



PTA News to Use

VOLUME 1, ISSUE 4

OCTOBER 2011

MARK YOUR CALENDARS

- **PTA 5K on Second Sunday October 9th—Coldstream Campus by Legacy Trail—1 p.m. (Walk); 1:30 p.m. (5K)**
- **October 9—Arts Night Lafayette High School 7 -10 p.m. Benefits Haiti Challenge**
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Online Resources

www.pta.org
www.kypta.org
www.ptareflections.org
www.ptagreatideabank.com
www.letsmove.org
www.healthiergeneration.org
www.pta.org/healthylifestyles

Contact us:

16th District PTA
Liza Holland
President
533-3038
Liza@LizaHolland.com

Jenni Scutchfield
Newsletter Items
j.scutchfield@insightbb.com

Complete list on back page

President's Post

Thanks to your hard work, the PTA 5K is going to be a success! We are nearing 500 entries and counting for this, our kickoff event to Healthy Lifestyles. Our first meeting with the Healthy Lifestyles group gave a great preview of amazing programming that will be happening all around Fayette County, courtesy of PTA. The new partnerships with organizations like Second Sunday, United Way of the Bluegrass and Central Baptist HealthwoRx that have been initiated and the district wide opportunities that accompany them are just flat exciting and remind me of the power of this organization which is PTA. October brings lots of great PTA opportunities –PTA 5K, fall carnivals, walk to school, red ribbon week, Reflections due date and more. I encourage you to promote and attend the 16th District/FCPS sponsored effective parent engagement

workshop – the Missing Piece of the Proficiency Puzzle. Also consider having a parent night to discuss the new Common Core Standards. PTA is partnering with the Prichard Committee in Fayette County to present Ready Kentucky, which brings parents and community members up to speed on the changes in education. Just contact me if you are interested.

I just returned from our first networking luncheon – what a great opportunity to learn, brainstorm, get to know people and eat good food! The mix of people really crossed all boundaries and encourages us to tweak the format to make all luncheons open to anyone who wants to come. If it grows too unwieldy, we can always break it down further. We talked about fundraising and its challenges, funding for



college, ILP programs, developing a speakers bureau, the resource fair, how decisions should be made and outreach to the Hispanic community. It was great. Thanks to Jackie Wagoner for putting it together and please mark your 4th Mondays and come join the fun. Spotlight on PTA next month will feature a great literacy program called Read to Me coordinated by a PTA Parent Azetta Beatty at Julius Marks and a Reflections event at Deep Springs. You can watch them at your leisure online <http://fcpstv.pegcentral.com/>. Also catch Parents in Action and Partners in Education! While I could go on and on, I leave you to enjoy the newsletter and all the great things that are happening in Fayette County with PTA.

Liza

Congratulations!

Wellington Elementary won a \$50K grant from Pepsi for our playground project. We have ordered the equipment; we should be moving dirt very soon.

News to Use

This website was shared with local units regarding using Facebook for your PTA:

http://blog.volunteerspot.com/volunteer_guru/2011/08/facebook-power-tips-for-school-parent-groups-pto-pta.html

Tips on Working with your Board



Lessons in Leadership---# 1---“Effective Communication with Your Board”

Hello Friends, each month Liza will pick a topic on leadership, this month some helpful tips on effectively communicating with your board.

1. Communicating is a two way process, make sure you are sending the information your board members need to do their work, their committees work and the ways they can communicate best back to you.
2. Let them know the agenda in plenty of time before a meeting, also stress if they need to be on that agenda---they let you know ahead of time. (Want to make a sure bet to lose board members, keep adding last minute things to a meeting)
3. No gossip---no how---wastes time, is usually wrong, and is useless to getting anything done!
4. No cliques, everybody should get the same information.
5. Don't over use email with chit chat. People will quit reading it!
6. Concise---clear---courteous---communicate.

Judi Conrad

More info on this topic, contact me at jconradpsi@windstream.net

National School Lunch Week
October 10 - 14, 2011



National School Lunch Week was created in 1962 by President John F. Kennedy. The National School Lunch Program (NSLP) began in 1946 and is the largest of the federal child nutrition programs. 5.2 billion school lunches are served in 99,000 schools – that is approximately 31 million healthy meals per day!

