

16th District PTA News

November 2010

16th District PTA Newsletter

If you have any questions or suggestions for the 16th District newsletter, please contact Jessica Berry, 16th District President, at jdberry@insightbb.com or Colleen Wolfe, 16th District Secretary, at colleen.wolfe@insightbb.com.

The next district newsletter will be distributed December 1st. The deadline for submissions is November 20th.

President's Message

Greetings

I can't believe it is November already. It seems like school just started. As you gear up for the holidays, I urge you to continue to do what you've been doing. I am hearing great stories and receiving positive feedback regarding PTAs across this district so I know our PTAs



are working hard and focused on student achievement. As the largest children's advocacy association in the nation, we set the example and are a vital partner in the education of our children. Continue to invite and encourage more parents to get involved, develop more leaders and spread the word about the amazing possibilities of PTA. Congratulations to those PTAs who hosted the Reflections Program and those who have already surpassed last year's membership numbers. As we go through this Parent Involvement Month, be sure to applaud yourself and others for being involved, recognize the positive programs and events you have hosted and thank parents for their participation and involvement. From the 16th District PTA, we thank each and every one of you for your efforts, dedication and contribution. No matter the size of the job, or the time spent doing it, every minute counts and every minute makes a difference whether at home or at school. You are the reason for the success of PTAs in our district and your contributions are important to the success of our students.

Please continue to distribute the information in this newsletter and attend Roundtable to receive additional information. The key to our success is keeping everyone informed. Thank you again for all you do. Have a great month.



Jessica Berry, President
16th District PTA

Dates to Remember

November 1-30...	Parent Involvement Month
November 2	No School, Election Day
November 5-6.....	KYPTA Advocacy Trng.
November 6	VIP School Health Trng.
November 6 ...	Academic Challenge, 8:00 am
November 11	High school, progress reports
November 15	PTA tax deadline
November 15-19..	Parent Involvement Week
November 18	Parent Involvement Day
November 18	Roundtable, 11:30 a.m.
November 19	Middle school, progress reports
November 22	Unity Day
November 24	No School, Thanksgiving
November 25	No School, Thanksgiving
November 26	No School, Thanksgiving
December 5.....	Reflections Award Ceremony

Information regarding above events can be found at <http://calendars.fcps.net/> and <http://www.kypta.org/>.

Parent Involvement Month Proclamation

Please join Kentucky PTA, KYPIRC, FRYSC, and the Kentucky Department of Education for the proclamation of **November as Parent Involvement Month**. The Parent Involvement Month Proclamation will take place on:

- ∞ Monday, November 1st
- ∞ 9:30 a.m.
- ∞ Elkhorn Middle School
1060 East Main Street
Frankfort, KY

Kentucky Education Commissioner, Terry Holliday, and the First Lady of Kentucky, Jane Brashear, will be in attendance for the proclamation. This proclamation is an important step in recognizing the significance of parent involvement throughout our state.

Change for Change

Fayette County elementary students will be collecting spare change in the first annual "Change for Change" coin drive to benefit United Way of the Bluegrass. Elementary students will receive a box suitable for collecting coins and a lesson on caring for our community. All parents will receive a letter explaining the program and asking their permission for his or her child to participate.

Each participating student will receive a certificate along with coupons and discounts to locally owned businesses in Lexington. The winning grade level at each school will win a pizza party sponsored by Valvoline. In addition, the school that raises the most money will be rewarded with a school-wide assembly from a local celebrity.

All money raised will be used in Central Kentucky to support United Way's goals in education, income and health. We all win when a child succeeds in school, when families are financially stable, and when people have good health. It takes everyone in the community working together to create a brighter future.

For more information, contact Monica Hall at UWBG at 977-0865 or monica.hall@uwb.org.

Reflections Awards

The Reflections Award Ceremony to thank all the participants and to recognize the winners from the 16th District will be held on Sunday, December 5th from 3:00 p.m.–5:00 p.m. in Norsworthy Auditorium at the IAKSS Building on Main Street.

Annual Report

If your local unit is incorporated, your annual report should have been filed with the KY Secretary of State by June 30, 2010. Administrative dissolutions of corporations who have not filed annual reports this year begin November 2nd. Go to <http://sos.ky.gov/business/annualreports/> for more information.

Taxes Are Due

All PTAs are required to submit annual tax information - Form 990-N (e-postcard), 990 or 990-EZ. Filers can access and register to use the electronic filing system through the IRS website www.irs.gov. No special software is required, just internet access. Taxes must be filed by November 15th.

After filing, don't forget to send a copy of the form you filed to the Kentucky PTA Office. More tax information can be found in the Money Matters booklet. Please contact Linda Borkosky, 16th District PTA Treasurer, at lindaborkosky@insightbb.com with any questions about the tax requirements.

