

Within the scope of the PTA Mission and Purposes and with children as the ultimate beneficiary, Georgia PTA focuses on:

- Forming, strengthening and supporting PTA (districts, councils, units and members).
- Serving as a collective voice for children and raising the visibility of PTA at the state level.

During the past year, the volunteer Georgia PTA Board of Directors, supported by a small, but formidable state office staff, has been very busy. The following highlights reflect the magnitude of their work and summarize the accomplishments of the state PTA during 2008-2009 fiscal year.

Georgia PTA “Year in Review”

- Provided services to 949 units and one-third of a million members statewide. Drove over 100,000 miles supporting units and councils statewide during the last year.
- Worked within a balanced budget and continued rebuilding a reserve for contingencies. Created Financial Planning Committee to ensure sound financial practices are followed.
- Received support through collaboration with the following companies and agencies:
 - Georgia Natural Gas at the Friend Level.
 - Georgia Student Finance Commission at the Supporter Level; Kroger, and AIM-Association Insurance Management at the Advocate Level.
 - Renewed collaborative partnership with Georgia Department of Education School Nutrition to offer *Promoting Healthy Habits* grants for units and councils valued at \$44,000.
 - Received a grant for \$25,000 to inform members about school voucher impact on public schools.
 - Received a grant from Colonial Bank for Wellness Champions grants.
- Continued to upgrade the technological infrastructure and database capabilities at the state office.
- Maintained bylaws of 949 units and 25 councils at the state office. Reviewed local unit bylaws amendment requests. In the past 12-month period, approved PTA bylaws for 49 newly charter units.
- Revised and updated State Bylaws at 2009 Annual Convention/Leadership Training.
- Hosted annual holiday appreciation luncheon for Past State Presidents at the state office.
- Continued to ship copies of the Georgia PTA History Book to all former Georgia PTA board members, Past State Presidents, Past National PTA presidents, and current PTA National Board of Directors, and new local units.
- Co-Hosted a luncheon with MetLife and Committee for Economic Development (CED) regarding survey findings about homework.
- Hosted the Peoples Republic of China Secondary School Reform Committee.
- Enacted first “green” convention for GPTA and the GICC.

Communication

- Maintained “Members Only” section of the Georgia PTA website and continued service to local units through online submission of officers and chairpersons information.
- Continued to expand complimentary circulation of *PTA Voice* newsletter, resulting in a total annual circulation in excess of 20,000 copies.
- Presidents’ Packets with circulation including co-presidents and council/district leaders.
- Continued targeted mailings to secretaries and treasurers and added targeted mailings to principals.
- Published the electronic monthly newsletter, *e-Voice*, to 6,750 subscribers.
- Provided monthly statistical reports (about unit status) to districts and councils.
- Mailed annual incorporation renewal fee notices to local units.
- Published 2008-2009 Financial Summary.
- Conducted online post-event surveys to gather feedback from 2008 Leadership Training Conference and 2009 PTA Day at the Capitol attendees.
- Conducted online member survey for input to develop legislative priorities.

Legislative/Advocacy

- Utilized *Capitol Watch*, a grassroots online advocacy tool that substantially expanded tools and resources for PTA members. Provided daily reports during the legislative session from the Capitol online. Followed 213 bills during the legislative session, sending out legislative alerts to promote the ones PTA supported and raise opposition to the ones opposed. Continued to build an Advocacy Grassroots system through *Capitol Watch* that builds connections and collaboration among PTA members and provides a communication tool for reaching elected officials.
- Published: a *PTA Final Report from the Capitol*, summarizing passed and failed legislation that impacted children, and education; Georgia PTA's annually approved Legislative Priorities distributed to all local units.
- Maintained a physical PTA presence throughout the legislative session at the State Capitol.
- Hosted the annual State Advocacy Conference with over 300 adult and student attendees.
- Provided input for numerous state house and senate committees on a regular basis on issues affecting children and youth: education reform, funding, vouchers, parent involvement, gun safety and other child safety issues.
- Testified at the United States Senate committee meeting regarding the reauthorization of the school nutrition act.
- Monitored, testified and reported on the State Board of Education.
- Hosted PTA Day at the Capitol for over 600 PTA members and legislators.
- Presented four Resolutions for delegate approval at the 2009 Convention/Leadership Training.
- Presented legislative workshops at the Georgia PTA 2009 Convention/Leadership Training.
- Participated in broad based, statewide coalitions to promote parent involvement and responsible tax reform
- Increased Georgia PTA members' participation in the National PTA Member to Member network.
- Sent five Georgia PTA State Board members and two Georgia PTA State Legislative Committee members to Washington DC to participate in PTA's National Lobby Day on the Hill.
- Georgia PTA legislative team was in attendance at meetings, legislative session, school board meetings over 175 days between August 08 – May 09.