School Meals – The Facts

School meals are healthier than ever.

Milk – 1% unflavored/Fat-free flavored

Vegetables – fresh salads and a variety of cooked vegetables offered daily

Fruit – At least 2 fresh along with canned or frozen fruit each day

Grains – More whole grains in breads, cereals and entrée items

Protein – Lean meats, reduced-fat cheeses and yogurt available

No more than 30% of calories from fat

Less than 10% of calories from saturated fat

Must provide 1/3 of the RDA for protein, Vitamins A & C, iron, calcium and calories

Children who eat school lunch are more likely to consume milk, fruit & veggies and less likely to consume desserts and snack items than children who do not

Served in age-appropriate portion sizes and provide the right balance of protein, dairy, whole grains, fruits and vegetables

Lexmark's Teaching Award

As part of Lexmark's ongoing 20th anniversary celebration, the company wants to formally announce *Inspire: Lexmark's Teaching Award*.

Lexmark's Teaching Award has been established to highlight and salute exceptional middle and high school teachers who teach science, technology, engineering, and/or math (STEM) in designated Central Kentucky counties. During each academic school year, one teacher per month will be awarded \$1,000 to be used to promote STEM education for his/her classroom.

Nominations should come from students, colleagues, parents, school administrators, or community leaders and must be submitted online, along with two reference letters. Eligible nominees must teach in one of the following Central Kentucky counties:

- Anderson County
- Bourbon County
- Clark County
- Fayette County
- Franklin County
- Jessamine County
- Madison County
- Scott County
- Woodford County

Nominations for the 2011-2012 school year are open from **September 1, 2011 to April 15, 2012**. All nominations will be reviewed and awarded monthly by a committee consisting of Lexmark employees.

For more information on this program (including the nomination form) please go to http://www1.lexmark.com/en_US/about-us/corporate-responsibility/inspire-award-overview.shtml.

If you have any questions, please don't hesitate to reach out to me and I will be happy to assist you.

Thank you,

Jerry Grasso

Vice President of Corporate Communications

EDUCATION COMMISSIONER TO HOST TWITTER TOWN HALL

(FRANKFORT, Ky.) –Kentucky Education Commissioner Terry Holliday will participate in the first-ever Twitter Town Hall on Thursday, October 6, from 4 to 5 p.m. ET. The town hall also will be presented live on the Kentucky Department of Education's (KDE's) webcast channel.

Beginning today, Twitter users can submit questions to Commissioner Holliday using the hashtag #AskDoCH.

"Communications is a priority for this agency," said Holliday, a longtime user of [Twitter \(@kycommissioner\)](#), [Facebook](#), [blogs](#) and other forms of electronic communications. "It's important that we reach as many audiences as possible, and conducting this Twitter Town Hall provides direct feedback from and conversation with educators, parents, students, elected officials and others."

KDE uses the [KDE Twitter feed](#) to share information and converse with the education community and the residents of Kentucky.

On Oct. 6, the live webcast of Commissioner Holliday's Twitter Town Hall can be viewed. To listen and/or watch, you must have Windows Media Player installed on your workstation. Once Windows Media Player is installed, simply click on the appropriate link to hear audio-only or view the video with audio.

To install Windows Media Player on your device, please click the appropriate link below

PTA TRAINING & OTHER OPPORTUNITIES

PTA started as parents and teachers standing up for kids. These advocates were responsible for getting the Juvenile Justice System started and Child Labor Laws enacted.

Monthly PTA Roundtables

Mark your calendars now for the monthly meetings the third Thursday of each month.

Keep in touch with the new Superintendent. Know what is going on in the District. Learn about PTA and community resources. Get to know one another!

