



POWER OF CONNECTION

Washington State
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WASHINGTON STATE PTA ANNUAL REPORT OF THE ASSOCIATION

PRESIDENT'S MESSAGE

Washington State PTA had a very strong year!

We began 2019–2020 with a new board of directors and together with staff and region directors, immediately started working on an operational plan for the year. The plan yielded several new task forces which focused on increasing and diversifying membership, improving service delivery, increasing perceived value, and expanding our resources and training for leaders. Summer continued with a wonderful Leadership Conference and region director retreat.

Autumn was very busy with region conferences, listening tours, and getting leaders ready for back to school activities. Our 2019 Legislative Assembly was a huge success! We enjoyed large attendance and a fun “Superheroes of Advocacy” theme at Bellevue College. The office was busy with new staff, a new membership database and other changes designed to increase efficiency and cost savings. We didn’t realize it at the time, but moving many of our meetings and communication to online platforms readied us for what was to come.

We began 2020 as usual, with a successful Focus Day in Olympia followed by member testimony on a number of our legislative platform issues before legislators. Behind the scenes our 2020 Convention committee was busy planning the agenda and framework for our Lynnwood event. Our state delegation readied ourselves for meeting with legislators and other advocates in Washington D.C. for National PTA’s annual LegCon conference. And then everything changed.

The COVID-19 pandemic upended the world in early 2020, and I am so proud of the way WSPTA pivoted quickly with innovation and creativity to meet the needs of our members and leaders. In March the board voted to cancel the Lynnwood convention and switch to a virtual model. We knew that our leaders needed our support and guidance, so staff and volunteers built a convention from scratch, in a very compressed timeframe. I’m so proud to say that it was a gigantic success from both a business and professional development standpoint, and our leaders loved it!



We know that now more than ever, PTA leaders and members need us. We continue to think innovatively to provide resources and mentoring opportunities during this uncertain time. We are using our collective voice to advocate for the whole child in Washington state, and will continue to strive to make every child’s potential a reality.

Janice Kutzera
WSPTA President, 2019–2021



The 2019–2021 WSPTA Board of Directors

BOARD OF DIRECTORS & EXECUTIVE DIRECTOR

Janice Kutzera,
President

Julie Haase,
Vice President

Nancy Chamberlain,
Finance Officer

Tania Skinner,
Secretary

Sherry Rudolph,
Advocacy Director

Kimberli Swenson,
FACE Director

Shelby Reynolds,
Leadership Director

Kim Kuhne,
Membership Director

Sharon Pfeiffer
Candance Walters,
Program Director

Carrie McKenzie,
Area A Vice President

Jay Pulacode,
Area B Vice President

Kandy Schendel,
Area C Vice President

Connie Andrews,
Area D Vice President

Angela Steck,
Area E Vice President

Andrew Estep, CAE,
Executive Director

WSPTA VISION/MISSION/WHOLE CHILD APPROACH

WSPTA Vision

Making every child's potential a reality.

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 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.

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 115 years.

IMPORTANT NEWS



WSPTA lost a "family member" this year. Former WSPTA Executive Director Bill Williams passed away at the age of 75. Bill served in the capacity of executive director from April 2008 to December 2012. Known as kind and gentle, members fondly remember his ability to instill confidence in leaders. He was a true gentleman and whole heartedly believed in WSPTA's vision and mission.

**We
Moved!**



The Washington State PTA office moved to a new home! The new location better fits the association's needs while remaining centrally located within Tacoma. The new address is:

15 Oregon Avenue, Suite 202,
Tacoma, 98409-7463

ADVOCACY

Attendees to the 2019 WSPTA Legislative Assembly kept up to a relentless pace of attending classes, issue topic education, caucusing and consideration of resolutions and issues. The theme of the sold-out event at Bellevue College was “Superheroes of Advocacy,” focusing on the work we do to improve mental health supports for students and families.



LEGISLATIVE ASSEMBLY

The event kicked off with a general session bipartisan legislator panel featuring mental and behavioral health committee members from the house and senate. State Sen. Manka Dhingra, Sen. Judy Warnick, Rep. Carolyn Eslick, and Rep. Noel Frame spoke passionately about why they focus their legislative work on mental health and shared personal stories of mental health struggles in their families.

A new addition for the 2019 Legislative Assembly event was an entire track of classes and workshops just for students, including “Student Advocacy Basics” with Sen. Wellman, Sen. Wilson and Rep. Kloba, and “Defining Your Hero Voice – Taking Steps to Advocate for Yourself as a Student.”

