

# WASHINGTON STATE PTA ANNUAL REPORT

2022-2023

be

THE CHANGE

FOR STUDENTS  
FOR FAMILIES  
FOR EDUCATORS  
FOR WASHINGTON

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

## President's Message

Washington State PTA is the largest child advocacy association in the state, and we are dedicated to expanding our reach and amplifying the voice of our 85,000+ members in approximately 800 affiliated local PTAs and councils statewide. By staying focused on our strategic plan and goals, WSPTA had a highly successful year in 2022-23. I'd like to highlight a few of the areas we concentrated on.



### Improving service delivery to our local PTAs and councils

Our association is only as strong as our local PTAs. Many of our PTAs were still recovering from the effects of COVID closing schools for over a year. As many as a quarter of them went dormant during that time. Through the diligent work of our staff and volunteers, we put in place new support protocols. I am ecstatic to share that we have over 99% of our PTA back into active status, **earning WSPTA a Gold Footprint Award** from the National PTA for this work supporting our local PTAs!

### Expanding leadership development and engagement accessibility

The world has changed, and WSPTA has adapted: We continued our extremely successful virtual fall training event, Autumn Leadership Launch, and expanded our statewide webinar program. Our leadership development program hosted over 100 training opportunities through council, region, and statewide webinars, roundtables, and in-person events. WSPTA continues to innovate by being the first state PTA to have our own area on the National PTA's learning management system, which will allow thousands of local PTA and council leaders to get important training on demand.

### Increasing membership and number of PTAs

I am happy to say that membership started bouncing back this fiscal year! WSPTA proudly added 13 new PTAs to our PTA family. We held our first Great PTA Sign Up Day in October, under the leadership of our beloved membership director, Amanda Cabana, who passed away suddenly. Everyone who met Amanda will never forget her or her infectious laughter and endless energy and optimism.

Through Amanda's efforts, and those of Secretary Kim Kuhne, who jumped in to take over her duties, and the membership committee, **we increased membership by 34% since June 2021**, and over half of our PTAs earned membership growth awards! Thank you to all our local PTA leaders who recognize the value of PTA and communicate it, so people want to join! There is truly strength in numbers and more members means a bigger voice when we advocate for kids with decision makers.

### Strengthening our advocacy program

Speaking of advocacy, our goal of having stronger advocacy was more than met this year! WSPTA has a true grassroots advocacy program, where our members determine our priorities and take part in our advocacy at all levels. In October, members determined our legislative platform at our first hybrid

legislative assembly, which earned us the **2023 Innovation in Associations of the Year** award from the Washington Society of Association Excellence.

The 2023 legislative session was a banner one, with members testifying nearly 50 times and sending over 6200 messages to legislators. In all, **42 bills aligned with our legislative positions passed** – a remarkable session and a real victory for the 1.1 million students who will benefit.

### Deepening our commitment to family engagement and diversity, equity, and inclusion (DEI)

This year WSPTA added a new Special Education Committee, which hosted 2 statewide listening sessions for all PTA leaders; hosted 2 round tables for leaders of special education PTSAs; created a new workshop for the Spring Conference; and a new special education focus area of our website with lots of resources for parents and PTA leaders alike, including a new Accessibility Guide.

WSPTA is continuing our DEI work begun in prior years. The new DEI Committee has been working on creating resources for local PTAs. WSPTA has been engaging in a DEI Audit. That review is now complete, we have the final report and recommendations, and the current and incoming board will be reviewing the report and talking about the next steps. Stay tuned!

We could not do this work without our staff and over 100 volunteers, so I want to thank them for everything they do daily, as we work toward our vision of making every child's potential a reality.

It has been the privilege of a lifetime to be President during the last two years. Even with the disruptions that COVID brought us, we still stuck to our vision and did the very best we could to Be the Change we wanted to see in this association and for the families and students that we serve.

*Nancy Chamberlain*  
*President*

## 2021-2023 Board of Directors & Executive Director

- Nancy Chamberlain, President
- Angela Steck, Vice President
- Kim Kuhne, Secretary
- Candy Walters, Finance Officer
- Lizzy Sebring, Advocacy Director
- Shelby Reynolds, FACE Director
- Jay Pulacode, Leadership Director
- Amanda Cabana, Membership Director
- Laura Peterson, Program Director
- Liz Nord, Area A Vice President
- Melissa Stone, Area B Vice President
- Jennifer Ritchie, Area C Vice President
- Teri Davis, Area D Vice President
- Tori Emerson, Area E Vice President
- Andrew Estep, Executive Director

# WSPTA Vision/Mission/Whole Child Approach

## Vision

Making every child's potential a reality.