Leadership Development & Resources

- Hosted the first Georgia PTA Emerging Minority Leadership Conference in Savannah, Georgia.
- Conducted the second combined Convention/Leadership Training at the Georgia International Convention Center in July 2009, offering over 70 workshops for over 1,350 pre-registered attendees.
- Awarded *Key to Leadership Certification* to seven PTA leaders who followed and completed all requirements of the program.
- Continued to expand the number of exhibitors at 2009 Convention/Leadership Training.
- Further improved the *Incoming Officers Guide*, *Leadership Resource*, and *Treasurers' Guide*.
- Published *Secretary's Guide*, *Updated Council's Handbook*, *PTA and Principals: Working Together to Increase Student Achievement Guide*.
- Updated *Quick Tips* series on Nominating Committees, Conducting Elections and Year-End Financial Matters.
- Created a Quick Reference Leaders Guide for every attendee at CLT.
- Presented parent survey findings of afterschool program quality/needs at a joint press conference with Georgia Afterschool
- Presented parent/teacher survey findings on homework importance in a joint luncheon conference with Met Life and CED.
- Continued to provide all printed resources in the Members Only section of the website to increase access for PTA members and leaders.
- Traveled to Columbus, Savannah, Augusta, Albany, and Gordon County to train and collaborate with local unit leaders, council leaders, superintendents and school board members.
- Expanded training for Georgia PTA Board of Directors at four quarterly board meetings on topics including membership, emerging minority leadership, legislative issues, and strategic planning.
- Enhanced training opportunities for council and district leaders, including Convention Leadership Training registration scholarships for an additional district officer and multiple council leaders.
- Provided one complimentary Convention Leadership Training registration per newly chartered unit to encourage training.
- Awarded local unit and council 2009 Convention Leadership Training registration grants, thanks to local unit and council contributions.

Membership

- Supported statewide membership of 309,126.
- Chartered 49 new units this year, providing each with a complimentary 2009 Convention/ Leadership Training registration.
- Created the Birney Butler unit and achieved 52 memberships.
- Had 300 units increase membership by at least 5% over the prior year.
- Had 343 units increase membership over the prior year.
- Created honorary membership recognition with Zoo Atlanta for the purpose of enlightening our PTA members of the mutual reliance of the human race and the animal kingdom.
- Presented the Eagle Owl Visionary Award, to 237 local units for submitting dues for 300 members by August 31, 2008. Principals, PTA Presidents, Co-Presidents and/or Membership Chairs received Visionary Pins.
- Presented Flamingo Pacesetter's Awards, for dues for 200 members sent in by August 31, 2008, to 298 local units.
- Presented Argus Pheasant Early Bird Membership Award, for dues for 200 members sent in by September 30, 2008, to 383 local units.
- Presented Oak Tree (92 recipients), Male Membership (29 recipients) and Partnership Membership (27 recipients) Awards.
- Awarded the Dumadi/Madu President's Membership Award to one local unit in each PTA District with the highest increase over their target goal of 5% increase from last year.
- Awarded Meerkat Council Membership and Elephant District Membership Awards to councils/districts with a 5% increase over last year's total. Awarded to four councils and one district.
- Awarded 49 African Lion Platinum, 6 Otter Gold, 2 Zebra Silver and 3 Giraffe Bronze Awards.
- Processed 67 Honorary Life Memberships.
- Hosted two Lunch and Learn Sessions featuring dynamic speakers Jocelyn Dorsey and J. Tom Morgan at the 2009 Convention/Leadership Training.
- Expanded PTA Member Benefits program to include: Georgia Force, discounts at the Atlanta History Center, Fernbank Natural History Center, Chattahoochee Nature Center, High Museum of Art, Hawks, Thrashers and the Southeastern Flower Show.
- Provided training and support for National PTA's Online Membership Data Reporting (OMDR) system and the newly revised Online Membership Data Reporting Plus, with 57 local units approved to utilize the new database this year.

Parent Involvement & Building Successful Partnerships

- Shakerag Elementary PTA, 10th District, North Fulton Council, received the Phoebe Apperson Hearst National PTA Parent Involvement Schools of Excellence Award.
- Co-hosted a Parent Involvement Summit, with Cobb County School District, Marietta City Schools, and The Center for Family Resources, in September 2008.
- Collaborating with Georgia Department of Education Title 1 – Parent Outreach Division.
- Initiated work with Bright from the Start and Department of Early Care and Learning focusing on parent involvement and smooth transitions to elementary school.
- Three Georgia PTA local units - Campbell Elementary PTA in Fairburn, Kell High PTSA in Marietta, and Reese Road Elementary PTA in Columbus - were named 2008 PTA National Take Your Family to School Award Winners.
- Continuing discussions with Georgia Appleseed, and identifying collaborative efforts and goals to be accomplished in the following year.
- Georgia Alliance for Family Engagement, (GAFFE) the committee for family engagement, consists of Georgia PTA, Georgia Department of Education, Georgia Parent Information Resource Center/Communities in Schools and other statewide organizations. New presentation regarding this exciting partnership is part of CLT 2009.
- Awarded two post secondary scholarships to deserving college bound students.