Delegates only added one member submission — Equitable Identification of Highly Capable Students to the list of supported issues and a new legislative principle on Family and Community Engagement. As this was an odd-numbered year and the second year of our two-year platform, approved issues are added to our “also supported”

list. WSPTA delegates took a much-needed look at the resolutions, adding three committee submissions, one new member submission — Gun Violence Prevention and Safety—Students and School Staff, and updating/amending 14 existing resolutions on the permanent platform.

At the 2020 virtual WSPTA Convention, delegates

voted to amend three current resolutions and add one to the Child Safety and Protection category — Furniture Tip-Over Prevention, keeping the resolutions committee researching policy and mentoring submitters all year. Also at convention, the awards committee honored Nancy Chamberlain, former WSPTA advocacy director, for her statewide legacy of work for children and youth, with the Outstanding Advocate award.

The all-volunteer advocacy committee maintains partnerships, plans statewide advocacy events, and continually creates educational supports for all our members. At our annual Focus Day in Olympia, the committee and our members did not disappoint — by continuing our tradition of visiting legislators from all over our state with a consistent WSPTA advocacy message. We followed up a few weeks later with the virtual Advocacy Week, in which National PTA President Lesley Boggs introduced the Gun Violence Action Alert. Passionate parents and leaders continued to testify in person throughout the session.

In the final 10 days of the 60-day, 66th Washington State Legislative session, lawmakers agreed to spend \$200 million from the state’s Rainy-Day Fund (i.e., Budget Stabilization Account) and passed EHB 2965 as a starting point to address unemployment benefits and protect high school seniors who were on track to graduate. In addition, a new section was added to ESSB 6189 to ensure school employees remained eligible for health benefits even if they didn’t reach the expected 630 hours worked this school year, and the State Board of Education was given the authority to adopt rules to allow a school district to waive credit requirements for students in the class of 2020.

After the February revenue forecast showed a steadily growing economy, House and Senate budget negotiators agreed on a 2020 supplemental operating budget that added nearly \$1 billion in policy changes, left \$2 billion in the Budget Stabilization Account (Rainy-Day Fund) and about \$1 billion in cash reserves.

Sherry Rudolph
WSPTA Advocacy Director, 2019–2021



WSPTA President Janice Kutzera kicks off the 2019 WSPTA Legislative Assembly, aptly themed “Superheroes of Advocacy”



PTA members attend a “First Timers” class at WSPTA Legislative Assembly

At Washington State PTA, the mission of FACE is to proactively listen to and respond to the concerns of our local PTAs and to enlist the participation of families and community stakeholders in meaningful conversations about how PTA can best partner to address their needs and help students and families prosper. This means re-thinking our methods of communication so that all families, regardless of their nationality and native language,

**Alone we can do so little. Together we can do so much.”
— Helen Keller**

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Kimberli Swenson
WSPTA Family & Community Engagement Director, 2019–2021

FINANCIAL STABILITY

When I was elected as Finance Officer in 2019, I said that budgets reflect the values of organizations. As we look at the finances of WSPTA in this section, I hope you will see that WSPTA is constantly examining our activities to find ways to shift our resources to better serve our local PTAs and councils.

WSPTA is in a strong financial condition — with healthy fiscal reserves and a clean audit. Over the last several years, WSPTA has lowered its overall expenses, while spending more on our programs and services and less on administration and governance.

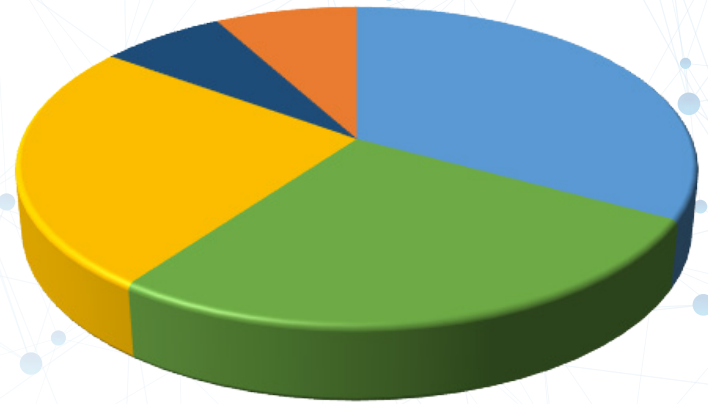
WSPTA saved costs by moving to a right-sized office, allowing us to make an investment to upgrade technology for staff. This facilitated a nearly seamless transition to remote work when COVID-19 made working together at the office impossible and allowed our staff to continue its outstanding support of PTA leaders.

