Meeker Elementary PTA 5.7.30,  
Puyallup

Redmond Middle School PTSA  
2.8.80, Redmond

### Charter and Sustain Local PTAs

Washington State PTA helps to guide groups through the steps for each local PTA to become an independent nonprofit business including requirements necessary to ensure compliance with state and federal laws. The process is unique to each potential local PTA, but there are general steps that every local PTA will take to begin chartering. Local PTAs combined in 2017-18 to recruit 133,000 members to advocate for children and youth.

WSPTA has a “growth and development” committee that has developed resources for region directors and staff to offer support and assistance throughout the charter process. These resources are shared with parent groups to help plan the steps necessary for a successful charter to occur.

### Standards of Affiliation (SOA)

To provide support and guidance to our local PTAs and councils, Washington State PTA provides the Standards of Affiliation (SOA) Agreement Checklist to help navigate legal requirements. Completing this checklist will help local PTA and council leaders ensure their independent nonprofit business remains current with all IRS, state, insurance, and PTA requirements. Per the *WSPTA Uniform Bylaws*, a local PTA or council in good standing is one that meets the criteria in the standards of affiliation agreement. Local PTAs and councils are encouraged to include their entire board of directors in this work and to keep their membership up to date with their progress.



By enrolling in this program, PTAs and school administrators are making a year-long commitment in identifying and

implementing an action plan for school improvement based on PTA's National Standards for Family-School Partnerships. Those that exhibit improvement are honored as National PTA Schools of Excellence, a distinction that spans two years. Honorees receive celebration tools and automatic consideration for the Phoebe Apperson Hearst Award and a \$2,000 grant for their school. PTAs are encouraged to renew their designation each year, or every other year, to continue to build on their momentum.

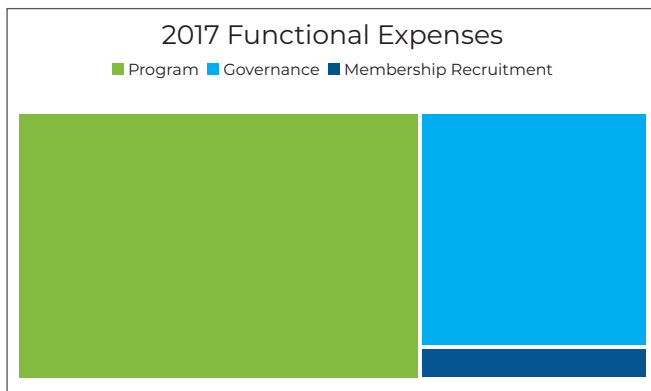
The School of Excellence designation will help attract new, action-oriented PTA members who want to focus on the issues that affect our children the most. And being a National PTA School of Excellence will open the door to other honors and opportunities for schools.

**The School of Excellence Program is a powerful tool that can benefit everyone. It brings to light ways that the school/PTA can improve, but it also celebrates successes. It can be a visual reminder of everything we have accomplished together as a school and PTA.**  
— Lee Heineriksen, Elementary School Principal

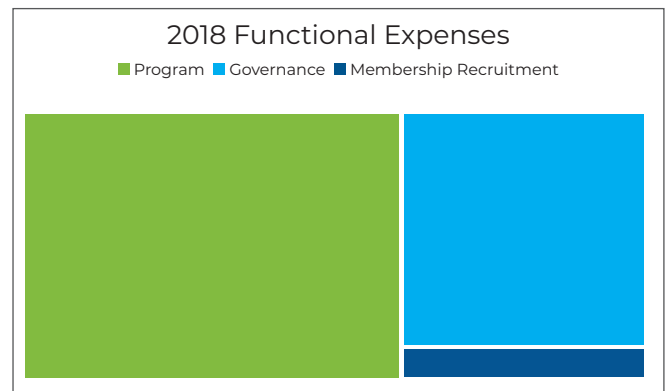
## GOAL #2 FINANCIAL STABILITY

WSPTA will incorporate best business practices and use of viable financial platforms, practices, and process to ensure the financial success of the association.

