

THIRTY-FIRST DISTRICT PTSA

# Valley Views

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## 2019-2021 VISION FOR 31<sup>ST</sup> DISTRICT

"I am really excited for our next two years together. We are going to work together to build stronger units, start new ones and implement changes as they come at us. Together, we will take on the challenges that will come our way. We will support our schools' goals and missions. We will support programs that will benefit all of the kids in the 31st District."

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# FROM THE PRESIDENT

Submitted by Barbara Smith, President

Welcome back! 2020-2021 is off to an amazing start. I am proud to be your 31st District PTSA President.

This summer so much work was done on your behalf - attendance at the National PTA Convention, participation in trainings at the National level, Virtual Leadership Academy with California State PTA, meetings with LAUSD and your own 31st District PTSA Executive Board where we worked hard to address all of the logistics of distance PTA.

31st District has over 90% of their schools on-line and active with Totem! Thank you to all of the schools that activated their accounts and congratulations to the schools that have already earned their Early Bird Membership Awards (15+ Members), qualified for Units in Good Standing (30+ Members) and the most prestigious club of all, our "Over 100 Member Totem Club:" Knollwood Elementary, Robert Frost Middle School, Lorne Street Elementary, Beckford Elementary, Chatsworth Park Elementary, Granada Hills Charter High School, Granada Hills Charter TK-8, Porter Ranch Community, Carpenter Community Charter, Dixie Canyon Elementary, Rio Vista Elementary, Walter Reed Middle School.



Please keep posting your links to Totem every week on all of your social media sites. Don't forget to ask your schools if you can include the link on the school webpage. Remember Membership is a year round activity.

That being said - with our world firmly topsy turvy, we are back and it is business as usual. By now, your new boards should be in place. You should have:

- Gone to the bank to become signers on your checking accounts.
- Spoken to your Principals and set a calendar with clear expectations that every day something else will change and we will meet those "opportunities" with flexibility and grace.
- Started working on a budget to present at your first Association meeting, which will be by Zoom. (If your unit does not have a Zoom account, contact your Council President to use their account.)
- Reached out to your Council President, attended your Council Meetings, shared and discussed your successes and failures with the other units in your area.

If any of the above is not underway - please reach out to your Council Presidents, they are there to help, guide and advise you. Remember, we are a family and together we can climb any mountain.

Let me share an idea that came from Haskell Avenue Elementary School PTA. **Music Mondays!** Haskell PTA paid for a YouTube channel with a guy who does educational but entertaining music to history and stuff – everyone can watch for free.

Other schools have set up Parent support groups on Zoom, started **Reading Fridays** where teachers take turns reading on Zoom for students and families, hold virtual field trips, and selling Spirit wear online.

Because we support each other, we are here for each other and this is going to be an amazing year. Welcome back to all of our fantastic units for the 2020-2021 school year! This is going to be something special that none of us will ever forget and I am so excited to be your 31st District PTSA President!

Your role as PTA leaders is so important. Although you cannot be on campus, you can still connect with parents and be a resource to assist with your school community's needs. Take this time that you are not on campus and have your board go to the California State PTA website [capta.org](http://capta.org) and the National PTA website [pta.org](http://pta.org) to get familiar with all of the programs and services they have to offer.

31<sup>st</sup> District PTSA will be holding our Fall District Officer Training. You will receive more information once the dates are established.

In the meantime, you can go to the 31<sup>st</sup> District website [31stdistptsa.org](http://31stdistptsa.org) to view the recordings of officer trainings that were held in May.

If you need ideas or have a great idea, share it at your council meeting. We all need to support each other. The council presidents in turn can share those ideas with each other and with their councils.

Remember that being a part of PTA you have a support system.

- Attend your council meetings to interface with your peers
- Get the latest news from District and State
- Share and receive ideas, and know that you are not alone.

Even though we cannot meet in person, you still can call, email or we can set up a Zoom meeting to answer your questions or if you need support.

Hoping to see you all in person soon!

## Checklist for a Healthy PTA

Each board member is responsible for ensuring that a PTA stays healthy and remains in good standing. If the answer is 'yes' to the following, your PTA will continue to thrive:

### Bylaws

- Are bylaws reviewed yearly and updated (sent through channels for approval) every five years?
- Does the PTA understand and follow PTA bylaws, policies and procedures?
- Is a nominating committee elected each year at least 60 days before the PTA election?

### Membership Enrollment

- Is an initial membership campaign held toward the beginning of the school year?
- Are continuing opportunities provided for parents and staff to join? (Membership is year-round.)
- Is membership growing each year?
- Is membership per capita sent through channels at least monthly and by deadlines?

### Minutes

- Are minutes and an attendance record kept for all meetings?
- Are all action items recorded as motions, including approval of the proposed programs for the year, the budget, all fundraising activities and all expenses?

### Annual Reports

- Are volunteer hours being recorded? At meetings? At events?
- Are annual historian reports, with the number of volunteer hours for the year, filed by the deadline?

### Leadership

- Do members of the executive board work well together?
- Does the PTA attract qualified candidates and encourage/mentor new leaders?
- Do leaders attend council/district PTA meetings and take advantage of training opportunities?
- Do leaders communicate effectively with members?

### Financial Procedures

- Are financial procedures in accordance with recommended PTA policies and procedures?
- Is a member, who is not a check signer, appointed to review the monthly bank reconciliation?
- Are blank checks never signed and two people always count cash?
- Is the budget approved and actual revenues and expenditures compared at least quarterly?
- Is the insurance premium and the workers' comp form/remittance sent in by deadline?
- Are all checks signed by two authorized officers? And are all expenditures properly authorized?
- Is a Year-End Financial Report prepared after the end of the fiscal year to assist in preparing of tax filings?
- Are tax filings – an RRF-1 and some form of a 990 and a 199 – submitted in a timely manner?

### Treasurer's Reports

- Are written reports presented/ filed monthly? Are balances, receipts and disbursements recorded in the minutes each month? Are questions welcomed and replied to with sufficient detail to assure transparency?
- Are receipts provided for each check before the expense is approved/ratified and listed?
- Are the reports presented at both executive board and association meetings?

### Audits

- Are audits conducted at least twice a year? And whenever there is a change in check signers?
- Are audits prepared and adopted in accordance with the bylaws and PTA financial procedures?
- Is the audit report, the audit checklist and any recommendations/findings submitted to the district PTA?

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# LEADERSHIP MADE EASY: SUMMER SERVICE MAILING 2020

From California State PTA

## Dear PTA Leader:

You are a special and admirable person to step forward into volunteer leadership in your PTA. Thank you!

The materials available to you in the annual summer service mailing are designed to help you in all aspects of running your PTA, from advocating for children's issues to gaining members to learning about the education system to understanding your bylaws.



As a community leader and representative of your local association, you set the tone for this year in PTA. Think of the ways you can make PTA meaningful for the children, families, and staff members of your school, council, or district.

This will be anything but a "normal" school year. Nonetheless, PTA is still — perhaps more than ever — a vital connection between schools, families, and the community. Families are looking for the latest information, and schools are checking for the wants and needs of students and their families. It is prime time for PTA to be a vehicle for honest communication and dissemination of the most current information.

Normally we send every leader a copy of these materials in the mail, but this year we are doing things a little differently!

## There are now four ways to get the service mailing:

- Download and print a PDF copy of the entire packet by [clicking here](#)
- View or print just the parts you need, when you need them, on our [Service Mailing web pages](#)
- Request a hard copy be mailed to you by completing [this online request form](#)
- Request a hard copy from your District President

You'll also get a **postcard** in early August with this same information, so keep your eyes peeled. And to cover all our bases, we'll be posting the above links on our social media accounts over the next few weeks, so please share with any fellow leaders who may not have seen this message!

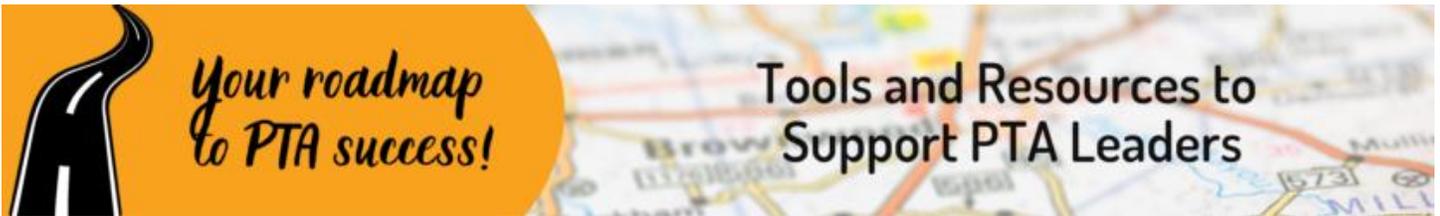
Empowering local leaders and supporting your work are essential functions of California State PTA. We are in this together, working for all children, using our one voice. Thank you for all you do.