Just like in local PTAs, providing oversight of the finances is NOT up to one person! The Corporate Finance Committee (CFC) is a group of board and non-board volunteers who work with the executive director and me to meet our goal of being a well-managed and fiscally sound association. We have had many thoughtful and probing conversations this year, and I truly appreciate all of their contributions.

One WSPTA priority is to make running your PTA easier, so we are constantly improving our trainings and resources, and there is no category of resources that has more than the financial resources. With the help of the vice president and the leadership director, there have been major updates to the trainings and handbooks for Treasurers and Managing Your Nonprofit PTA. We are also revising many other resources, to make them easier to customize, and to modify them for the digital age.

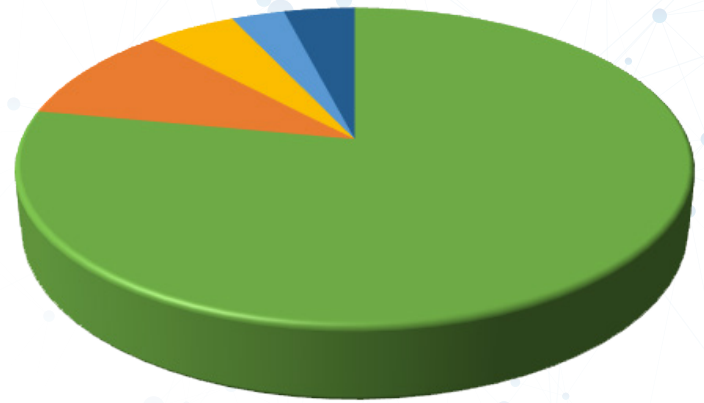
It has truly been an honor serving as your finance officer this year and look forward to continuing to serve in 2020–21.

Nancy Chamberlain
WSPTA Finance Officer 2019–2021



**2019–20
EXPENSES
\$807,606**

- Membership 33%
- Administrative 27%
- Advocacy 25%
- Communications 7%
- Governance 8%



**2019–20
INCOME
\$846,078**

- Membership Dues 78%
- Events 10%
- Contributions 5%
- Sponsors 3%
- Investments 4%

LEADERSHIP

CONVENTION 2020 BY THE NUMBERS

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900+ Registrations

We had the highest-ever registration for this year's convention, making it not only the first-ever virtual convention but the best attended in history! Many leaders connecting, in more ways than one!

3060 "Learning Minutes"

We hosted 34 opportunities for attendees to learn and grow in sessions hosted by WSPTA leaders, both new and seasoned. Nine of those were hosted by special guests from a variety of national and local groups.

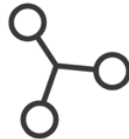


3 Amazing Keynotes

We were grateful to have keynote speakers for our convention that spoke to themes we are passionate about including diversity and inclusion. We welcomed Erin Jones, speaker and social justice advocate; Amy Campbell WA State Teacher of the Year 2019; and JMarie Johnson Kola, inclusive leader and visionary

50 Social Connectors

We offered our first-ever social and networking sessions over two nights during convention. Attendees could socialize and network with each other and make connections across the state over a fun game and chat!



7 Expert Panels

For the first time ever we offered panel sessions where experience leaders answered audience questions about roles of officers, programs, F.A.C.E. and membership. This has inspired panel sessions in our regions as summer began.

Infinite Leadership

WSPTA awarded honors to individuals for Outstanding Advocate, Nancy Chamberlain; Outstanding Service, Kerrilynn Robinson; and the Friend of Children to Representative Pat Sullivan.



And using the POWER OF CONNECTION, we are growing leaders in our state at an amazing rate!

Convention 2021 is set for May 21–23, 2021

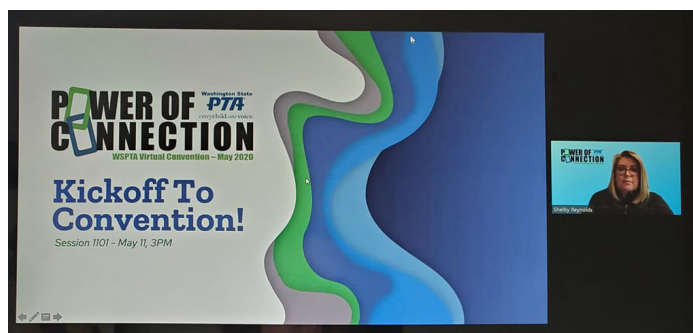
Never before has the need for leadership and connection been stronger than this year. With the pandemic looming large over every facet of life and with connections hampered by limits on face to face interactions, WSPTA leadership had to pivot quickly to ensure that we were able to meet the training and leadership needs of our officers across the state.