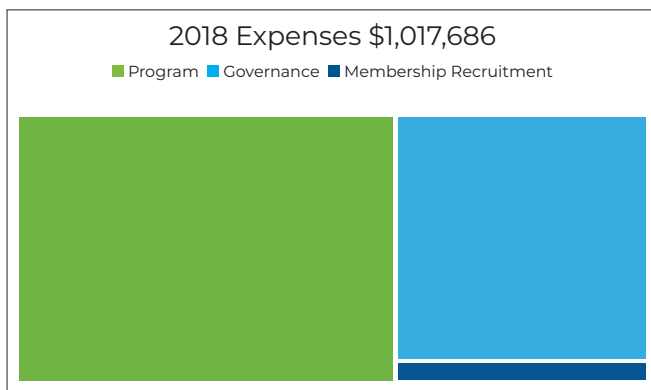
Washington State PTA is thriving because of the generous support from members, sponsors, and member benefit providers. Their contributions sustain and grow the programs and services that assist PTAs and children across the state. The board of directors and staff take great care in stewarding the funds entrusted to us. The corporate finance committee works in concert with the executive director to meet our goal of being a well-managed and fiscally sound association.



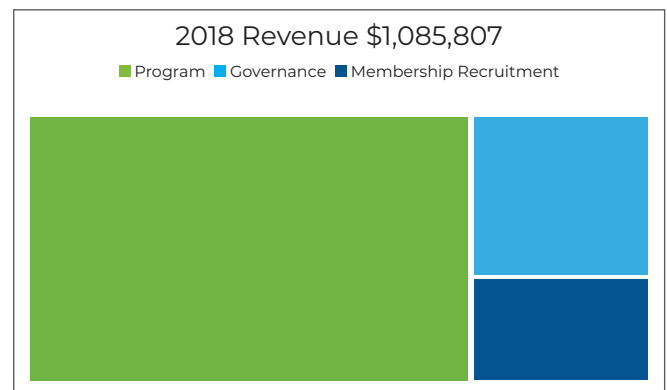
■ Program	64%
■ Governance	32%
■ Membership Recruitment	4%



■ Program	61%
■ Governance	36%
■ Membership Recruitment	3%



■ Program	\$615,836
■ Governance	\$374,559
■ Membership Recruitment	\$27,291
<b>Total</b>	<b>\$1,017,686</b>



■ Program	\$196,913
■ Governance	\$122,144
■ Membership Recruitment	\$766,750
<b>Total</b>	<b>\$1,085,807</b>



## GOAL #3 LEADERSHIP

WSPTA will, through its actions, ensure the continued sustainability and relevance of the association.



The annual Leadership Academy program recognizes and acknowledges the leadership skills attained by PTA leaders. The purpose is to build a pool of trained leaders for advancement in WSPTA, to encourage good business practices and to provide peer recognition for the commitment and gift of volunteer time necessary to achieve leadership status.

The top leaders are called Crystal-level leaders and are knowledgeable and impactful within WSPTA and in the communities, in their school districts, and in Washington state, on behalf of WSPTA. They are mentors who serve by growing others in leadership. This prestigious award is celebrated annually at the association's convention.

### 2018 Leadership Academy Awardees

**Crystal Level** Megan Klein

**Gold Level** Janitzia Pizarro  
Amanda Shipman

**Silver Level** Laila Collins  
Liz Hedreen  
Kim Kuhne  
Jennifer Ritchie  
Sherry Rudolph

**Bronze Level** Angel Clarno

### Training Opportunities

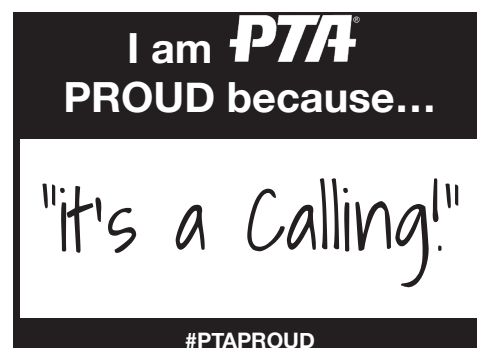
Leadership development is one of the cornerstones of success for local PTAs.

It is the fiduciary responsibility of PTA board members to manage the corporation in the best interest of its members as a whole. To run programs and handle budgets responsibly, knowledge of the applicable state and federal regulations is key to operate a non-profit, tax-exempt charitable corporation. Training is what helps to give our local PTAs credibility. A well-trained and informed board are a great selling point to encourage the community to join a local PTA.

In response to member demand, leadership training access and convenience were improved by:

- Administering more online webinars for PTA and the Law.
- Developing a statewide webinar plan for 2017-18 to supplement in-person training opportunities.

Ongoing resources for leaders: Membership Mondays on social media; Leadership News weekly e-newsletter; monthly leader checklist; and access to National PTA e-learnings. Trainings are also part of the annual legislative assembly and convention.



## 2018 CONVENTION

The 105th Annual WSPTA Convention traveled to Vancouver, Washington, and attendees discovered their PTA Power! Attendees were challenged to take this PTA Power back to their local PTAs or councils to continue the excitement and inspiration after convention.