## 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 families, community members, educators, and policymakers as they move from a vision about educating the whole child to sustainable, collaborative actions.



## 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 more than 116 years.

## Advocacy

The goal of having stronger advocacy was more than met this year! Led by our Advocacy Director Lizzy Sebring, Legislative Consultant Marie Sullivan, and supported by volunteers on the advocacy and resolutions committees, this legislative session was a banner one. Here's how it went, by the numbers:

- We held our first hybrid legislative assembly where members adopted 13 legislative priorities, 1 new resolution and updated 3 others.
- During the 2023 Leg Session we testified 47 times, had 6021 messages sent to legislators through our action alert system, and had 42 bills aligned with our legislative positions pass—a remarkable session and a real victory for the students who will benefit.
- You can get more details about all the bills in the Legislative Session Scorecard on the [2023 Legislative Session Summary page](#) on our blog.

- There is more work to do, and if you want to know more about our grassroots advocacy, email [ptaadvocacydir@wastatepta.org](mailto:ptaadvocacydir@wastatepta.org).
- We also had 15 members from WA participate in the National PTA's Legislative Conference and we met virtually with 5 members of congress to discuss PTA national priorities. A special thank you to our federal legislative chair, Susan Baird-Joshi for all her work shining a light on the importance of working with our federal decision makers.

## Family and Community Engagement

We did several things in the area of Family and Community Engagement in 2022-2023.

- Under our FACE Director, Shelby Reynolds, WSPTA created a new Special Education Committee. This committee hosted two statewide listening sessions for non-special education PTA leaders. It hosted two roundtable sessions for leaders of special education PTSAs. The committee also created a new workshop for the Spring Conference and developed a new special education webpage with lots of resources for parents and PTA leaders alike.
- We added a Diversity, Equity, and Inclusion committee last year. It worked on creating resources for local PTAs while awaiting the completion of the DEI Audit. With that audit complete, the next board of directors will determine next steps.

## Finance

The past two years have been challenging as we slowly start to recover from the pandemic. It is not something that is going to happen overnight, but I truly believe we will become even better than before. I feel very fortunate to be able to share the financial status of the Washington State PTA.

WSPTA received a clean audit for 2021-2022. We also saw decreases in our governance and administrative expenses. Unfortunately, we also saw a decrease in our reserves, which is not unexpected with the way the economy has been going.

WSPTA revenues continued to be highly dependent on membership dues. We saw an increase in our membership from the previous year, which is reflected in the chart, representing 52% of our income. While we are seeing an increase in membership, we are also increasing our efforts to bring in other sources of revenue. We formed a Resource Development Committee; this committee's focus is to improve our current non-dues revenue sources and find new sources of revenue.

In 2021-2022, 74% of our expenses directly relate to providing programs or direct services to our member PTAs. Membership expenses include the cost of the membership database, DEI Audit, scholarships, translation, student recognition, and awards.

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

Thank you for giving me to opportunity to serve as your WSPTA Finance Officer for the past 2 years.

*Candy Walters*  
 Finance Officer



## Leadership Director

The WSPTA Leadership Committee continued to build on developing the connection between the leadership and our communities this year and strived to transform ourselves into a more inclusive group. Our priority was to expand Washington State PTA's education channels and provide an equitable training platform to all PTA leaders across the state so that their training goals and needs are met. We offered more than 26 statewide training webinars this year, that were equitable across all regions. The main governance training, "PTA and the Law," was revised over the summer and the training was conducted online more than twice a month and presented in person in various areas around the state. In addition to these webinars, our Region and Council leaders across the state hosted over 80 training opportunities.

We continued to build upon the success of our inaugural Autumn Leadership Launch conference in 2021 and offered a variety of virtual classes in 2022. The conference was a huge success with over 500 attendees, and we were able to provide learning opportunities for new and returning leaders across the state. This achieved our objective to provide complementary training opportunities to them to what is being offered by the Regions and councils.

After conducting the past 3 conventions in either an online or a hybrid form, the 2023 Spring Conference was a full in-person event. Twenty training sessions were offered. We recognized the need to provide attendees with the opportunity to interact more, especially due to the transition to a more traditional in-person model. All the sessions included an interactive component with group interaction and workshop activities. The conference also provided multiple avenues for collaboration through events such as the Awards Breakfast, Saturday Night Social, and several other networking opportunities. We noticed a significant increase in attendee participation and engagement.