Bylaws Renewals

The following schools should be working on renewing their Bylaws this year:

Garden Springs - due April 2011
James Lane Allen - due April 2011
Lansdowne - due August 2011
Maxwell - due August 2011
Millcreek - due August 2011
Tates Creek Elem. - due August 2011
Lafayette - due May 2011

16th District Bylaws Chair Karen Irving is happy to meet with your Board and/or attend a PTA meeting to assist with the renewal process. You may contact her at kirving@lexlaw.us or 806-7088.

When voting on
Tuesday, November
2nd don't forget
Divisions 2 and 4 are
on the ballot for Board
of Education school
board members!

KY ACT Summit

The Kentucky ACT State Organization Summit: "Students First: Building a Culture of College and Career Readiness" will be held on November 19th. The purpose is for participants to learn about data-driven best practices that lead to building a culture of college and career readiness. The 18 content sessions offered cover middle school through postsecondary issues. The schedule is:

- 8:30 a.m. breakfast
- 9:00 a.m. – 3:00 p.m. summit

It will take place at the Brown Hotel, Louisville, KY. The cost is \$30 (includes continental breakfast & lunch). Register online at www.regonline.com/ky_ed_summit. The registration deadline is November 12th.

Opinions Needed!

I am looking for a few people to participate in a focus group this school year. I am doing a project for National PTA and would like to hear from you on several issues. If you might be interested or want more information, please contact me. Judi Conrad, NPTA Leadership Coach, 859-421-7255 or jconradpsi@windstream.net.

Free Concert at UK

The UK Confucius Institute would like to invite all members of the 16th District PTA to the Inaugural Ceremony and Concert. It is on Saturday, November 6th. The ceremony begins at 6:30 p.m. and the concert at 8:00 p.m. in the Singletary Center. The event will feature Elaine Chao and other guest speakers, a wide range of Chinese musical performances, Kung Fu by Yan-Dong Shaolin, and world-renowned guest violinist Sha with the UK Symphony Orchestra. For tickets visit www.singletarytickets.com.



Just Between Friends

Just Between Friends, PTA's membership management system, has introduced a Volunteer Management module to the system which is suitable for tracking **PTA@ Three For Me** hours. The Volunteer Management module was developed to enable members of your entire school to easily sign up for volunteer activities. Parents and administrators can also track their volunteer and participation hours. If you're not using Just Between Friends yet, don't delay. Get started by visiting www.JustBetweenFriends.com/PTAquickstart and entering your unit.

16th District Board Nominating Committee

The nominating committee is forming for the selection of candidates for the 16th District Board to serve the 2011 – 2013 school years. If interested, please contact Jessica Berry at jdberry@insightbb.com.

PTA Spring Luncheon

The luncheon will be held Thursday, May 19th from 11:00 a.m. – 1:00 p.m. at Fasig-Tipton on Newtown Pike.

This is our opportunity to recognize PTAs in the areas of Reflections, programs & events, and membership. Schools with 100% Reflections participation, schools with the highest percentage of membership increase over last year at each level and the highest percentage of membership for the current year all receive awards.

We also present Lifetime Recognition Awards and Scholarship Awards to seniors from each of the high schools and technical schools. This year induction of officers will take place at the event.

Please make plans for your board to attend and more information will follow in our district newsletter.

Membership Notes

Great News! The membership numbers from the state for the month of September show that the 16th District has an increase from last year! There are seven elementary schooltos and three middle schools where membership has surpassed last year. We have two elementary schools that are the same as last year. Thank you for all the hard work that you have done to make this happen!



Thanks to everyone for sending in their district dues by October 15th. However, we are still missing some schools. If you want to know if yours is one of the schools, please contact Kathy Smiley @ katkat1@att.net.

How to Retain Members:

Getting new members is only one reason for your PTA/PTSA to put a membership growth plan into motion. There's a second reason: to keep the members you already have. It takes more effort to recruit a new member than it does to keep an existing one. The future success of your PTA/PTSA is a good mix of returning and new members. Below are some tips on how to retain members:

- Study your niche carefully.
- Treat membership marketing like the business it is.
- Get testimonials from lapsed members who have returned.
- Understand that your retention rate goes right to your bottom line.
- Get all of your members involved.
- Open the door to two way communication.
- Post basic information on your website.
- Keep the material on your website current and relevant.
- Teach new members how to use PTA services.
- Find out why your members are leaving.

Source: National PTA Membership Recruitment & Retention Manual

2010 -2011 16th District PTA Board Members

Jessica Berry - President
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Liza Holland - 1st Vice President (Advocacy)
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Kathy Smiley - 2nd Vice President (Membership)
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Linda Borkosky - Treasurer
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Colleen Wolfe - Secretary
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Alice Nelson – Superintendent Designee
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Karen Irving - Bylaws
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Jaime Nebbitt – Reflections
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Deneia Thomas – School Services, 225-7033
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Judi Conrad – Consultant
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Lou Ann Ramos – Consultant
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Watch Spotlight on PTA on Channel 13.