Early Childhood Family Conference
October 14th-16th, 2011
Lexington, KY

For more information, contact
Laura Beard
laura@kypartnership.net

Or visit website:

[http://www.kcdhh.ky.gov/
bulletin/
EC_Family_Conference.pdf](http://www.kcdhh.ky.gov/bulletin/EC_Family_Conference.pdf)

Reflections . . . Diversity Means

The 2011-12 Reflections winners from each school are due to the District on Thursday, October 20. Conveniently, a Roundtable meeting is scheduled, so you can bring the entries from your school to turn in at the meeting. Please contact JaneTelfer, District Reflections Chair, with any questions at mjtelfer@netzero.com.

From the Treasurer

Treasurer Tip

PTAs whose gross receipts are normally less than \$50,000 are required to file a Form 990-N (e-postcard). This is an electronic filing for tax-exempt organizations that are not required to file Form 990 or 990-EZ. PTAs will access and register to use the electronic filing system through the IRS website www.irs.gov. Taxes must be filed by November 15th.

After filing, don't forget to send a copy of the form to the Kentucky PTA Office. More tax information can be found on the KY PTA website at <http://kypta.org/uploads/58/File/LN%2011-12/leaders%20notebook%2011-12%20financials.pdf>. Please contact Colleen Wolfe, 16th District PTA Treasurer, at colleen.wolfe@insightbb.com with any questions about the tax requirements.

INVITATION TO NETWORKING LUNCH

As the 16th District Networking chair, I want to thank all the representatives from the schools that attended our first PTA luncheon at the Signature Club on Monday September 26, 2011. Liza Holland, our 16th District President, attended and was able to listen to our concerns and answer questions concerning our individual school PTAs.

In addition we had a guest speaker, Summer Gortney, KHEAA Outreach counselor. Mrs. Gortney shared information on the Kentucky Educational Excellence Scholarship (KEES) that is awarded to all Kentucky students that will be attending a Kentucky college. Each student can earn KEES money from KHEAA based upon their GPA throughout their high school career. For more information on this program, please go to the KHEAA website at www.kheaa.com.

Our next luncheon is scheduled for October 31 at the Signature Club, beginning at 11:30 A.M. I hope to see you there.

Sincerely,
Jackie Wagoner
16th District Networking Chair

Healthy Lifestyles

16th District PTA Invites the Community to the PTA 5K on Second Sunday - a Kick-off for the Healthy Lifestyles Program

Lexington, KY – September 2011 – 16th District PTA welcomes the Lexington community to join more than 35 PTAs for the PTA 5K on Second Sunday to support programming in our schools. Activities kick off at 1:00 Sunday, October 9th at the Coldstream Research Campus Legacy Trail with a 1 mile Fun Run/Walk, followed by a 5K Run/Walk at 1:30. Come support your school of choice as we kickoff our Healthy Lifestyles initiative across the district. Tom Shelton will be on hand to kick off the Fun Run and give out awards. This is a FCPS family event, so lots of people will be there. Pick up a race entry form at your school or you can register online at www.fcps.net/PTA. Families are encouraged to shuttle downtown compliments of Bluegrass Tours for all of the great Second Sunday events happening that day.

In signing up to participate in the PTA 5K, PTAs have agreed to start Healthy Lifestyles Committees in their schools. **PTA Healthy Lifestyles Program** promotes good nutrition and regular physical activity in order to address the growing childhood obesity epidemic. We know that increased access to high-calorie good-tasting, inexpensive foods, along with increasingly sedentary lifestyles, has contributed to the rise in childhood obesity. Research shows that kids who eat healthy and are active consistently do better in school. PTAs can play an important role in increasing physical activity and improving nutrition in the school community by engaging families, teachers, administrators, and students in programs and activities that encourage the school community to be active and to eat healthier foods. The PTA 5K is a great way to be active as a family and a community.

16th District PTA is proud to have a number of organizations partnering in this effort to focus on Healthy Lifestyles. Thanks to our sponsors, most of the proceeds from race entry fees will go directly to schools to support family engagement programs. Central Baptist HealthwoRx has come on board as a major sponsor of the PTA 5K and a partner in the ongoing Healthy Lifestyles program. We also welcome, United Way of the Bluegrass, Race for Education, GNC Foods, Health Management Resources, Body Structure, UK Agriculture Extension, Second Sunday, Get Healthy Lexington, Whole Foods, Lexington Farmers Market, Kroger, Copy Express, Ad Color, Lexington Legends and others as supporters of the event. We welcome other interested sponsors and partners. Information is available at www.fcps.net/PTA.