As we transitioned fully to a more conventional way of operations, the commitment and adaptability of our leadership community gave us a lot of optimism about how future challenges can be met. We should continue to strive to become more inclusive and equitable leaders, and this will ensure that we truly represent and serve the students and their families in our community.

We had an exciting launch of the WSPTA's new Learning Management System (LMS), featuring three position-specific classes tailored to the needs of our members. We plan to expand the classes offered through this platform in the future. Our LMS was launched as a panorama of the National PTA's Learning Management System, "Thrive." We are confident that the strides made through our Conferences/training events and the LMS will greatly benefit our community and contribute to the overall growth and development of our WSPTA organization.

*Jay Pulacode*  
*Leadership Director*

## WSPTA Individual Awards Recap

Each year, the WSPTA honors individuals or groups with awards for their state-level service on behalf of children that furthers the vision and mission of the WSPTA. The awards shine a light on the tremendous difference volunteers make over their years of service and serve as an inspiration to take action. In addition, Washington Family Engagement received the Friend of Children award for the impact it has on parents' and children's lives by giving them the tools to engage and be a voice in their community. Like PTA, they focus on the whole child.

### WSPTA Award Recipients

- Outstanding Advocate: Valerie Cunningham
- Friend of Children: Washington Family Engagement
- Outstanding Service: Amanda Cabana
- Honorary Lifetime Award: Diane Call

Thank you to the committee: Nancy Chamberlain, Lizzy Sebring, Shelby Reynolds, and Melissa Stone.

*Melissa Stone*  
*Area B Vice President*

## Membership

Washington State PTA started the year strong with Amanda Cabana serving as the Membership Director. Her unexpected death on February 1 took the wind out of our sails and left a few goals out of reach. Kim Kuhne stepped in to finish the year as Acting Membership Director.

There were 8 membership promotions planned for the year, including the first Great PTA Sign Up Day in October, where we hoped to add 5000 members in 1 day. The membership promotions focused on different asks through the year. The first focused on PTAs having a link to join their PTA online. The October contest was focused on PTAs having at least 25 members entered into the database by October 31, a Standards of Affiliation requirement. Contests in 2023 focused simply on the need to keep recruiting new members. For each promotion, PTAs that participated and qualified were put in a drawing for ShopPTA gift cards. Winners came from all parts of the state and represented a diverse mix of PTAs.

Membership had multiple goals for the year.

1. **Have online join links for at least 75% of our local PTAs on the state and National website.** As of April 28, 73% of our PTAs had links posted.
2. **Grow membership to 100,000 members.** We had 84,953 members as of May 15.
3. **Promote and institute the Great PTA Sign Up Day.** The Great PTA Sign Up Day added 2,265 members in one day. While this was less than the goal, 196 PTAs participated.



4. **Have 50% of PTAs earn a growth award by November 30.** While we did not achieve this by November 30, we did succeed in the spring. As of May 15, 56% of our PTAs earned a growth award, adding at least 1 member above the final total for 2021-2022.
5. **Promote adding officers to memberplanet with the goal of 100%.** This is a state requirement with the National PTA. As of May 15, we had 92% reporting Presidents and 91% reporting Treasurers.

Finally, the Membership Committee continued the Small PTA Grant program. All PTAs that had between 25 and 74 members in 2021-2022 were given the opportunity to receive a banner of their choice from ShopPTA to promote PTA at their school. Twenty-eight PTAs received the grant with about half opting for the banner option with a QR code that would send people to the PTA's online join website. Overall, these 28 PTAs added 568 members as of May 15, 2023.

*Kim Kuhne*

*Acting Membership Director*

## Programs

This has been the year of the award management system (AMS). With all programs and PTA awards being submitted virtually for the past 3 years, we have now successfully moved them to one submission system. We found some areas that we still need to tweak, but overall, the new AMS is very easy for judges to use and it has streamlined document uploading for PTA leaders. Some changes that we made to award applications were not as successful as I hoped so I will be giving my successor some notes of things to improve for next year.

Programs participation this year breaks down into the following:

- 18 Game Development submissions (9 middle schools and 9 high schools)
- 107 Essay Contest submissions
- 99 Scholarship submissions
- 700+ Reflections Submissions with 109 Theme Search entries
- 17 Leadership Service Award submissions with 4 crystal winners
- 39 PTA Awards Submissions 39 from PTAs representing Regions 1,2,5,6, and 7

This year WSPTA was asked to help judge the OSPI High School Art competition and sponsor an award. Larissa Mauldin from Friday Harbor High was our winner with her ceramic entry.