Yours sincerely,

A handwritten signature in black ink that reads "Celia Jaffe". The signature is written in a cursive, flowing style.

Celia Jaffe  
President, California State PTA

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## RUNNING YOUR PTA ... Made Easy

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

with  
**Toolkit**

### What's the Toolkit?

The California State PTA Toolkit is a resource for you and provides guidance, instruction and ideas to ensure a successful term as a PTA officer or chairman. The Toolkit is available at [toolkit.capta.org](http://toolkit.capta.org) to view online or print by chapter. Look for the Toolkit logo in this publication to locate helpful Toolkit sections.

**T**hank you for the time you have chosen to give to your PTA and school community. Being a PTA leader can sometimes feel a little overwhelming and complex. But knowledge is a powerful tool. And the relationships and support you receive from your council, district and state PTA will be invaluable. Seek them out!

This resource provides simplified summaries of the PTA basics that all PTA board members should know. It covers meetings, recruiting volunteers, finance, membership and more. Reading this guide will enhance your experience as a PTA leader, and provide you with information on key topics. Familiarize yourself with the Toolkit, PTA bylaws, the Insurance Guide and other resources available to you.

Find job descriptions in the Toolkit to help you understand your position, but remember the job is what you make of it. A positive attitude is everything and can help you achieve success.

Thank you for helping to make a difference for every child.

### Why Your Leadership Matters

Your involvement helps make a real difference in the lives of children and families today and tomorrow.

### A Tradition of Making a Difference

For more than a century, PTA has reminded our nation of its obligations to children, and provided resources and important information to parents and educators. Whenever the education, health, safety or well-being of young people is threatened, PTA members are on the forefront of working to resolve those challenges. PTA has been instrumental in the passage of important laws and guidelines that we sometimes take for granted today, such as:

- ▶ Creating a separate criminal-justice system for juvenile offenders
- ▶ Enforcing labor laws that protect children
- ▶ Building kindergarten into the public-school system
- ▶ Supplying federally funded hot-lunches – that now feed more than 30 million children a day
- ▶ Supporting school-bus safety regulations
- ▶ Creating the content-rating system for television programs.

Many of these concerns may not have been addressed if PTA members did not take up the cause!

PTA has never been shy about tackling tough issues – from talking about sex education as early as 1916 to supporting HIV/AIDS education programs in the 1980s to supporting LGBTQ youth in the 2000s.

#### More recently ...

California State PTA's support for changes in how schools are funded and how parents are involved helped contribute to the Local Control Funding Formula (LCFF) law passed by the California State Legislature and signed by the governor in 2013. In 2018, a new law was passed to add research-based family engagement guidance and practice into the California Education Code that was sponsored by California State PTA.

Additionally, California State PTA has taken the lead in advocating for multiple measures as part of California's education accountability system and advancing efforts to ensure all students have access to a full curriculum that includes the arts.

## Tips for Principals and PTAs

### How principals describe a responsive PTA president:

- Good organizer
- Has the welfare of children at heart and does not seek personal glory
- Works well with others and gives credit to others
- Friendly, tactful and intelligent
- Knows and upholds school policies
- Delegates responsibility
- Decisive, but not dictatorial
- Presides well.

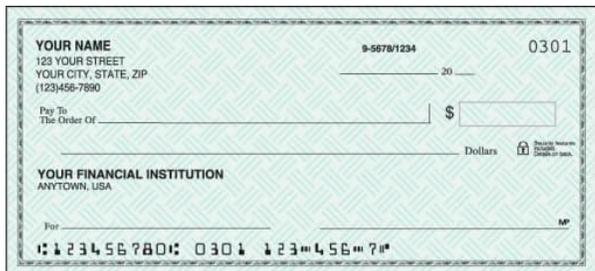
### How PTA presidents describe a responsive principal:

- Cares for and is concerned about children
- Cooperative, friendly, intelligent and has a sense of humor
- Knows and understands the work of PTA
- Well-trained in his or her field
- Inspires loyalty and confidence of staff, parents and students
- Willing to listen to parents
- Interested in the community
- Active in the PTA.

# WHAT IS NEEDED BEFORE I WRITE A CHECK?

Submitted by Ira Weinreb, Treasurer

You are now the Treasurer of your PTA/PTSA Unit, and people are asking you for money. Perhaps your President asked you to reimburse her for money she spent on a PTA expense. Perhaps an Officer asked you for cash to purchase something. Perhaps one of your Chairs asked you to pay a bill.



Can you pay? The answer is: "maybe."

A good starting point is your Unit's money is NOT your money! it's not the President's money! it's not the Board's money! It is the Association's money! You and the rest of the Board have been entrusted with protecting this money.

There are several rules and requirements that must be met before the money can be spent. Remembered if you or the Board spend money improperly, your Association can require you and the Board to repay the money. So, it is always in your interest to follow the rules.



Before Association money can be spent, it MUST be properly authorized. Your Annual Budget, even after it has been adopted by the Association, is NOT authorization to spend any money. There are generally two ways that spending money can be authorized.

**1) By the Association itself.** Since it is the Association's money, the Association itself can authorize spending money (this is how most spending should be authorized). This is done at an Association meeting with a quorum present (a quorum is the minimum number of members that must be present to conduct business and is specified in your Bylaws). You or someone else makes a motion to authorize spending some amount of money for a particular purpose. For example, "I move to authorize spending up to \$100 to provide refreshments at our Association meetings for the year." After a second and any discussion, a vote is held. If a majority of those present vote in favor of the motion, that spending has been authorized by the Association.



**2) By the Board (subject to certain limits).** The Board can authorize spending, using the same motion procedure described above (a majority vote of Board members present at a meeting with a quorum). However, the Board is limited to authorizing spending that is included in your annual budget that has been adopted by the Association, OR a cumulative unbudgeted amount between Association meetings that is no more than the limit set forth in your Bylaws (often \$500). So, if your Budget contains \$1,000 to spend on buying a computer for your school, the Board can authorize that expenditure (with an adopted motion to ratify the action at a meeting with a quorum present). If your Budget does not contain that line item, then your Board could authorize a total unbudgeted expenditure of up to \$500 (if that is the limit specified in your Bylaws), but no more.

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# WHAT IS NEEDED BEFORE I WRITE A CHECK?

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There is an exception to the above authorization methods. Paying your per capita dues to your Council does not require authorization, because that money is not your Unit's property – you are simply collecting and holding it for the higher levels of PTA (Council, District, State and National).

Once spending has been authorized as described above, you may write a check after a Payment Authorization/Request for Reimbursement form has been completed (with receipts attached). Remember, checks ALWAYS require TWO signatures. Also, cash may NEVER be used to pay bills – all expenses must be paid via check. If you're having a Movie Night and you run low on popcorn, you can't take \$20 out of the cash box and run to the store with it. Someone must use their personal funds (such as a personal credit card) to make the purchase, and then request reimbursement following the above procedures. Similarly, Units may NOT have a petty cash fund.

The only acceptable use of cash is if you need some cash to use for making change at an event. To do that, write a check for the amount needed (following authorization by motion as described above), cash it at your Unit's bank, and use the cash for change. At the end of that event, deposit the full amount of the change fund, thereby making it clear that the change has been returned – separately from the sales from the event (so that it is clear what the revenue from the event was).

Remember help is available to you if you have any questions. Your Council Treasurers are available to answer your questions, as am I after you've tried them. I will be presenting trainings during the year, and your Council Treasurers may also do so. The State PTA website ([www.capta.org](http://www.capta.org)) contains a lot of useful information. Please make use of these resources.

Thank you for your service and have a fantastic year!

## Payment Authorization Request for Reimbursement

**PTA**  
everychild.onevoice.

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**PAYMENT AUTHORIZATION/REQUEST FOR REIMBURSEMENT**  
ATTACH ALL RECEIPTS TO THIS EXPENSE STATEMENT

Name of Payee \_\_\_\_\_  
PTA Position \_\_\_\_\_  
Address \_\_\_\_\_  
City/Zip \_\_\_\_\_  
Telephone (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Expenditure was for: \_\_\_\_\_

List Expenditures: \_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL EXPENSE** \$ \_\_\_\_\_

Total Amount Claimed From Above \$ \_\_\_\_\_  
Minus Advance Received \$ \_\_\_\_\_  
Reimbursement Claimed \$ \_\_\_\_\_  
Not claimed – donate to PTA \$ \_\_\_\_\_  
Refund to PTA (Enclose Check) \$ \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_  
Signature of VP/Chairman for Program/Event \_\_\_\_\_

**FOR PTA TREASURER USE:**  
 Membership-approved activity  
 Funds released by membership  
 Executive Board-approved expenditure

Check Number	Category	Amount Advanced	Expenses	Amount Owed or Due

President's signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Date approved in minutes: \_\_\_\_\_ Secretary's signature: \_\_\_\_\_  
03/2009

California State PTA Toolkit – December 2018 FO28 Forms



## Membership is our Strength

Joining PTA is a great way for families and guardians to support their children. Active and informed members make positive decisions that affect the welfare and education of children and youth locally, statewide and nationally. The more members in PTA, the more powerful our voice.