### Recognition

Students were recognized from our WSPTA Reflections program, PTA Men's Essay contest, and our scholarship program.

Local PTAs and councils were recognized with membership awards and Awards of Excellence.



This year's Outstanding PTA of the Year was also announced. Congratulations to Puyallup PTA Council 5.7!

The following state-level awards were given out:  
 Friend of Children - Senator Christine Rolfes  
 Outstanding Educator - Dr. Traci Pierce  
 Outstanding Service - Dori Tate  
 Outstanding Advocate – Jason Rothkowitz



### Learning

There were seven class sessions with a total of 61 class options, both position and mission specific, with a total of 17 brand new classes.

### Association Business

Delegates elected three at-large members to the WSPTA Nominating Committee; adopted the Second Amended and Restated Articles of Incorporation; adopted seven of the nine proposed bylaw amendments; and adopted three new resolutions to our long-term positions.



### Inspiration

The Washington State and National Teacher of the Year, Mandy Manning, shared some very inspiring words and stories with our attendees.

Leslie Boggs, National PTA President-Elect, also gave an inspirational keynote address.



### Networking/Coaching

Attendees had the opportunity to meet and network with their council, region and state leaders.

Attendees also had the opportunity to participate in individual or group coaching sessions with an experienced PTA leader who could answer their questions and help them with whatever challenge they were facing. We had an amazing 54 coaching sessions this year!





## GOAL #4 FUTURE VIEW

WSPTA will align and integrate strategies of state-level mission support and impact functions.

### 2017 Legislative Assembly

Legislative Assembly is the official membership meeting where WSPTA's members determine the endorsed platform for the association. It's a one or two-day event that provides members with the opportunity to learn, discuss, debate, and vote upon the issues submitted through a grassroots member process that aligns with the vision and mission of WSPTA. It's a chance for members to participate in one of the best examples of the democratic process that exists in the PTA environment.

Delegates from across the state gathered for inspiration, advocacy education, networking, and to consider the addition of new positions to the policy platform, as Washington State PTA held its 39th annual Legislative Assembly, October 20-21.

Highlights included an insightful and detailed update on the 2017 legislative session; a riveting keynote address on the McCleary school case from lead attorney Thomas Ahearne; and new advocacy trainings. Delegates adopted resolutions and legislative issues were added to the "Also Supported" list for the 2018 Legislative Platform:

Addressing the teacher shortage; Best practices for school meal policies; Career Connected Learning, CTE & STEM; Dual credit equality & support; Equity for highly capable students; Preventing and mitigating the impacts of gender-based violence; and School construction and class size reduction.



#### Top 5 Legislative Issues

- Social Emotional Learning
- Amplify Fund Basic Education
- Closing the Opportunity Gap
- Standards for Para-educators
- Breakfast After the Bell
- School Breakfast Program

#### Also Supported Issues

- Improving Educational Outcomes for Foster Children
- Engaging Families in Student Success
- Post-Secondary/Higher Education Access and Affordability
- Removing Barriers to Implementing ECEAP (Early Childhood Education and Assistance Program)
- Restorative Justice and School Safety



### 2017 Focus Day

Focus Day is intended to serve as a focal point for WSPTA's legislative advocacy. We know that the best advocacy programs are year-round. The intent of Focus Day is not to serve as an end unto itself; rather it's a day to bring WSPTA members to Olympia to sharpen the picture of how our advocacy efforts need to proceed. It's a day of training, education, meetings with legislators, and other activities that help members engage directly in the legislative process.

On Monday, January 29, more than 50 advocates, from Arlington to Vancouver, met with legislators, delivered postcards from members not in attendance, and distributed the 2018 WSPTA Legislative Priorities. Focus Day attendees even testified in four public hearings on WSPTA-supported bills. Northshore Council President Carrie McKenzie gave testimony on SB 6148 and 6223, which address improving educational outcomes for youth who are homeless or in foster care.



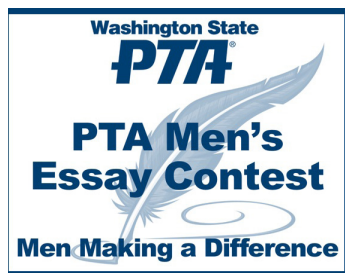
## STUDENT-CENTERED PROGRAMS

### National PTA Reflections Program

This year's National PTA/Washington State PTA Reflections program was a huge success. The theme was "Within Reach". The awards ceremony took place on April 28 at the Green River Community College. Fun was had by all at this annual heartwarming event showcasing this year's student achievement in the arts.



