



ADVOCATING FOR EVERY CHILD SINCE 1918

# MI PTA Newsletter

## August 2017

IN THIS ISSUE

## New Century, New Directions

by Sibyl Collins Wilson, President

Welcome to the first issue of our new state PTA Newsletter!

Every other month, we want to bring updates, information, and items of interest to our parents, members, teachers, and the community at large. **The goal is to reach more people with our messages of advocacy, family engagement, student involvement, community awareness, and support for public education as a right and not a privilege.**

I am very honored to take the helm as President of this Association. We are concluding 100 years of service to the community, striving to be the resource for parents in Michigan and across the country. In this issue, we will recap our recent Convention, provide a guide to celebrating the Centennial of Michigan PTA, discuss one of our current projects, and unveil our new membership processing platform.

In addition to this newsletter, we will continue to provide the Weekly Updates, **Presidents Webinars**, and will introduce new **Leadership Training** programs and a new **Awards** program. We understand that new trends in education and training are emerging and we plan to use them to your advantage. We also understand that cost becomes an issue for training and some of our new initiatives address this concern.

If you have suggestions or observations, please send them to us at [information@michiganpta.org](mailto:information@michiganpta.org).

I can be reached at [president@michiganpta.org](mailto:president@michiganpta.org) or [wilsons@michiganpta.org](mailto:wilsons@michiganpta.org).

I look forward to serving you!

*Sibyl*

### Interested in volunteering at the State Level?

We are looking for all levels: student, educator, parent.

Download the [Prospective Volunteer Form](#) from the website and submit.



### ESSA/CCRI

Find out about the Every Student Succeeds Act (ESSA) and College & Career Readiness Initiative (CCRI) grant that Michigan PTA received from National PTA. Your school and/or community still have time to benefit.

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### MemberHub System Debuts

This year we are migrating to a new member management process supported by MemberHub, an online tool created with PTA in mind.

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# Centennial Chatter

by Barb Blanchard, Past President

Michigan PTA will be 100 years old! Time flies when you are Advocating for kids! What have we done for 100 years? Check [www.michiganpta.org](http://www.michiganpta.org) for 100 Trivia facts about MI PTA.

You will be amazed at how important being an Advocate is and what has been accomplished in 100 years!

We also have a great "Michigan PTA 100th Anniversary Promotional Toolkit" that has lots of ideas for Celebrating "our" Centennial in your school and community. Are you a Centennial Community Supporter? For \$100, you can add your name to the list of patrons supporting this event.

Please remember that Michigan PTA is a volunteer, 501(c)3 association, and that very few associations achieve the "Centennial" honor.

Michigan PTA has exciting Centennial membership incentives for



your PTA and your Community businesses. Look for these in the Toolkit. Will your PTA be the 1st one to have 100 members this school year? Will you grow your membership by 100 from last year?

We encourage everyone to celebrate the Michigan PTA Centennial throughout the year with your kids, parents, staff and community. Start planning now! Remember, celebrating this milestone is celebrating our support for public education. ■

## CENTENNIAL BANQUET

Michigan PTA will celebrate our volunteers and history at Lovett Hall in The Henry Ford on Saturday, April 21, 2018.

FOR ADDITIONAL INFORMATION & TICKETS  
[centennial@michiganpta.org](mailto:centennial@michiganpta.org)



Past President and Education/Training Lead, Shaton Berry, conducts a presentation at The Children's Center with Liz Jarvis, Secretary/Treasurer.



# College & Career Readiness Grant

by Dr. Joyce Heideman, CCRI Lead

Michigan PTA was selected to participate in a grant from Michigan PTA to educate parents and the community on the Every Student Succeeds Act (ESSA) and Career and College Readiness Initiative. Here is information from one of the team's newsletters.

## What is ESSA?

The ESSA or Every Student Succeeds Act is a reauthorization of the 50 year old Elementary and Secondary Education Act (ESEA).

## ESEA

Passed in 1965, ESEA was one of the most far-reaching federal education

programs to pass congress. According to the Department of Education, it was part of President Johnson's "War on Poverty." Its aim was to provide each child with equal opportunities to achieve an exceptional education. President Johnson believed that "full educational opportunities" should be "our first national goal." This legislation focused on vulnerable students by providing grants to districts serving low income students, creating Special Education Centers, and by offering scholarships for low income college students, It also

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## SNAP SHOTS



## Officer Installation

VP for Membership, Julie Thompson; President, Sibyl Wilson; President-Elect, Kathy Carter; VP for Outreach & Support, Jodi Tillander; and Secretary/Treasurer, Liz Jarvis pose prior to the Installation on July 14, 2017.