PTA is a membership association, and people join each year by paying dues. Only members have voting privileges. When you join your local PTA, you also become a member of California State PTA and National PTA. This multiplies the resources and benefits of belonging and strengthens our voice for children.

Everyone can join. Invite all family members, students, grandparents, community members, local business leaders, school staff, school district staff and school board members – and anyone else who is interested in the well-being of children and families. Reach out to alumni and those who have not previously joined.

Each PTA member must get his or her own membership card! One member = one card. Each card can have just one name, and a card should be made for each paid member, not one per family. PTAs using the TOTEM electronic membership system will have electronic membership cards.

Membership monies are broken down and forwarded through PTA channels. Keep your unit's portion of the dues, as listed in your bylaws, then forward the remaining portion (referred to as "per capita" or money not belonging to the unit) to your council (if your PTA is in a council) or to your district PTA. Make note of your district PTA's (or council's) membership due dates and meet – or beat – them!

Remember to forward "per capita" every month. Don't wait for due dates.

### A PTA's membership numbers are a way to measure...

- How many people know about PTA
- How many people feel that PTA meets their needs
- How many people value what we do and have to offer
- How strong and relevant we are as an association.

### What's New:

Local PTAs now have an additional way to sign up members and manage membership with TOTEM, our new electronic membership system. By using TOTEM, members can join your unit anytime, anywhere online and receive electronic membership cards.

In addition, with TOTEM, per capita membership dues are remitted to your council and district PTA automatically for any members who sign up online. For more information, visit [capta.org](http://capta.org).

### Organizing and running a PTA membership campaign

**can be fun, and easy!** Check out California State PTA's website – [capta.org](http://capta.org) – for easy-to-use tools and resources to help you plan and promote your PTA membership campaign, especially during the back-to-school season.

Get connected and register your PTA for our electronic membership system, powered by TOTEM. E-membership makes it easier to join a PTA and renew membership. It gives leaders more ways to manage membership effectively. Learn more at [capta.org](http://capta.org).

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## GEARING UP FOR THE NEW SCHOOL YEAR

**Welcome back to Membership Mondays!** Our goal is to help you make the most of your PTA membership campaigns this year. Each Monday during the back-to-school season, we'll share helpful tips, resources, training and marketing ideas to make your PTA/PTSA membership campaigns successful.

Let's start by acknowledging that this may be our most challenging membership year ever. This year, our membership campaigns may look a little different. The fact that most of us may not be on campus as often or at all at the beginning of the school year means we'll need to look at our start-of-year membership campaigns from a new angle. While I'm sure that this year will be different, it's also an excellent opportunity to remind our school communities of the value of PTA, and upcoming **Membership Mondays** will hopefully highlight these values. How we get the message out to our community will change, but many parts of a successful membership campaign will remain the same.

Once again, we've surveyed units who had successful membership campaigns, and found that they have a few things in common:

- **A theme and goal.** Work with your team to decide on a membership theme and goal. This year your goal might not be as ambitious as in previous years (for California State PTA, we would be thrilled if each unit were able to get at least one more member than the year before). Work with your team to decide what is going to work best for your PTA.
- **A supportive principal.** Schedule a meeting with your principal to discuss your plans for the upcoming school year. This year, that may be in the form of a Zoom meeting or a phone call. More than ever, an open line of respectful two-way communication is key to a positive and productive partnership.
- **A really great invitation letter.** Think about your invitation letter. Instead of going out in a backpack at the start of the year, you may have to get this message out electronically, posted on your social media platforms, or even going completely old school and having it included in a phone message that goes out to your school community.
- **Persistence.** Be persistent. If you're not having the success you were hoping for at the start of the year, analyze any parts of your campaign that may not be working or need an additional boost.



### Resources:

Here are some resources to help get you started, including the new membership toolkit from National PTA, full of great ideas on how you can "PTA For Your Child." Also, be on the lookout for upcoming membership challenges from California State PTA.

- **Building Membership web page:** <https://capta.org/pta-leaders/run-your-pta/building-membership/>
- **Member Perks page:** <https://capta.org/join/member-perks/>
- **Membership Toolkit for Your Child:** [https://www.pta.org/docs/default-source/files/runyourpta/2020/membership/campaign/pta-membership\\_toolkit\\_for\\_your\\_child.pdf](https://www.pta.org/docs/default-source/files/runyourpta/2020/membership/campaign/pta-membership_toolkit_for_your_child.pdf)

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# MEMBERSHIP

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## MEMBERSHIP DRIVE CHALLENGE

Thank you to those of you that have taken the time to participate in our Virtual Summer Leadership Academy workshops and our Membership Idea Exchange phone calls. We hope to have more of these events in the near future.

A large part of the feedback we have received has been that many of you are not only looking for ways to be a resource for your school community during the time we're not on campus, but also requesting updated membership challenges from California State PTA.

We have spent the last few weeks covering ways to make your PTA virtual this year, so we are following our own advice and making this year's membership challenge one that can be completed virtually. Starting September 1, 2020 and ending June 15, 2021 our **Membership Drive Challenge** will take your PTA on a virtual drive through our state. We will have eight different checkpoints throughout the year. The game board/map and checkpoint descriptions are included in the links below:

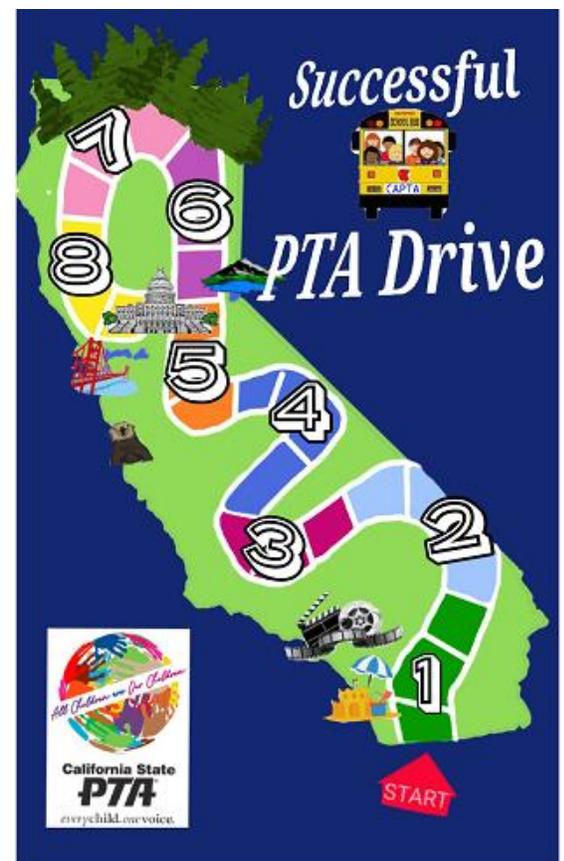
[Click here](#) to view or download the game board/map

[Click here](#) to view or download the checkpoint descriptions and challenge instructions

The PTA units that complete the challenge at each checkpoint will be entered into a drawing for prizes ranging from digital postcards, to bumper stickers, banners, tablecloths, and more. The Membership Drive challenges are not mandatory, but rather a fun way for us to recognize our local PTAs for their achievements. We're hoping you find the checkpoints simple and fun.

As we've mentioned previously, we know that some of our communities may not be ready to think about a traditional membership campaign this year, and we understand that. You are the experts of what works best in your communities. But we are here to help and support you in any way possible.

We hope a large number of you will join us on our Membership Drive this year. If you have questions, comments or success stories, please send them to [membership@capta.org](mailto:membership@capta.org).



## SAVE THE DATE

Tuesday November 10, 2020 is the membership event. The format for this event will be announced when we have all the details. Whether in person or virtually, we will be celebrating and holding an association meeting.