I would like to take the time to thank my committee volunteers who stuck with me through the year and the judges that they helped to recruit. A big shout out to our WSPTA staff, especially Mr. AMS himself, Robert, for all the support to get our programs launched in the system this year. This PTA year has been personally very mentally challenging for me and it is time to take a step away to recharge but I will be back.

## Student Programs

Students across the state participate in a variety of WSPTA programs and events. Our students are amazing artists, programmers, authors, and future leaders.



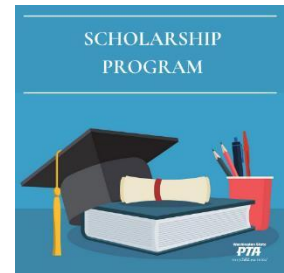
Once again, we had several Washington Reflections winners earn awards at the National Awards. Megan Lambert, a special artist from Lake Washington High School, earned a National Outstanding Interpretation award for her visual art “Hear Me Roar.”

For the final year of our Game Development Contest, we had a high number of submissions but all from only a few schools in Region 2. The private grant money that funded the program since its creation in 2016 has all been spent and no volunteer chair for the past 2 years. WSPTA will look to partner with existing community game sponsors to support student STEM pursuits.



Our essay winners wrote about teachers, aunts, dads, and brothers that inspire them every day.

Our four senior scholarship winners have very promising futures, the foundations of which are supported by their varied volunteer leadership roles. The four \$2,500 scholarships are funded by our popular basket raffle at the convention and proceeds from the purchase of individual PTA awards like Golden Acorn from the PTA store.



## Awards

WSPTA individual and group awards programs are designed to honor the time volunteer leaders devote to PTA and to build pride and awareness of WSPTA.



The Leadership Service Award encourages leaders to build their portfolio of leadership development and position growth. The highest level of achievement in this program is Crystal and these awardees are recognized at convention each year. This year our four Crystal winners were Valerie Cunningham, Crystal Hartwell, Melissa Saunders, and Carrie McKenzie.

Awards of Excellence give motivation and recognition for the outstanding efforts of local PTAs and councils to provide quality service for and involvement of their members. PTAs and councils can submit for Advocacy and FACE Awards of Excellence; Outstanding Website, Newsletter, and Communication Strategy; Taking Significant Action;



and Standards of Excellence. Applying for these awards helps PTAs and councils become resources for other PTAs and builds awareness of the WSPTA mission and focus.

The Outstanding PTAs of the Year are selected from PTAs and councils that achieve gold or platinum levels for Standards of Excellence. This year, Hunt Elementary PTA 5.7.17 was our Outstanding Primary PTA, and Henry M. Jackson High PTSA 7.3.95 was our Outstanding Secondary PTA winner.

*Laura Peterson*  
*Program Director*

## Area Vice Presidents

This past year, we have seen countless PTAs and leaders restarting and strengthening their PTAs. Many strides were made in working with reaffiliating PTAs and Tatia Vasbinder helped us immensely with timely reminders from the state office regarding membership and affiliation status. Our second in-person school year after the COVID shutdowns led to another rebuilding year – restructuring, training, and supporting local and council PTAs.

The number of reaffiliations and charters has been fantastic, and it sounds like there are more to come! We have been busy Zooming or traveling to different groups to talk about the processes and benefits of becoming a PTA. It's great to see growth as our numbers increase and we share the value of what PTA is and does.

Some of us helped as acting Region Directors until those positions could be filled by future interested leaders. One of our main goals has been to connect with and identify local leaders by providing support for our Councils and Region Service Committees. To that end, we were a part of planning and continuing the quarterly Council Summits. We also helped with training opportunities through WSPTA webinars, PTA and the Law training sessions, the Autumn Leadership Launch (A.L.L.), regional trainings and retreats, and participating on different WSPTA committees. We continued to meet as a group of Area VPs once a week as well as monthly as an RD & AVP team.

It has definitely been a busy time for everyone, and we look forward to seeing the great things the next group of Area VPs will accomplish!

*Liz Nord, Area A*  
*Melissa Stone, Area B*  
*Jennifer Ritchie, Area C*  
*Teri Davis, Area D*  
*Tori Emerson, Area E*  
*Area Vice Presidents*