## Collaboration and Training

Regional Advocacy Specialist, Shawna Fritzier, Daveda Quinn, Liz Jarvis and Sibyl Wilson take a quick selfie.

## FAST FACTS

385

Number of Units and Councils affiliated with MI PTA

25

Number of Units and Councils represented at Convention

## FOR MORE INFORMATION

[www.michiganpta.org](http://www.michiganpta.org)



@michiganpta1



everychildonevoice

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*Left: A portion of the Youth Engagement Summit (Y.E.S.) Participants present to the Convention Body. Below: National PTA Executive Director, Nathan Monell, conducts a workshop.*

99<sup>th</sup> Annual Michigan PTA Convention

by Liz Jarvis, Secretary/Treasurer

This year's annual convention was aptly named, as our members are now fully charged, and are going "Full Steam Ahead" into the new school year. It was especially exciting to see so many first-timers getting on board.

There were so many opportunities for training. Attendees had their choice of officer training classes, advocacy workshops, and more. We had two guests from National PTA, who lead some sessions as well. Keep a weather eye, as there are more opportunities for training on deck as we sail through the year.

Attendees were shown a sneak peek of the new **MemberHub** software, which Michigan PTA will be using to track membership, issue membership cards, and so much more. All units are encouraged to learn about this new software, and how they can use it to make their unit ship shape. So many tasks can be done using MemberHub. Once your board and members are using it, it will be smooth sailing! Note that there are on-line training opportunities, as well as recordings of previous webinars, and plenty of help resources available to you. Your state board is also available to help you with any MemberHub questions you have.

At convention, our members elected new state Board members. They are:

President-Elect **Kathy Carter**  
Secretary/Treasurer **Liz Jarvis**  
VPs for Children's Advocacy  
**Samantha Phillips**  
VP for Outreach & Support  
**Jodi Tillander**  
VP for Membership **Julie Thompson**

Your new Immediate Past President is **Ruthann Jaquette**.

These leaders are eager to bring you on board, as well as to man their committees with new talent and enthusiasm. If you ever considered serving on a state-level committee, now is the time. This board will help you grow in PTA experience, and as a person.

On Saturday, we kicked off our Centennial Celebration and ended Convention with lots of give-a-ways and prizes and a presentation from our Youth Engagement Summit.



Plans for next year's convention are underway. Remember, PTA convention is fun for the whole family. Plan to bring the kids next year, as we set our sights on Frankenmuth! Anchors away! ■

# Grant

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provided grants to state agencies to improve education quality. Since 1965, ESEA has been reauthorized approximately every 5 years. Some of these reauthorizations have been more far reaching than others.

## No Child Left Behind

In 2002, the ESEA was reauthorized in the form of the No Child Left Behind (NCLB) bill. NCLB has been touted as imperative in exposing achievement and opportunity gaps between underserved students and their peers. It also highlighted the importance of accountability in the education system. Due to these factors, the goal of having all students be proficient in Math and

ELA/reading by 2014, was soon seen to be unattainable. Unfortunately, its emphasis on test scores and punitive measures, along with a “one-size fits all” approach, made the legislation difficult for the states.

## NCLB Waivers and ESSA

To help ease the states frustrations over NCLB’s punitive measures, the department of education began offering waivers to eligible states in 2011. While this helped some, it was obvious that a reauthorization was overdue. ESSA builds on key areas of progress of the other reauthorizations while giving states greater regulatory flexibility. ■

### FOR MORE INFORMATION

Go to the Michigan PTA website or subscribe to the Michigan PTA CCRI FaceBook page.