*From Cyndi Krattiger, Membership Chairman*

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## KEEPING MEMBERS CONNECTED WHEN SCHOOL CAMPUSES ARE CLOSED

As we get closer to the start of a new school year, we thought instead of offering our usual tips to increase your membership we would share with you some tips on what your local PTA can do without being on our school campuses. Each of you would have a better idea of how your school community has been impacted by the pandemic, and you would know what works best for your area. But here are a few useful suggestions that some PTAs have in the works for the upcoming year:

- **Family Art Events** – to encourage participation in Reflections, a couple of PTAs have scheduled Family Art Nights that will be held online. In some of our communities, it might be possible to partner with other PTAs in your area. If you need help getting started, reach out to your council or district Reflections Chair.
- **Guest Speakers at Virtual Meetings** – As more of us continue to hold our meetings online, perhaps setting aside a portion of the meeting for a guest speaker would be helpful for your families. There are a variety of topics you could cover, from school district reopening plans to financial literacy.
- **Family Reading Nights** – In the past many of us have scheduled in-person family reading nights throughout the school year, but perhaps now we can work with our school principals to see if we can hold our family reading nights virtually going forward.
- **Virtual College Tours** – For high schools that normally hold college fairs, a virtual college tour with representatives from various institutions could be a valuable event.



It may be a case where this year the best thing you can do as a PTA is to be a connector. A good point that someone brought up during this year's National PTA Convention Workshop was that many of our families may feel disconnected from their schools and school district. As PTA leaders, we can be the connection between our families, our schools, and our school districts. Again, you are the expert in your community and will know what works best for your PTA.

For those of you looking for membership tips, we will have those for you next week. But in the meantime, if you have not checked out National PTA's new membership toolkit, we strongly suggest you give it a look and see if there are things included that will work for you and your PTA. You can find it here: [https://www.pta.org/docs/default-source/files/runyourpta/2020/membership/campaign/pta-membership\\_toolkit-for\\_your\\_child.pdf](https://www.pta.org/docs/default-source/files/runyourpta/2020/membership/campaign/pta-membership_toolkit-for_your_child.pdf)

We would love to hear from you! If you have questions, comments, or of course, success stories, please send them to [membership@capta.org](mailto:membership@capta.org).

# MEMBERSHIP PERKS

## ENJOY THE EXCLUSIVE PERKS OF BEING A PTA MEMBER THIS SUMMER

Check out the latest offers below, from both California State PTA and National PTA. For more information, visit [www.capta.org/member-perks](http://www.capta.org/member-perks).

### PERKS FROM CALIFORNIA STATE PTA

**SkyOne Federal Credit Union** is proud to partner with California State PTA! We are a full-service, not-for-profit financial institution with a network of over 66,000 ATMs and 4,000 shared branches. For over 70 years we have been helping people like you to achieve their financial goals, whether it be paying college tuition, buying a new car, or managing credit and debt.



- Special Offer for PTA Leaders: When you open an organizational account with SkyOne, we'll reimburse your members' dues for one year when they open an individual SkyOne account. Additionally, for each member that joins, we'll make a \$10 contribution to your PTA unit! Click here for more information.
- Special Offer for PTA members: Become a SkyOne member today and SkyOne will reimburse your PTA membership dues for the first year! Click here for more information.
- Already a SkyOne member? Share your love of SkyOne with your friends and family and earn up to \$500 when they open a new account! Click here to refer friends today!

**Lifetouch** is proud to be a part of the Shutterfly family! We have brought together two industry leaders who share a common purpose – to share life's joy through capturing and preserving memories with the click of a camera. As our companies come together, we are working to create a new, innovative experience that will allow you to do more with your photos and yearbooks than ever before.



California State PTA members representing schools who are new to Lifetouch Yearbooks may choose from one of the two exclusive offers below.

- 5 free books for elementary schools
- Original/custom cover design for elementary books

To claim one of these offers, [click here!](#)

Plan for the fall school season and learn about **LEGOLAND®**

California's STEAM-aligned workshops, including the brand new LEGO® Spike Prime, by visiting [www.legoland.com/CAfieldtrips](http://www.legoland.com/CAfieldtrips)! PTA leaders can take advantage of exclusive PTA member rates and save over 50% on LEGOLAND® tickets by visiting [www.legoland.com/capta](http://www.legoland.com/capta).



California State PTA would like to acknowledge the following sponsors who were not able to participate in Member Perks this quarter due to the COVID-19 crisis. We look forward to bringing you their offers and discounts in the next edition of Member Perks.

Swank Movie Licensing  
Aquarium of the Pacific  
San Jose Sharks



continued on page 14

Continued on next page

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# MEMBERSHIP PERKS

## PERKS FOR MEMBERS FROM NATIONAL PTA

**Relay** is the perfect way for parents to stay connected with their kids without giving them a smartphone. Here are just a few of Relay's awesome features: Nationwide coverage with 4G LTE cell service and WiFi; push-to-talk communication; GPS tracking and Geofencing; screen-free (no exposure to inappropriate content or cyber bullying); free Relay app for parents; and wearables available to help carry Relay. Can't get enough? Check out [these special offers](#) exclusively for PTA members!



**Learning Heroes** offers an excellent collection of distance learning resources to help families stay on track during school closures. [Click here](#) to see their five-tip overview titled "Keep Calm, Learning is On!", which is available in both English and Spanish.



**Code Wizards** is a global coding school for youth ages 8-18. They offer live, online coding classes led by exceptional teachers for elementary, middle, and high-school students. With a five-star rating and thousands of satisfied students, they are the #1 most effective, most engaging way for kids to learn to write code. Students learn popular programming languages like Python, Scratch, HTML/CSS, JavaScript, Java and more from the convenience of their home! [Click here](#) to learn more.



*(Offers from National PTA are subject to change without notice.)* To download the Summer 2020 Member Perks flyer, [click here](#).

CodeWizardsHQ

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# ADVOCACY

From National PTA

## TAKE ACTION: SCHOOLS NEED RESOURCES NOW TO REOPEN

There are numerous critical needs children, families, educators and schools are facing during the coronavirus pandemic. While Congress has provided some relief to our nation's children, families and the educational system in previous legislative packages, there are additional needs that must be met before the school year starts. National PTA is asking Congress to address five key areas in the next COVID-19 relief package:

- 1) funding to reopen schools safely this fall
- 2) increased support for Title I and IDEA
- 3) dedicated funding for remote learning
- 4) more resources for family engagement in education
- 5) increased funding for child nutrition programs.

Schools need resources now to plan and prepare for the fall! Please contact your Members of Congress today and ask them to provide the critical funding needed to reopen schools.

# FROM THE COUNCILS

Submitted by Kelly Mattinson, North West Valley Council President

Wow, there has been so much going on in the North West Valley Council (NWVC) since school started. I don't know about you, but we didn't have much of a Summer break; we were all in training and plotting how to approach this new normal.

Some of our schools have really been utilizing their Social Media to communicate with their families. This partnership with school Administration further strengthens the importance of PTA. So many families are lost and need to know they are not alone. NONE of this is easy, for anyone. Some kids are thriving in the virtual world, while others are struggling. This is a new horizon and we need to all take it on together. Look at this great post from Sutter Middle School.

If your PTA is looking to help fund a program that your school needs such as a computer or music class, a direct plea may be a great option.

During difficult times we have seen PTA and our community rise up and help each other. It's a beautiful sight when the community comes together to help those in need!



**Sutter Middle School Important Dates**

**Back to School with Distance Learning Webinar**  
Date: Friday, August 7th  
Time: 9 AM or 2 PM  
Via Zoom: Login Details on [sutterms.org](http://sutterms.org)

**Newly Added: Back to School with Distance Learning Evening Edition Added Webinar**  
Dates: August 10th  
Time: 7PM  
Via Zoom: Login Details on [sutterms.org](http://sutterms.org)

**Distance Learning Strategies**

- Distance Learning Strategies
- Digital Citizenship
- School Partnerships
- Student Engagement
- Parent Tips
- Sutter Programs

For more information visit: [www.sutterms.org](http://www.sutterms.org)

School 2 Home

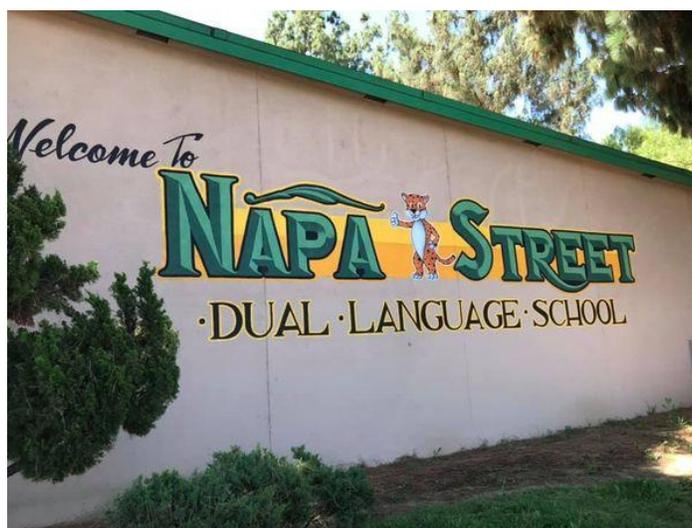
Thank you to the amazing Napa Staff Members, Napa families, CD12 John Lee's Office, Park Parthenia Apartments, LAPD PALS Center, LAPD Senior Lead Officer Patty Peteque, and the rest of the amazing LAPD Officers who gathered tons of resources to help the families impacted by the Wilbur/Parthenia Fire! The generous donations were overwhelming, but the team organized, divided and delivered the needed



Napa Street PTA collected donations to help those in need.

supplies.