### PTA Men's Essay Contest



For the fourteenth year, Washington State PTA conducted a statewide essay contest so that young people could describe, from their unique perspectives, how males in their lives make positive differences for them. Essays were scored

based upon the Common Core Standards for Writing and by content of the essay. 56 students entered this year's contest. The winners were showcased at the awards ceremony held at the Green River Community College on April 28.

### WSPTA Scholarship Program

Washington State PTA offers three \$3,000 scholarships and one \$1,000 scholarship to graduating seniors from Washington state public high schools with an active PTA, who will be starting college (either two-year or four-year) in the fall.

The scholarship may be used to offset the cost of tuition, books, supplies, room and/or board.

Students are required to have a GPA of at least 3.4 (on a scale of 4.0); attend a school with an active PTA/PTSA; and answer an essay question.

### WSPTA //Game Development

The WSPTA//Game Development Competition is a STEM-based program, introduced in 2016, to encourage and support student success. Students



in grades 9-12 (or 7 and 8 grade students as part of a larger group of 9th graders or older) attending a school with a PTA in good standing may participate and share their knowledge

of computer science based on an assigned theme. The purpose is to provide an opportunity for students, either individually or in teams of up to six members, to use their creative talents and express themselves by developing a computer game. Students' submissions are judged in the following areas: game of the year, arts and animation, game design, programming (code), and audio design.

The awards ceremony was held April 28 at the Green River Community College.

### Reorganization of WSPTA Board of Directors

Washington State PTA members elect a representative board of directors to manage the business of the association every two years at the spring annual meeting during the WSPTA Convention. The board of directors is charged, on behalf of all WSPTA members, with the fiduciary duty and oversight of the largest child advocacy organization in the state of Washington. In addition to the volunteer board positions, WSPTA is managed with the help of a small and efficient staff.

At the 2015 annual convention, the attendees voted on a major revision of the association's bylaws. The smaller board structure took effect with the seating of the 2017-2019 board members. One of the biggest changes was a reorganization of the board of directors. The change eliminated region directors from the board, bringing the number of total board members to 14. Not only does the change reduce costs, it allows the board to be more nimble from a deliberative and relational perspective.

## GOAL #5 COMMUNICATIONS

WSPTA will use social media, communications and marketing plans as a collective resource and management tool to enhance the WSPTA story.

WSPTA is a forward-thinking association built on the core value of pioneering. This core value is key in building strategies that provide relevant and engaging content today, as well as pushing the boundaries for new platforms, new ways to package information, and new ways to share the WSPTA vision and mission.

An association is more than a logo or slogan. A brand captures how the organization is perceived and how the organization wants to be perceived. An organization's brand is built on feelings, perceptions, and performance by those who are impacted by the organization's actions.

The brand of the Washington State PTA lies within its vision and mission.



### Scope of WSPTA Communications Channels

#### Website

The WSPTA website, [www.wastatepta.org](http://www.wastatepta.org), is the main repository of information and resources for the organization and is updated regularly.

An important component of our website is the WSPTA Blog. Blog posts are used to communicate information from an advocacy standpoint, as well as timely leadership tips and features.

#### Social Media

The purpose of social media use in our association is foremost to engage and connect with our leaders and members.

WSPTA uses Facebook, Twitter and YouTube on a regular basis to communicate a wide variety of information.

#### Other Communications

Targeted email messages are also used on an as-needed basis to call attention to a specific issue or announcement.



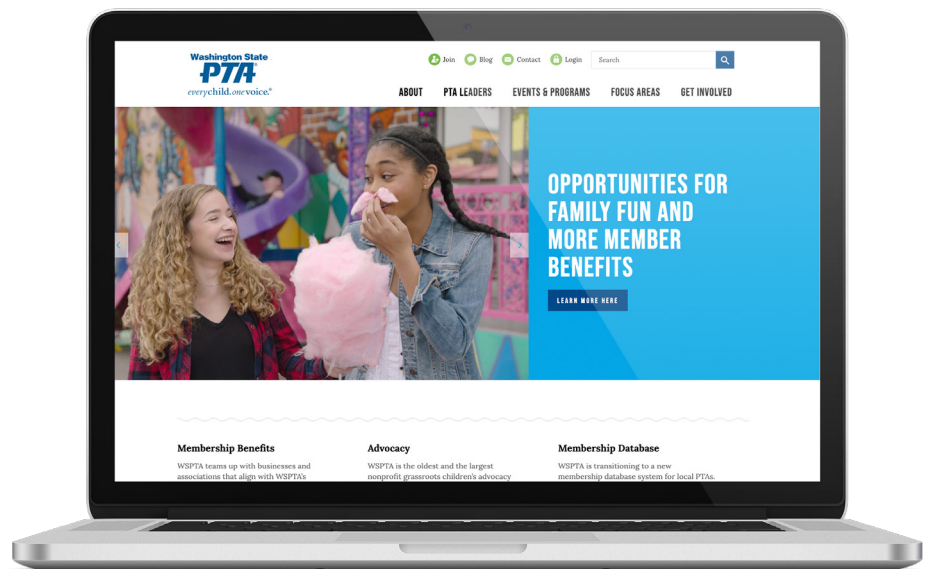
“Leadership News” is a weekly e-newsletter sent to all PTA leaders in Washington state. This message communicates tips, important dates and other pertinent information to help leaders in their volunteer work.