This shift to a dependence on technology to communicate and to learn compelled our team to increase our online training offerings and of course, we had to completely rethink Convention 2020. Shifting content online meant that we had to revise and redesign classes to make them as interactive as possible in an online environment. We were also able to move three of our most basic of classes for new officers into a modular online format, allowing presidents, secretaries, and treasurers to access "bite sized" trainings specific to a topic or task just when they needed it, rather than having to attend a longer session at a region training. This new method will allow us to offer more advanced or nuanced classes as we continue to make online trainings available more regularly.

One major class revision was with "PTA and the Law," WSPTA's signature governance training. Once a very hefty 3-hour course, it has been winnowed to 90 minutes of content based essentially upon the requirements of the Standards of Affiliation. This allowed us to shift some content to a new course called "Managing Your Risk in PTA." Keeping courses shorter and more focused will help our leaders retain important information about the management of our PTAs.

As we continue to move through a "new normal" and learn more about how we can leverage technology to reach a broader audience, we cannot forget the importance of voice in our leadership. While we have made great efforts to diversify our WSPTA leadership, now more than ever, we need to seek out and lift up the voices of some of our most underrepresented groups so that our future training and leadership programs can truly support those that we serve: families and students.

Shelby Reynolds
WSPTA Leadership Director, 2019–2021



Screen shot of the kick off to the 2020 WSPTA Virtual Convention



A screen shot of fireworks signaled the end of the 2020 WSPTA Virtual Convention!

MEMBERSHIP



Tamark Creek PTSA's newly elected officers at their Charter meeting

Membership 2019–2020 was defined by two things: a new membership database and COVID-19.

The company supporting our last membership database decided to change course and cut support, forcing WSPTA to find another option. Memberplanet was chosen in the spring of 2019 and work began on building a system that met the needs of WSPTA. The challenging work led to a delay in roll-out. The delays made for a difficult start to the membership year, though we were gaining ground on our membership goal by the time February rolled around.

Unfortunately, COVID-19 brought membership growth to a crawl in March and through the remainder of the year. WSPTA finished with 115,088 members for the year. This number is down 10% from 2018-2019.

Even with the challenges this year, 284 local PTAs celebrated growth of at least one member over 2018-2019. Additionally, 72 PTAs earned the 100% Staff Membership Award and eight PTAs earned the 100% Membership Award, meaning that they had one member for every student in their school.

WSPTA had a goal of adding 18 new PTAs in 2019–2020. Eleven PTAs were successfully started. Again, COVID-19 impacted the requirement for five meetings ahead of signing a PTA charter. Our new PTAs are in all corners of the state.

The new PTAs are:

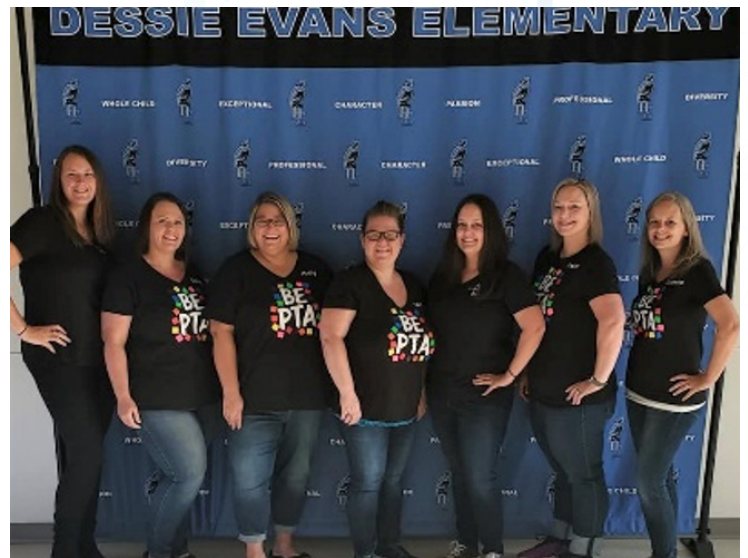
- Springbrook PTSA 9.7.75
- Lopez Island PTSA 8.2.100
- Voyager Middle School PTA 7.5.30
- Olympic View Elementary PTA 8.7.9
- Liberty Lake Elementary PTA 15.2.30
- Lakewood Middle School PTSA 7.1.55
- Snoqualmie Middle School PTA 2.18.33
- Tamark Creek PTSA 7.3.12
- Dessie Evans PTA 5.7.22
- Kamiak Elementary PTA 15.6.5
- Benton-Franklin Counties Special Education PTA 12.2.3