WE are so proud of our Napa PTA family stepping up to take care of those in need. We hope you never have to suffer a tragic accident such as this, but it is comforting to know that the community will be there to help you.



continued on next page

During all of this chaos and uncharted territory, I am so proud to say ALL of our NWVC schools are on TOTEM and are gathering members daily to help advocate for ALL children. Remember, the more members we have, the stronger our stand and louder our voice is. JOIN TODAY! ASK everyone and let's show how impactful the 31st District can be.

**PRCS Coyote Howl**  
August 24, 2020

**AUGUST**  
8/24 - 8/28 Grab n Go Materials & Textbooks by Grade Level

**SEPTEMBER**  
9/1 Booster Club Meeting - 3:00PM Zoom links TBA  
9/4 Admission Day - No School  
9/7 Labor Day - No School  
9/16 Welcome Parent & Assoc. Mtg by PTA at 6:00PM

**Textbook & Materials Grab N Go Week!**  
August 24 - 28  
Parent Packets: <https://www.goprcs.org/parent-packet>

Remember to bring the **Parent Opening Day Packet** to drop off. One packet per student. The Meal Application is available online. All forms can be found at [www.goprcs.org](http://www.goprcs.org)

If students have a PRCS student ID from last year, please bring it with you to the Textbook & Materials Grab n Go to expedite the check out. If you can't locate one from last year, not to worry, we can still look up information.

**IT Helpdesk is available at 213-443-1300**

- Parents, students, employees having trouble with their computers or other devices
- Problems connecting to their hotspots
- Hours for IT Helpdesk, FieldTech
  - 7:30AM - 4:45PM, Monday - Friday
- Password/reset issues for mymail - contact teacher

Ms. Coco DeCastro's IT Zoom Office Hour thru 8/28  
See page 2  
Local District Northwest (LDNW) Virtual Info Booth  
See page 2 - now extended thru August 28!

**Principal Demirjic's Message:**

Good evening PRCS Families, this is Principal Avak Demirjic with few announcements.

I want to congratulate our parents, students and our amazing teachers for making our first two days of virtual instruction a success. Yes, as a District, we had some glitches, but we will get through this together.

Textbook & Materials Grab N Go is scheduled for next week by grade level. Please visit our website at [www.goprcs.org](http://www.goprcs.org) to follow your assigned grade level dates and times. We will be using our student drop off area during the Grab n Go hours. Please follow the social distancing safety protocols, do not exit your car, wear a face mask as you approach PRCS staff and follow the map that will be emailed to you with this message. Also, please don't forget to complete the Opening Day Parent Packet forms and bring them with you during Grab N Go. You can get the parent packet forms as well as online meal application forms that we are asking every parent to complete by visiting [www.goprcs.org](http://www.goprcs.org) and clicking on opening day parent packet. If you still have textbooks or library books that need to be turned in from last school year, you can do so during the Grab n Go.

Regarding devices and hotspots, we completed our phase 1 distribution in the order in which the request was received. I am aware that there are many more requests. I am waiting for a delivery from our District. As soon as we receive them, we will contact you. We are looking forward to seeing you all starting Monday during Grab n Go. Let's all have a wonderful and successful week. Thank you.

Many of our PTAs have started Newsletters to keep their families up to date. They look great and with all the great internet tools available, they are easier than ever to create and look professional.

Granada Hills Charter TK-8 created a "soft sell" direct plea called the HIGHLANDER HERO Fund. The ultimate goal is to fund a music teacher for the entire year, but the underlying goal is to have ALL families donate to the

cause. The fact that they can all come together and unite to achieve one goal is wonderful. So far most families have given the requested amount, some have given less and others have given much more. Feel free to reach out to me if you need any help with a similar program.

If you need help with Social Media Tips, California State PTA offered 2 amazing trainings during the 2020 Virtual Summer Leadership Academy. It can be accessed at [www.capta.org](http://www.capta.org). Check it out. If you are ever at a loss, just share the NWVC, 31st District PTSA or California State PTA posts. We utilize an updated calendar and share a wealth of information.

Thank you for all you do for our children, we will get through this together and will be all the better for it. Be safe and take care of your family.

**GHC TK-8 VIRTUAL**  
**Teacher Appreciation Week**  
**MAY 4-8**

After every storm comes the sun and if you're lucky a rainbow will emerge between the clouds.

While we are social distancing right now, there may be moments when it seems like we will never see the storm pass. Rainbows are a reminder that this storm will end, and we will all see our rainbows soon.

Please join the GHC TK-8 PTSA to honor our extraordinary teachers with a rainbow themed week during this temporary storm.

We are all in this together, even if that means we have to stay apart.

**MONDAY MAY 4 "Virtual Bouquet"**  
Send a colorful virtual bouquet to your teacher by drawing a picture of flowers or sending a photograph of you holding a flower from your garden.

**TUESDAY MAY 5 "You've Got Email"**  
Brighten your teacher's day by sending a personalized video message or a photo of you holding up a sign letting your teacher know how much you appreciate them.  
\*\*PTSA will also treat teachers to gift cards for a meal delivery service today.\*\*

**WEDNESDAY MAY 6 "Wacky Wear"**  
Wear rainbows, or as many colors of the rainbow as you can, during your class Zoom call.

**THURSDAY MAY 7 "Throwback Thursday"**  
Cheer up your teacher by letting them know your favorite classroom memory from the year. Draw a picture or send them a message!

**FRIDAY MAY 8 "Rainbow Art"**  
Create your own rainbow and hang it in your window or door as a reminder that this storm will pass. Send a photo of you with your rainbow art to your teacher.

# FUNDRAISING

Submitted by Heidi Gilles, Fundraising Chairman

While PTA does not solely focus on fundraising, it is in our blood to help our schools, to help our children.

That being said, this is going to be a much tougher year to generate revenue, for multiple reasons. If your PTA is looking to help fund a program that your school needs such as a computer or music class, a direct plea may be a great option.

Your everyday purchases can generate money for your schools, at no cost to you!



When you use your *Ralphs* and *Food 4Less* cards, a portion of your purchases can benefit your school! For **Ralphs**, go on-line ([www.ralphs.com/topic/community-contribution-2](http://www.ralphs.com/topic/community-contribution-2)) to select your school to benefit from your Ralphs Rewards card purchases **\*Renew on or after September 1<sup>st</sup>** every year so your contributions will continue.



**Over 700 on-line stores & restaurants participating!**

Register your debit and credit cards in the eScrip program. Participating merchants (dining and on-line shopping) will make automatic community contributions to up to three organizations, based on purchases made by you, just by using the cards you have registered. Register your cards and let the programs do the rest! Please go to [www.escrip.com](http://www.escrip.com) to sign up and select your school's PTSA to benefit.



**Shoparoo** is a free, private smartphone app that lets you take pictures of your grocery and store receipts and turn it into money for your school (supermarkets, convenience stores, drugstores, Costco, Target, Walmart, etc.). Just take a picture of your receipts with the app and you generate points and those points add up to a check to your school. It's that easy and the app keeps your receipts for easy retrieval too! Get the app: [www.shoparoo.com](http://www.shoparoo.com)



**Same as Amazon** but a portion of your purchases generate funds that go to the school or non-profit of your choice. Go to [www.smile.amazon.com](http://www.smile.amazon.com), then go to your Amazon account, type in your school and hit the search button and select the school. Learn more at: <http://smile.amazon.com/about>.

**Tip:** If you are about to checkout on Amazon.com and forgot to begin with smile.amazon.com, no problem. Just go to smile.amazon.com and your cart will be there for checkout!