16th District PTA covers all PTAs in Fayette County Public Schools. The mission of PTA is, "To make every child's potential a reality by engaging and empowering families and communities to advocate for all children." For anyone interested in supporting education, we welcome you to join PTA at your child's school or Education Advocates, our community PTA. More information can be found at www.fcps.net/PTA.



16TH DISTRICT PTA LEADERSHIP

Executive Committee

President	Liza Holland	859-533-3038	Liza@LizaHolland.com
Vice President	Kathy Smiley	412-952-6011	Kthysmiley@yahoo.com
VP Membership	Jaime Nebbitt	859-619-3949	Jaime.nebitt@gmail.com
Recording Secretary	Kate Wood	859-396-2638	scrappykate@hotmail.com
Corresponding Secretary	Jenni Scutchfield	859-492-9808	j.scutchfield@insightbb.com
Treasurer	Colleen Wolfe	859-338-2192	colleen.wolfe@insightbb.com
Past President	Jessica Berry	859-967-8091	jdberry@insightbb.com
Superintendent Designee	Alice Nelson	859-381-4307	alice.nelson@fayette.kyschools.us

October's Tips: How to ask people to Join the PTA

As you are preparing for the January membership drive, remember the October 15th deadline is quickly approaching. In order to remain in good standing on the National, State and District level, a dues payment of at least 10 members must be submitted to KY PTA, and the District by October 15th. Only PTA's in good standing for eligible for participation in programs such as Reflections. District dues are to be sent to Colleen Wolfe, 4620 Longbridge Lane, Lexington, KY 40515.

In a PTA survey, 49 percent of respondents said the reason people don't join PTA is that no one asked them to. The way we ask people to join needs to be personal, powerful, and meaningful. Yet, even with the passion we have for PTA's mission, asking other people to join can seem daunting.

Why is it difficult to ask parents to join? Fear. The fear of hearing "no"; fear that asking will strain friendships; fear that a "no" is failure. If the person you ask to join PTA says "no," you have not failed. You have simply provided that person with an opportunity to help children that he or she has chosen not to take advantage of right now. Be sure to ask again sometime—the answer might be "yes." And it's those millions of "yes" responses we receive each year and the ways in which communities' nationwide benefit from parent involvement that make asking all the more worthwhile. To help those involved in PTA membership drives and recruitment activities overcome their fears, this section provides practical tips and the know-how for making "the ask" easier and more successful.

Reasons for Asking: You are asking for a good cause. By asking someone to join PTA, you are empowering that person to help make a difference in his or her child's life. Surveys show that, in general, children of involved parents have better school experiences higher grades and test scores, fewer disciplinary problems, and more supportive teachers. One of the best ways parents can be involved and show their support for their children is by joining PTA. PTA is the most recognized school organization. A 2007 survey by L.C. Williams and Associates found that 94 percent of adults are aware of PTA and more than 91 percent have positive impressions of PTA. People understand what PTAs do for schools and are more inclined to join a recognized school organization than to join an unfamiliar one. The audience probably expects you to ask. It's no secret that PTA success is based on membership. So it's logical that someone from PTA would ask parents, school administrators, and community members to consider joining. If people expect you to ask them to join and you don't, they might think they are not needed or are not welcome. People involved with children's education expect to be invited to join PTA, so go ahead and ask!

Methods of Asking: Consider why someone would join PTA. One way to focus your sales pitch is to consider the most likely reasons a prospective member might have for joining PTA. In a PTA survey conducted in October 2004, the number one reason given for joining PTA was “to work to improve the school for the benefit of my child/children.” That’s an important place to start your pitch.