Kim Kuhne

WSPTA Membership Director 2019–2021



Chartering Kamiak Elementary PTA with ED Andrew Estep and Area E VP Angela Steck



Dessie Evans PTA team

PROGRAMS

WSPTA programs are an opportunity for students to show case their talents and skills at a local, council, state, and even national level. WSPTA programs is also way to recognize outstanding PTAs and PTA leaders and the amazing work they are doing for the children of Washington state. This past year we had an opportunity to recognize over a thousand Washington state students and over a 100 PTAs and PTA leaders. By participating in WSPTA programs, students, PTAs and PTA leaders can build confidence in their abilities and share their amazing work with others.

STUDENT PROGRAMS



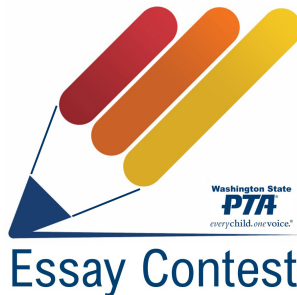
National PTA Reflections Program

Every year National PTA has a different theme that students use to create their entries in the categories they choose. This year's theme was "Look Within." They submit their entries to their local PTA who then move them on to the next level after they were judged. We had over 800 entries submitted to the state

level with 28 entries moving on to the National competition and 11 placing at the National level. Washington State PTA recognized the winners at the state level who placed in the top three of their category at the 2020 virtual convention in May.

WSPTA Essay Contest

For the past 15 years, this contest was known as the Men's Essay Contest. This year the contest was changed to Essay Contest. We wanted to students to be able to recognize those individuals that have had an influence in their lives that are not only men. Essays are scored based upon the Common Core Standards of Writing and by content of the essay. We had 64 students submit entries this year with the winners being recognized at the 2020 virtual convention in May.



WSPTA Game Development Competition

This competition is a STEM-based program to encourage students at the

secondary level (grades 9–12, or 7th and 8th grade students as part of a larger group of 9th graders or older). Each year a theme is determined, and this year was Animals. Students can enter this competition as individuals or as a team no larger than 6. We had nine entries this year. It was a mix of teams and individuals. This year's winners were recognized at the virtual convention in May.



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. Students are required to have a GPA of at least 3.4 to apply and the scholarship can be used to offset tuition, books, supplies, or room and board. This year we had 135 applications and the winners were recognized at the 2020 virtual convention in May.

AWARDS

Leadership Academy

Each year leaders are encouraged to apply to leadership academy. This is an opportunity for PTA leaders to be recognized for all the volunteer hours they put in making children's lives better. It also encourages growth in PTA leaders so they can advance to the next levels. There are four levels in the academy: Bronze, Silver, Gold, and Crystal. This year we recognized the following at the 2020 virtual convention in May.

Michelle Rylands — Crystal
Theresa Tenney — Crystal
Victoria Emerson — Gold
Kim Kuhne — Gold
Robin Zaback — Silver
Avery Porch — Silver & Bronze
Liz Nord — Silver & Bronze
Denise Ferguson — Bronze
Valerie Zotto — Bronze

Awards of Excellence

This program's purpose is to build pride, participation in, and awareness of WSPTA, as well as celebrate the work PTAs do to make a difference in their communities.

These awards give recognition for outstanding efforts and motivate local PTAs and councils to provide quality service for and involvement of their members. PTAs can submit applications for the following awards: Advocacy Award of Excellence, Family & Community Engagement Award of Excellence, Outstanding Communication Strategy, Outstanding Newsletter, Outstanding Website, PTAs Taking Significant Action, and Standards of Excellence. This year we had 91 applications, and the PTAs were recognized at the 2020 virtual convention in May.



Candance Walters
WSPTA Program Director, 2019–2021

AREA VICE PRESIDENTS' REPORT

To serve our PTAs more effectively, they are divided into five areas based on location, which are supported by five elected area vice presidents. Within these areas there are 13 regions supported by appointed region directors and their service delivery teams. Each region has the honor and responsibility of training and supporting the leaders within their region's council PTAs and local PTAs. It is a sizable responsibility for an all-volunteer team!