# HEALTH AND COMMUNITY CONCERNS

From The Pulse, August 2020

**Impact**  
Teen Drivers

## What do you consider lethal?

**Kelly Browning, Ph.D.**  
Executive Director

### Board of Directors

**Carrie Lane**  
Chief Executive Officer  
California Association of  
Highway Patrolmen

**Carolyn Doggett**  
Executive Director (Ret.)  
California Teachers Association

**Beau Brown**  
Chairman  
California Casualty

**James P. Frantz, Esq.**  
Frantz Law Group

**Jack O'Connell**  
California Superintendent  
of Public Instruction (Ret.)

**Spike Helmick**  
Commissioner (Ret.)  
California Highway Patrol

**Margarita Cuizon**  
Director of Member Services  
Association of California School  
Administrators

**Dr. Edward Mills**  
V.P. for Student Affairs Sacramento  
State University

**Kevin Gordon**  
President and Partner  
Capitol Advisors Group

### Partners

Association of California  
School Administrators

California Highway Patrol

California Teachers Association

Friday Night Live

Valley Children's Hospital

National Education Association

National Volunteer Firefighter Council

Peace Officers Research Association  
of California

SADD

Dear CAPTA Members,

Impact Teen Drivers (ITD) understands that this is a period of enormous uncertainty and would like to support you in your ongoing efforts to keep your scholastic communities safe. The enduring public health issue of *reckless and distracted driving* among teens is not the focal point of news reports, but it is claiming the lives of 4,000 teens annually. ITD, with the support of the Office of Traffic Safety and the California Highway Patrol, has developed and compiled an "E-kit" with the most effective and engaging evidence-based materials for you to utilize in your scholastic community at no cost.

The online "E-kit" is designed for teachers, administrators, and PTA representatives to access and utilize via [www.ImpactTeenDrivers.org/California](http://www.ImpactTeenDrivers.org/California) and includes the following free resources:

**Lesson Plans.** Lesson plans meet the California Standards of Education and the Health Education Content Standards, and include specific lesson plans for coaches and student leaders, as well as curricula to teach the younger generation the importance of wearing their seat belts, not distracting the driver, and to always speak up if they feel unsafe in a car.

### Interactive Classroom Resources

**Relative Risk Wheel.** The Relative Risk Wheel (or Wheel of Death) is a tool for sharing driving statistics in a dynamic and interactive way.

**Posters.** These posters are an engagement tool to help teens really understand what is most lethal to their age group, and how the deadliest behaviors are not bad or dangerous until someone makes the choice to do them behind the wheel of a car.

**iCommit Pledge Card.** These pledges empower teens to make meaningful changes in their own driving and riding habits, from putting away distractions to wearing a seat belt to speaking up to an unsafe driver.

**Interactive Education Modules (IEM).** Our IEMs, which include our teen "What Do You Consider Lethal?" and "Are We Living in a Dream World?" programs, allow teachers to accommodate diverse schedules and independent learning. The Parent-Teen Online GDL Module guides parents and teens through the California driver licensing system. Most of the above resources and our programs are available in English or Spanish.

We are grateful for your commitment to serving our kids and communities. Our entire team is dedicated to partnering with your schools to make our communities safer.



Kelly K. Browning, Ph.D.  
Executive Director

Impact Teen Drivers • 2210 21st Street, Sacramento, CA 95818 • (916) 733-7432  
[info@impactteendrivers.org](mailto:info@impactteendrivers.org) • [www.impactteendrivers.org](http://www.impactteendrivers.org) • [www.whatslethal.com](http://www.whatslethal.com)

Interested in scheduling a Parent-Teen virtual workshop, contact Impact Teen Drivers at [impactteendrivers.org](http://impactteendrivers.org) or 916-733-7432. You can also visit the website at: [www.ImpactTeenDrivers.org](http://www.ImpactTeenDrivers.org)

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# HEALTH AND COMMUNITY CONCERNS

*Continued from previous page*

## HOW WE CAN HELP HOMELESS AND FOSTER YOUTH

Foster care is supposed to be a temporary situation for children living in abuse or neglect - but frequently it is a long-term solution to an ugly problem in today's society. While in foster care, children may live with relatives, foster families or in group homes. The ultimate goal of the foster care system is reunification with biological parents. It's supposed to be a temporary safe placement while the parent(s) can get their life back on track or someone else steps up to be a parent to that child. With more than 500,000 children currently in the foster care system, an estimated 7% of those infants under 1 year old, it would seem like the system isn't doing what it is designed to do.



Here are the staggering statistics (courtesy of [Soar For Youth](#)):

There are over 500,000 children in the United States foster care system

- 1 out of every 5 of our nation's foster children lives in California
- 3 out of every 10 of our nation's homeless are former foster youth
- 70% of foster youth dream of going to college. Only 3% actually make it
- 83% of children in foster care are held back in school by third grade and 75% are working below grade level
- 35% of foster youth have experienced four or more school changes and each move results in a six-month loss of educational progress
- 51% of former foster youth are unemployed at age 22

With the passage of the federal Family First Prevention Services Act in 2018, the foster system could see a major overhaul - the most extensive change in 40 years. Group home limits, better funding, and more timely help for vulnerable children and families were promised in this legislation. While it is a step in the right direction, it has yet to be implemented across the board in the United States.

Many school districts in California are working towards a better outcome for children in foster care. In April 2020, California Governor Gavin Newsom signed an executive order allocating \$42 million help foster youth. The money was targeted to help caregivers affected by the coronavirus and give extra resources to social workers who were forced to work remotely or longer hours to help children. Many foster kids don't have access to technology to participate in distance learning, and because of quarantine, are unable to see their biological families to continue building those bridges to reunification. We are still a long way from solutions to big problems in the foster care system, and there are many ways for you to help.

### Ways to help:

- [Teens4teens LA](#)
- [Soar for Youth](#)
- [Together We Rise](#)

You can find more resources on the [Foster Youth](#) page on the California State PTA website.

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# AWARDS

Submitted by Kristin Foster, Awards Chairman; [1Kristin.Foster@gmail.com](mailto:1Kristin.Foster@gmail.com)

Although PTA units will be doing things a little differently this year, we know how dedicated you are and it's always a pleasure to recognize all of your efforts.



National PTA and California PTA offer Grants and Awards to PTA units and their members. Please use the websites below to see what is offered:

- <https://www.pta.org/home/run-your-pta/Awards-Grants>
- <https://capta.org/programs-events/scholarships/>

**The deadline to submit applications is October 1, with some date variations based on the Grant or Award.**

Each year Units can be considered for 31<sup>st</sup> District PTSA awards such as Unit Of the Year, Health & Safety, and Newsletter awards. Units may also nominate a teacher to be considered for Teacher Of The Year. The applications, with criteria and deadlines, can be obtained from the Council and Unit Presidents or available online at [31stdistptsa.org](http://31stdistptsa.org) under the "resources" tab.

Even though these are "end of year" awards, be sure to read through the criteria and comply with all of the deadlines! *A deadline missed, means ineligibility.* Also, the criteria may give you ideas for creating a new event, program, or service within the School Community which could make your application stronger.

**APPLY, APPLY, APPLY!!! Remember:** "You miss 100% of the shots you don't take." ~Wayne Gretzky

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## CENSUS 2020 UPDATES

**One form due September 30<sup>th</sup>, nine confidential questions, only three minutes of your time, equals billions of federal dollars for all communities throughout California.**

Only 64.7% of Californians have completed the Census to date and the due date for responses is September 30<sup>th</sup>. Everyone from newborns on up need to be counted, regardless of immigration status. Census information is safe and secure. Information collected is confidential and cannot be shared with immigration or law enforcement agencies.

Not only does the Census determine the number of representatives California has in the U.S. House of Representatives and the number of votes we have in the Electoral College, the information is used to redraw districts for the State Assembly and State Senate so that all communities have fair representation.



For EVERY person who goes uncounted, California loses \$20,000 over ten years for our local communities. This funding includes:

- Child care programs
- Education programs: Head Start, Pell Grants, school lunches, special education
- Infrastructure: highway planning and construction, Section 8 housing, community development and public transit systems
- Social assistance programs
- Healthcare services

### Complete the Census 2020:

- Online at <https://my2020census.gov>
- By phone: 1-844-330-2020
- By mail: complete the paper form that you received in the mail, and mail it back.

## PTA Advocacy Helps Prevent Education Cuts

California just adopted an education budget that gives schools about the same amount of funding as last year. Here's a bit of a PTA backstory on what happened. You might recall that the Governor's May budget proposal contained cuts to schools. Yet, the final budget avoids those cuts. So what happened?

Immediately after the Governor proposed education cuts, the Education Coalition, which includes California State PTA, launched a major campaign with this warning:

### ***Schools Cannot Physically Reopen Safely with the Funding Level Proposed in the May Revision***

A virtual press conference announced the campaign and previewed a state-wide television ad, "[An Unprecedented Crisis.](#)" A robust social media campaign augmented the effort. The campaign messaging made the cuts real, by breaking down the impact on schools. Under the Governor's proposed budget, a 10% cut (\$6.5 billion) to the Local Control Funding Formula equates to:

- Cutting \$1,230 per student, or
- Cutting \$21,667 per classroom, or
- Increasing class sizes by 19%, or
- Laying off more than 57,600 teachers, or
- Laying off more than 125,000 education support professionals



The campaign had an impact. While both the legislature and the Governor believe schools are a high priority, they took different budget approaches. The final adopted budget uses the legislature's approach – avoid immediate cuts but delay payments to schools. This approach is not as severe as cuts, but districts have to spend local budget reserves or borrow money until they get the money the state owes.