“Membership News” is a quarterly e-newsletter sent to all PTA members in Washington state. This message communicates information regarding advocacy, student programs, member benefits, etc.



“Membership Mondays” are a Facebook regular throughout the PTA year.





## GOAL #6 TECHNOLOGY

WSPTA will use technology as a collective resource and management tool.

It is both the strength and weakness of technology that it evolves so quickly. Determining when to invest the time and energy into a new platform can be challenging. Trying new things and adapting to the changing needs of members from all generations continues to be important to the association.

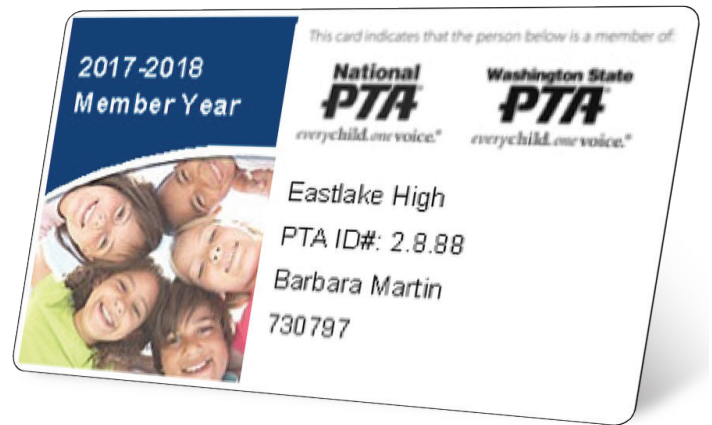
Offering resources and information that is easily accessible by smartphone will remain an important goal. Content will need to be searchable, easily accessible, more visual and parsed in smaller segments.

### Membership Database

The power of PTA is in its members. WSPTA is pleased to provide a membership database system as part of the value of being an affiliated PTA. This tool allows PTAs to know exactly who each of their members are and to reach out to them directly.

WSPTA remains one of the few state constituent associations to utilize an electronic membership card. This allows members to save the card to their phone and use when accessing a number of membership benefits.

Through the membership database system, each local PTA can customize the “welcome” message that accompanies each membership card. In addition, they can send messages through the system regarding events and programs as well as renewal notification for membership. This system brought online in 2015 has reduced the time required by volunteers to maintain and update their member records.



A SPECIAL  
*Thank You*

WSPTA thanks Kathryn Hobbs for her five years of strong and courageous service as Executive Director and wishes her well as she pursues her next challenge. During her tenure, Ms. Hobbs strengthened the business and fiscal management for the association by strategically reducing the long-term liabilities and growing the investment fund to help ensure the sustainability of WSPTA for years to come. Ms. Hobbs also increased value to members through multiple pilot programs and projects. Her work sustaining and establishing relationships between WSPTA and other organizations will have profound effects on the children in Washington for years to come. Most importantly, she remained focused on the well-being and education of all children as the primary mission of WSPTA.

## SPONSORS AND PARTNERS

### Partnerships that Support Our Mission – The Whole Child

We are extremely grateful to our sponsors whose generous support helps advance our mission to make every child's potential a reality.



### Member Benefits



PTA members have access to important benefits including programs, resources and updates to support the whole child. Member benefits include connections and networking to share ideas, concerns and experiences; leadership and personal development; and opportunities to develop advocacy skills on behalf of all children.

Members can also take advantage of cost savings through local, state and national retailers and partners.

### Coalitions

We collaborate with many coalitions and community groups that support our vision and mission. We are the voice for children and represent our members in these venues. As part of our relationships, these organizations provide our members with information to further enhance the education, health and safety of all children.



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