Despite the many challenges that came with the pandemic, the area vice presidents and region directors worked together effectively and tirelessly. We saw a greater-than-ever need for support, yet each of our region directors were up for the challenge. They kept their energy and enthusiasm high, positive, and focused on our most valuable asset – the youth of Washington state.

Technology became our “best friend” when gathering in person became impossible. Learning and training our PTAs how to utilize online meeting and voting tools allowed us to support each PTA's needs to hold meetings effectively to carry on their business.

Most regions held two fall conferences and multiple leadership development trainings, while some held additional conferences as well. A strong network of leaders within Washington State PTA and the service delivery teams kept council and local PTAs prepared to work through challenges as those hurdles became known. While those challenges were demanding, we have many reasons to celebrate.

Here are a few highlights:

- We welcomed 11 new PTAs into the Washington State PTA family, despite difficult times!
- There were a higher number of participants for our annual WSPTA Convention which was held entirely virtual and was a spectacular hit. In fact, Region 15 had a 70% increase in convention attendees, while Region 8

had a 1400% attendee increase! Access was easy, and our leaders could watch, learn, and vote via our first-ever virtual convention. It was a “smashing success” to say the least! For nearly every region, we saw increased participation from council officers on their region's service delivery team. This participation is vital to ensure continuity, training, and better service to local PTAs.

- Each region spent more time seeking out PTAs that are not part of a council to ensure their leaders were not left behind. With online meeting technology, we saw increased engagement statewide.
- Each year a council in Region 7 collects annual reports from each of their 27 PTAs and develops an informational flier demonstrating their collective financial impact within their school communities. In the previous year, \$840,000 was spent to support the children within the communities of this council area. This showcases the tremendous value that PTA brings to their area. Imagine what the figures are statewide!
- Region 2 utilized a new process of having co-presenters from different councils conduct training together. This allowed for more perspectives and benefitted the presenters and attendees. A BIG thank you to our region directors, their service delivery teams, our councils, and especially our local PTAs who worked creatively to ensure their students, parents, staff, and community were supported. Without the Washington State PTA staff, our volunteer work would have fallen very short. We are so fortunate to have a small but highly capable staff, led by our executive director, Andrew Estep.

WSPTA Area Vice Presidents, 2019–2021

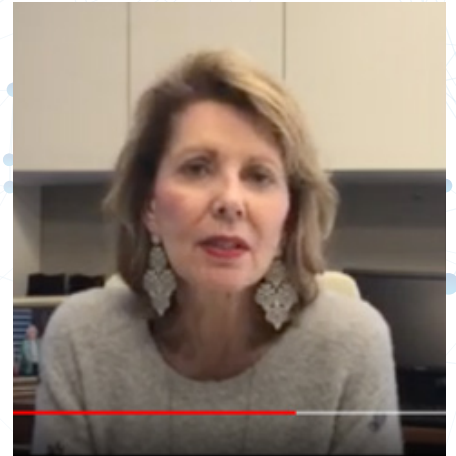
Carrie McKenzie, Area A
Jay Pulacode, Area B
Kandy Schendel, Area C
Connie Andrews, Area D
Angela Steck, Area E



OTHER ACTIVITIES AND EVENTS



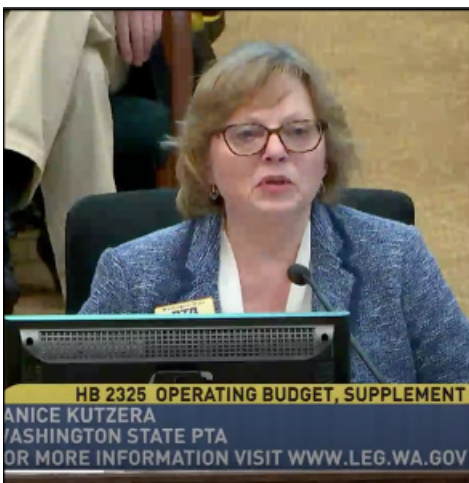
WSPTA presidents, past and future, attend the 2019 National PTA Convention in Columbus, Ohio. From left to right, Janice Kutzera 2019-2021; Michelle Nims 2017-2019; Barbara Martin 2015-2017; Heather Gillette 2013-2015; Scott Allen 2009-2011; and Laura Bay 2007-2009.



Leslie Boggs, National PTA President, sent a video message to WSPTA members encouraging them to contact their legislators regarding a state-wide Action Alert.



PTA leaders attend the 2019 WSPTA Leadership Conference



Personal testimony during the 2019 legislative session was, again, a cornerstone of WSPTA advocacy.



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