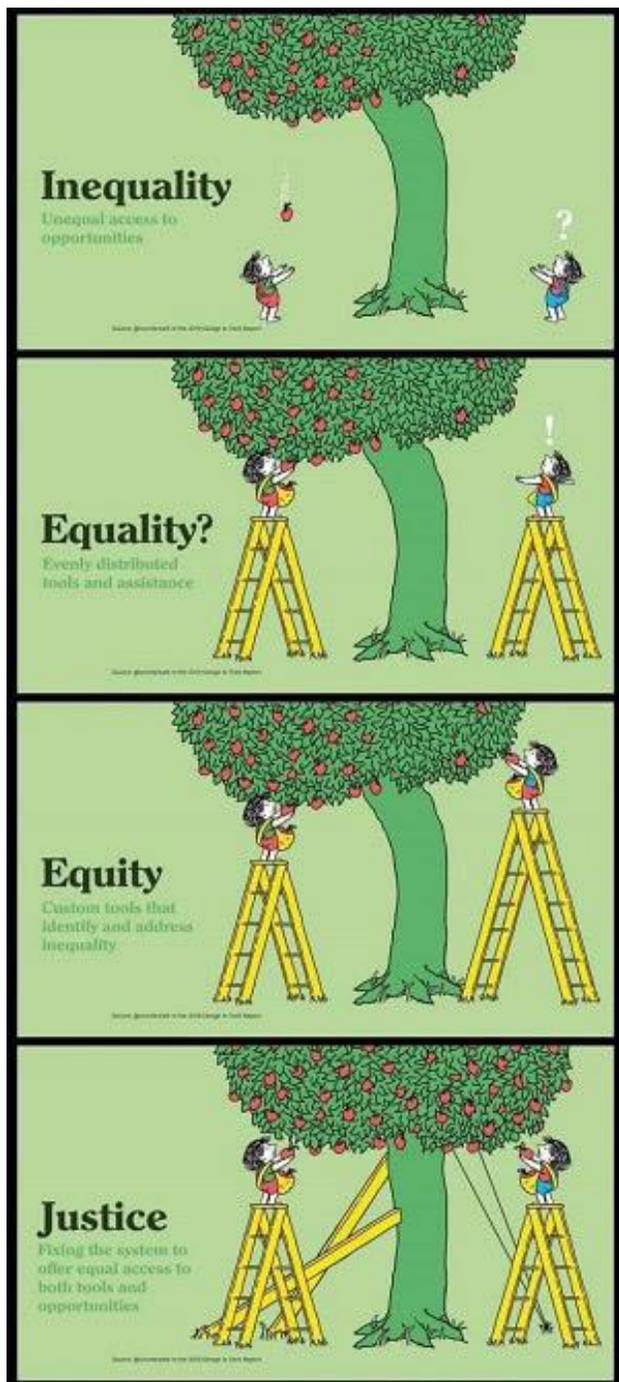
The budget also relies on significant federal funding. If that does not come through, schools will face more delayed payments – or even future cuts – by the state.

This year's budget did not give schools more money, even though they have significantly greater expenses. Even before the pandemic, schools struggled to make ends meet.

We need to push for more ongoing state funding now. This includes looking at suspending or eliminating tax expenditures (which include tax credits, deductions, exemptions and exclusions) and additional strategies to generate more revenue. We anticipate next year's financial outlook will be worse.

## Resources

- [California Budget Summary](#)  
[PTA Budget Statement](#)  
[Where Can We Find New Funding](#)



## **PTA Supports Equity: Time to Address Racism**

### **PTA's Legislative Platform Now Supports Equity**

At the Statewide Annual Meeting, PTA amended its Legislative Platform to support "Equity in every aspect of life for all children and youth, while recognizing that each child is unique with individual needs and talents."

### **PTA Supports Affirmative Action Legislation**

PTA supported ACA 5 in the California legislature. This proposed constitutional amendment coming before the voters of California in November permits the use of race, gender, and ethnic diversity as factors (but not decisive factors) in college admissions, government hiring, and government contracting.

Working with the Education Coalition to Address Racism We are also joining with our Education Coalition partners on a task force to examine what the education community can do to further equity in our schools and communities.

### **Helping PTA Units Address Racism:**

- Lesson Plans and Discussion Guide from [Ed100](#)
- We encourage PTAs to share the blog [One Way Your School Can Address Racism](#) with parents and staff.

Too many students – and adults – don't know much about the history of racial segregation in America. By understanding this history and its impact on millions of Americans, our schools and communities can start to remedy this wrong.

- Do your children know, for example, if they are white, that their middle class status may in large part be the result of [affirmative action for whites](#) – not simply hard work?
- Can they relate the impact of segregation to the unequal impact of COVID-19 on people of color?
- Can they trace housing segregation policies to the neighborhood they live in and the schools they are

allowed to attend?

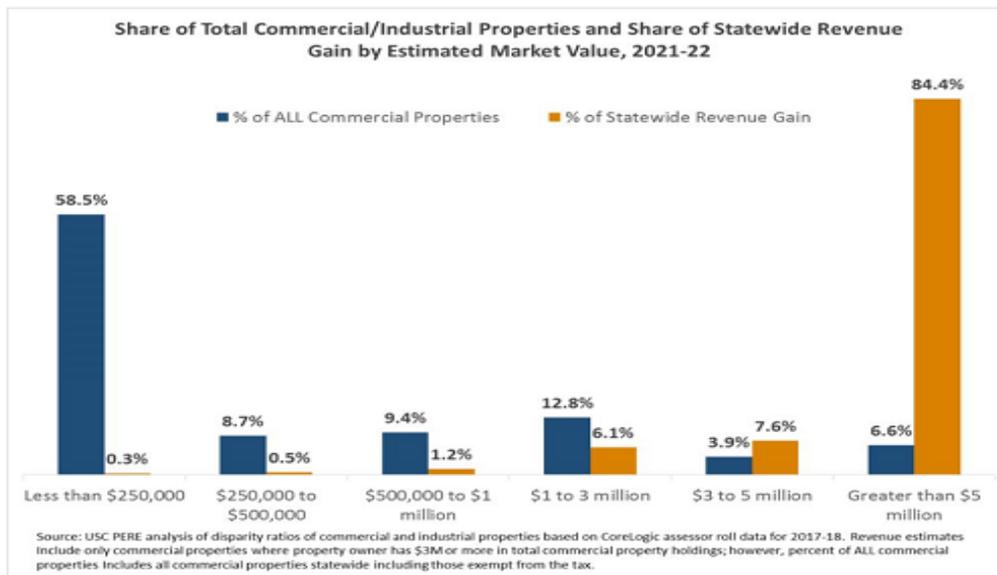
- Do they know that our government created many of these inequities? Can they use their skills in analysis and critical thinking to try to remedy them?

Using the book [The Color of Law: A Forgotten History of How Our Government Segregated America](#) by Richard Rothstein, the blog provides lesson plans and reading suggestions to help students understand one cause of racial injustice and how it affects their lives and the lives of millions of Americans.

*continued on next page*

## PTA Supports Proposition 15: Schools and Communities First

A [new study](#) on the impact of **Proposition 15**, the Schools & Communities First initiative, indicates that 10% of the biggest, most valuable commercial and industrial properties would generate 92% of Prop. 15 revenue.



This PTA-supported initiative on the November 2020 statewide ballot would require that commercial and industrial real estate property worth \$3 million or more be taxed on current market value. According to Ed Trust West, California has lost \$585 billion in revenue for public infrastructure, schools, and local services because commercial properties are not assessed at market value. The residential sector now pays the lion's share for critical services.

**Prop. 15** would raise as much as \$11.5 billion in additional funding for schools and local community programs and services. This money would be allocated to schools (40%) and local governments (60%). Every school district and community college will receive additional funding. Money for K-12 is allocated according to the Local Control Funding Formula to ensure it is distributed equitably. Prop. 15 protects homeowners and renters by maintaining tax protections for ALL residential property. The measure protects small businesses by not only exempting properties valued at less than \$3 M, but exempts from taxation the first \$500,000 of value of a business's personal property.

The study also reports that:

- On average, properties that will be reassessed under Prop. 15 are under-assessed by 50% or more – meaning that they have the largest gap between their assessed and market values.
- Nearly 50% of the revenue from the measure will come from properties that have not been reassessed since before 2000.