ESSA-CCRI@MICHIGANPTA.ORG  
Dr. Joyce Heideman, Lead and Communications

Teresa Marhofer, Partnerships

Shaton Berry, Education & Training

# Advocacy Calendar: August-October 2017

by Samantha Phillips and Barb Anness

## August

- Recruit an Advocacy Chair or Legislative Chair to help communicate advocacy and legislative issues
- Send the name of your Chair to [phillipss@michiganpta.org](mailto:phillipss@michiganpta.org) or [annessb@michiganpta.org](mailto:annessb@michiganpta.org).
- LIKE Michigan PTA, Michigan PTA Advocacy and National PTA on Facebook to stay informed on state and federal PTA updates.
- Learn the names of your legislative representatives and their aides

## September

- Mail PTA/School calendar to your legislators and local officials. Attach a personal note introducing your PTA Executive Board, Advocacy Chair, and /or Legislative Chair
- Call your legislator and invite them to attend one PTA event in September or October
- Determine key advocacy issues for your PTA to focus on. Refer to National PTA Public Policy Agenda and Michigan PTA Advocacy Committee priorities for guidance.
- Include your Advocacy/Legislative Chair on your Monthly PTA Agenda. Have the Chair provide members with an update on your key advocacy issues. Ask Michigan PTA Advocacy for assistance here if needed.
- Attend a school staff meeting to introduce your PTA Board. Invite staff to PTA meetings, subscribe to PTA newsletters and share advocacy issues or concerns with your advocacy committee

- Monitor Michigan PTA Advocacy Facebook for updates on any current issues or Virtual Advocacy Calls to Action.

## October

- Attend Michigan PTA Advocacy Day in Lansing, and bring as many PTA parents, teachers and advocates as you can. The greater the participation and presence, the more powerful our message.
- Call and request an in-person visit with your local representatives in Lansing on Advocacy Day. Introduce yourself, and share your PTA Advocacy and Legislative Priorities with them.
- Send a thank you note in follow-up to your in-person meeting on Advocacy Day, reiterating your position on one or two key issues.

More in our October Issue! ■

### FOR MORE INFORMATION

Save the Date for Advocacy Day 2017:

OCTOBER 17  
Lansing, Michigan



# Introducing MemberHub

Julie Thompson, VP for Membership

Michigan PTA is excited to bring you a new tool that is FREE to all PTA Units/Council Leaders. MemberHub was rolled out at the Summer Convention on July 14-15, 2017.

MemberHub allows Unit/ Council officers to:

- Easily update 2017-18 officers
- Securely process online memberships, product sales and donations via credit/debit cards
- Eliminate the need to submit dues to the state PTA by splitting the portions automatically

## MemberHub Features

- ✓ **Instant Membership Cards for your individual members**
- **Communication tool** for a Unit/Council to broadcast email or text members
- **Online membership** or smart phone registration **via credit/debit** card via secure processing portal
- **Online membership** or smartphone registration for those members who pay **via cash/check** to the Unit/Council. *The funds would still need to be collected locally.*
- **Accounting reports** for Unit/Council Treasurers
- **Member reports**
- 2016-17 **past years membership** preloaded in the system
- **Document sharing** to Unit/ Council Members
- **Less paperwork** for Unit Treasurers/Membership Chairs processing memberships
- **Standards of Affiliation portal**

**This tool is FREE to Michigan PTA Units/ Council**

Units/Council officers will need to complete the MemberHub online training. The online training includes watching a series of webinars that are easily accessible.

## Michigan PTA MemberHub Membership Challenge - Deadline

October 31, 2017

Prize: **One Unit/ Council will win \$500.00 from MemberHub.** The winner will be announced on November 1, 2017.

Requirements to enter:

- Unit/Council SOA must be current for 2017-18
- Achieve the highest % of individual and business memberships **paid directly online via MemberHub by credit/debit card** for 2017-18 compared to 2016-17 totals. *Please note ACH transactions for online checking account payments will be coming in the future but WILL NOT count for this incentive.*

Questions about Michigan PTA and the new MemberHub tool? Call our Membership Manger, Lindsey Smith at (734) 975-9500. Or email [membership@michiganpta.org](mailto:membership@michiganpta.org). ■

## SPECIAL RECOGNITIONS PRESENTED AT THE 99<sup>TH</sup> ANNUAL CONVENTION



### Dr. Lynda Wood, Southfield

Dr. Lynda Wood retired as Superintendent of Southfield Public Schools and was awarded the Michigan Honorary Life Membership on Friday evening.



### Alycia Meriweather, Detroit

Deputy Superintendent Alycia Meriweather of Detroit Public Schools Community District was recognized for her service as Interim Superintendent for becoming the face of the district and boosting morale.



### Honorable David Knezek, Dearborn

Honorable State Senator David Knezek and his parents pose after he accepts his award for consistently speaking out on behalf of public education and child welfare.

# Thanks to our Sponsors



## MI PTA Newsletter

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