Build your case: Going straight to a yes-or-no question—especially “Do you want to join?”—can cut off a conversation and result in a “no” before you’ve had an opportunity to build an effective case for joining PTA. Therefore, begin by asking nonthreatening, open-ended questions, such as, “You may be aware that parent involvement is important to a child’s success in school. What type of parent involvement activities would you like to see at your child’s school?” Always be respectful and aware of the prospective member’s time. If someone is late for a meeting, don’t corner him or her in the hall. Find a time to talk that is good for both of you; 15 minutes is usually sufficient. Don’t forget to ask for the membership. It’s easy to get into the conversation, enjoy the rapport, and then forget to make “the ask.”

“The ask”; should be personal, powerful, and meaningful. Typically, membership “asks” are made to large groups of parents—for example, at a Back-to-School night or assembly. You can help the success of that “ask” by making eye contact with parents, asking if they have questions, and sharing why PTA is important to your school. Most importantly, be sure to tell parents “When PTA gets involved, children benefit; when you get involved in PTA, the child who benefits most is your own.” Use the “backpack express” only as a supplementary route for recruitment. For decades, PTAs have placed invitations, event announcements, and PTA communications in children’s backpacks, hoping these materials would make it safely home to the parents. This method may have worked better when parents felt more obligated to join PTA, but those days are past. Faced with many choices of where to spend their resources, parents will weigh their involvement in PTA against other competing interests. If other groups make face-to-face “asks,” explaining in detail why the parents should be involved, while PTA is sending home fliers that may or may not make it out of children’s bags, then PTA is not going to win as many members. The “backpack express” can certainly be used as a reminder, just as e-mail can be used to follow up. However, if it is the only method of recruitment, your membership efforts will not be seen as personal, powerful, or meaningful, and membership may actually decline.

Overcome objections: Most objections to joining PTA fall into one of four areas: *Time* | *Impact* | *Perceived value* | *Cost*. Following are some suggestions for responding to those objections.

Time. When parents say they don’t have time to join PTA, what they are probably saying is that they don’t want to volunteer dozens of hours each week. Some people think that to be a PTA member you have to be a volunteer. Therefore, you need to explain that PTA appreciates everyone’s membership, whether or not the member volunteers, because each member increases PTA’s ability to advocate for children. It’s true that PTA cannot operate without volunteers, but if you emphasize volunteering and in doing so dissuade individuals from joining altogether, you’ll never have those individuals as members or as volunteers.

Impact: Parents want to know if their membership in PTA is going to have a positive impact, if it will benefit their children. You can tell them, emphatically, “Yes!” Decades’ worth of research shows that when parents are involved, students perform better in school. They receive higher grades and test scores, have better school attendance and lower rates of suspension, are more likely to graduate high school, and are more likely to pursue postsecondary education. Children of involved parents also exhibit increased motivation, better self-esteem, less drug and alcohol use, and fewer instances of violent behavior. Those great benefits come from parent involvement, a major focus of PTA.

Perceived value.: Explain to prospects what they get for their membership dues. In addition to materials and benefits from the local and state PTA, members receive these benefits from National PTA:

- | Online resources at PTA.org, including select articles from *Our Children* magazine
- | *The PTA Parent*, a monthly electronic newsletter covering parenting topics
- | PTA Takes Action Network, with a monthly electronic newsletter about federal legislation affecting families, schools, and communities, and action alerts that help members make a difference on key issues
- | Special discounts, offers, and promotions from national companies (see PTA.org/Benefits)
- | Free e-learning courses on PTA basics, as well as on subjects, such as conflict resolution and goal setting, that can be applied to members’ personal lives
- | Discounted member rates for the National PTA Convention and on subscriptions to the print version of *Our Children*

People like to join organizations that make a difference in the lives of others, are educational and beneficial to the community, allow them to network with successful people, and provide opportunities to have fun. Highlight that your members have opportunities to mix with diverse individuals through local PTA activities. Emphasize once again that for parents the number one benefit of PTA membership is the ability to help their children. For many parents, that is reason enough to join.

Cost: PTA membership is one of the most cost-effective investments parents can make in their children’s education and schools. For an average of two cents a day, parents can help improve their children’s school experiences. PTA members are better connected to their schools, are better informed, and have access to money saving discounts and benefits.