We encourage PTA members to get involved in the campaign to bring more money into our schools and communities. You can sign up [here](#).

## PTA Supports Proposition 16

California State PTA is proud to support Proposition 16 to provide equity in state hiring, contracting, and education. On November 3, PTA urges support for this important initiative to promote long needed equal opportunity policies in state hiring, contracting, and education. California State PTA believes in equity in every aspect of life for all children and youth, and effective governance systems and practices that are rooted in social justice to serve the needs of children, youth and families. Unfortunately, racism and sexism still deny equal opportunities in California. Everyone deserves the opportunity to succeed – regardless of their gender, what they look like, or where they were born.

This constitutional amendment asks the voters of California to vote on permitting the use of race, gender, and ethnic diversity as factors (but not decisive factors) in education including college admissions, government hiring, and government contracting. This measure repeals Prop. 29, which banned consideration of these factors in public employment, public education, and public contracting.



### A Bit of History

- **Proposition 209** – In 1996, California voters banned consideration of race, sex, color, ethnicity, or national origin in public employment, public education, and public contracting by passing Proposition 209. This made California one of the few states in the nation to prohibit this consideration. Federal law and most states allow policies and programs that consider race, sex, color, ethnicity, or national origin. Before Proposition 209, California supported policies and programs intended to increase opportunities and representation for people who faced inequalities

### What's the Problem?

- **Discrimination** – “A recent study from the Economic Policy Institute showed that Black workers are twice as likely to be unemployed, and that a similar disparity exists among college-educated Black workers and their white counterparts. Source: CA Senate Analysis
- **Gender Pay Gap** – “On average, women make 82 cents for every dollar earned by men. If the United States maintains the current level of progress towards pay equity, it will take until 2059 to achieve pay equity for women. Yet, this figure obscures the racial and ethnic component of pay equity: Black women will not achieve pay equity with white men until 2130 and Latinas will not achieve pay equity with white men until 2224.” Source: CA Senate Analysis
- **Unequal Society** – “The data suggests that we live in a deeply unequal society, where the tools to compete in society are unevenly distributed and distributed in a manner that perpetuates inequality between races and genders at all levels of class and society.” Senate Committee on Labor, Public Employment and Retirement
- **Education** – “UC’s many years of effort and experimentation with a wide variety of race-neutral approaches demonstrates that, at least under current circumstances in California, highly competitive public universities cannot maintain historic levels of diversity within their student bodies—much less reflect in their student bodies a growing state population of underrepresented minorities—using only race-neutral methods.” University of California, June 15, 2020 statement
- **Wealth Gap** – “A close examination of wealth in the U.S. finds evidence of staggering racial disparities. At \$171,000, the net worth of a typical white family is nearly ten times greater than that of a Black family (\$17,150) in 2016. Brookings “Examining the Black-White Wealth Gap”

continued from next page

# Birth of a California Ballot Measure

How an initiative or referendum makes its way onto your ballot

Continued from previous page



## A measure is proposed...

A ballot measure enters the world in one of two ways:  
1) An engaged citizen (or engaged special interest) writes the text of the new law and sends it to the state attorney general's office with a check for \$2,000 (refundable if the measure qualifies for the ballot).  
or  
2) The Legislature passes a bill proposing a change to the state constitution or a new bond measure. In this case, the bill goes directly to the ballot.

referred by the Legislature

proposed by citizens

## ...a title and summary are given...

The attorney general gives the measure a name and description. Sometimes these are controversial. The state's executive and legislative fiscal analysts also publish an estimate of how much the measure would cost the taxpayer.



## ...signatures are gathered...

If the measure introduces a new law or overturns an old one, its sponsors must gather 365,880 signatures. If the measure changes the state constitution, they'll need 585,407.

## ...lawmakers are alerted...

Once a petition reaches 25 percent of its goal things start to get serious. The Assembly and Senate are alerted and may decide to hold public hearings. These hearings are intended to help the public learn more about a topic they may soon be voting on. It also gives lawmakers a chance to find any loopholes, drafting errors, and unintended consequences.



## ...signatures are checked...

Once enough signatures have been gathered, the secretary of state's office randomly checks a small sample to make sure they belong to real-life, living human beings. If there are too many fakes and mistakes, the rest will be checked too.

## ...the measure is deemed "eligible"...

Once enough signatures are verified, the secretary of state's office designates it good to go.



## ...and then finally placed on the ballot.

Any citizen initiated measure deemed to be eligible at least 131 days before the election will be placed on the ballot. They will join any measures referred by the Legislature.

Statute changes require signatures equal to more than 5 percent of votes cast for governor in the previous election. Constitutional amendments need signatures totaling more than 5 percent.



As our children head back to school, most, if not all of us will still be getting used to a "new normal." The usual back-to-school routines and rituals have been disrupted, and many questions remain about how, where and when our kids will continue to learn and how our PTAs can function best.

Here are some resources to help ease the transition to another school year – and to help you find value in PTA – during this unprecedented time:

- California State PTA's [COVID-19 RESOURCES FOR PARENTS, FAMILIES AND EDUCATORS](#) page offers a wealth of tools and documents to help you navigate distance learning, including learning from home websites, virtual field trips, how-to-homeschool guides, and apps for students with special needs. This same page also offers some great tools to help you cope with the social and emotional stress that can come with sheltering in place and remote schooling.
- California State PTA's [COVID-19 RESOURCES FOR PTA LEADERS](#) page offers indispensable advice on how to keep your PTA active during the pandemic. We've got videos, webinars, and FAQs on how to handle meetings, events, elections and financial transactions while your PTA is unable to meet in person.
- On the membership side, the three most recent issues of Membership Monday offer lots of tips and suggestions on how to recruit and retain members virtually, and how to stay connected with your PTA families when campuses are closed.
- Stay connected to the arts by starting a Reflections program at your school! It's a great way to build community and give kids an outlet for their creative instincts. The theme for 2020-21 is "I Matter Because..." and the rules and deadlines can be found <https://capta.org/programs-events/reflections/>
- Also explore the amazing #CreateAtHome resources from our partner Create CA, <https://createca.org/createathome/>. Their home-based arts activities make learning engaging, and allow you and your children to pass the time in fun and productive ways.

## DISTANCE LEARNING



For some of our PTA families, school is already back in session, and most likely via distance learning. Although this mode of learning is no longer unfamiliar, it's still an adjustment – one that's prompting us all to work together to pivot, keep kids engaged, and stay informed.

Understanding learning expectations and standards is important for parents and PTA Leaders, especially today. With the [Next Generation Science Standards](#) (NGSS), helping children learn science is easier than ever before! NGSS brings discovery to the forefront of a child's science education.

With that in mind, we want to encourage parents to take some time to explore just one of the many science learning activities available in the [Resource Library](#) – most, if not all, are easy to do at home!

For example, the **Cornell Lab of Ornithology** offers a combination of indoor and outdoor activities – all focused on birds – designed to allow kids to explore nature and science. Check out these activities and more like them by [clicking here](#).

# DISCOVER TOGETHER

From California State PTA

## WHAT WILL YOUR FAMILY DISCOVER?



Even during these challenging times the world can be ours, and together we can inspire our families to [#DiscoverTogether!](#) Are you a local PTA leader? Download the ready-made #DiscoverTogether messaging kit to easily share with your network of families a wealth of ideas to ignite their curiosity about science.

With the Next Generation Science Standards (NGSS), helping your child learn science is easier than ever

before! NGSS brings discovery to the forefront of your child's science education. And as a family, you can take an active role by simply exploring the world around you. Baking a cake? That's a chemical reaction! Out on a walk? Spot some flowers growing and experience the magic of photosynthesis! Use the tools below to get started.

To learn more about the rollout of Next Generation Science Standards, California State PTA surveyed California parents/guardians about the importance of science education, their children's experiences, and what they need to best support science learning. Many of the findings are surprising!

If you didn't already know, California PTA has compiled a robust [Resource Library](#) that will help you, and the families you serve, discover together. Within the resource library, your families can find:

### – Activities to do at home

#### – Learning resources for:

- The arts
- ELA and math
- Health
- Next-Gen Science/STEM

#### – Documents, websites and videos about:

- Community concerns

- Early childhood
- Family engagement
- K-12 Subject Areas
- K-12 System - How it works
- LCFF/LCAP
- Parenting
- Partnering with schools
- Safety
- Student Success

Encourage your families to take some time to explore even just one of the many activities available in the [Resource Library](#). Then you'll be well on your way to earning your #DiscoverTogether explorer badge!





# THIRTY-FIRST DISTRICT PTSA

## Valley Views

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