Arts in Education

- Received over 28,000 Reflections entries from 395 PTAs statewide and judged 1,947 entries at the state level. Received eight National PTA Award of Excellence and five National PTA Award of Merit recipients.
- Recognized 342 Reflections' Winners, including 31 Georgia Special Artist winners, at the annual Reflections Reception in March at the North Atlanta High School.
- Awarded monetary awards totaling \$3,100 for Reflections winners, thanks to the contributions of local units and members.
- Continued Georgia's Special Artists Division for Reflections and received 155 entries.
- A special exhibit of forty of Georgia's state and national Reflections winners was held at the Educational section of the High Museum of Art from October 2008 to January 2009.
- Distributed the sixth annual Reflections poster to each local unit.
- Honored councils that received Reflections entries from 100% of their local units.
- A Reflections Theme Search entry from Georgia was chosen as the PTA National Reflections theme for 2009-2010: "Beauty is..."

Health & Youth Services

- Participated with Supreme Court Justice, Leah Sears, rapper TI and J. Tom Morgan in a special teen justice presentation.
- Recognized four Outstanding School Nurses, celebrating the fifth annual presentation of this award.
- Awarded 38 Promoting Healthy Habits grants totaling \$44,000 to PTA units and councils statewide.
- Awarded three Wellness Champions grants with funding from Colonial Bank.
- Continued Partnering with Peachford Hospital to provide Parenting Programs.
- Represented Georgia PTA at Gang Awareness Forums, Power in Truth Conference, Operation Drive Smart, Methamphetamine Workshop, Metro Voices, GPTV Town Hall Meeting – United Way of Metro Atlanta, Start Talking Before they Start Drinking - Town Hall Meeting with Cobb Underage Drinking Task Force (CUDTF).
- Passed Georgia PTA resolution on "Support for Social Host Laws."
- Instrumental in saving state funding for School Nurses.
- Blanchard Elementary PTA, 4th District, Muscogee Council, received National PTA Healthy Lifestyles Award.
- Collaborated with University of Georgia research student on obesity study involving 10 metro area counties.

Education Enrichment

- Partnered with Georgia Department of Natural Resources, EEinGeorgia.org – website housing the Georgia Green & Healthy Schools program.
- Partnered with State Botanical Garden and Maquipucuna Foundation in Ecuador – Our Shared Forests science night kit.
- Partnered with Southeast Rebuild Collaborative, a joint effort of Alabama, Florida, Georgia, Mississippi and South Carolina to promote energy efficiency.
- Partnered with Georgia Green & Healthy Schools to encourage participation in Energy Star, EnergySmart Schools and Sun Smart Schools programs and 27 schools earned Energy Star status.
- Collaborated with U.S. Department of Energy and the EPA.

Georgia PTA Board of Directors' Involvement

- President Leslie Cushman serves on the Executive Committee of the Georgia Partnership for Excellence in Education, the Georgia Afterschool Investment Council and Superintendent Cox's Education Partners Committee.
- Immediate Past President Laura Dobbs serves on the PTA National Board of Directors as Chair of Field Services and member of the Finance Committee.
- President Elect Sheila Cornelius graduated from the inaugural class of the Georgia Education Policy Fellowship Program.
- Latino/Hispanic Liaison Chair Elida Perez-Knapp serves on the National Council of States for PTA National.
- Three board members attended the National PTA Emerging Minority Leadership Conference.
- Board members attended, or participated in, the National PTA Convention, National Council of States Meetings, Multi-State Conference, National PTA Federal Legislative Conference and Capitol Hill visits, National and State President's Conference Calls, and Federal Legislative Chair Conference Calls, Communications Chair Conference Calls, Reflections Chair Conference Calls and Membership Conference Calls.
- During the year, numerous board members represented Georgia PTA, spoke, and/or presented on or at the following:

State School Superintendent's Education Partners Council	G-CAPP, GUIDE-Global Youth Service Project PLAY
Georgia DOE Grading and Standards Commission, Community	Go Green Earth Summit
Conversations on Education Excellence, Office of Student	Outdoor Classroom Council
Achievement Single State Accountability Advisory Group, Rules	Environmental Education Alliance of Georgia Conference
Development Advisory Committee	Safe Routes to School
Georgia Partnership for Excellence in Education (GPEE) Executive	Peachford Hospital
Committee, Board of Directors, Bus Trip	Georgia Green and Healthy Schools Steering Committee
Georgia House of Representatives Obesity Study Committee	Conference with Mother and Other for Clean Air
Georgia School Superintendents Association	National Ambient Air Quality Standards for Ozone Public Hearing
Georgia Bureau of Investigation –Internet Safety	Southeast Rebuild Collaborative, Georgia Steering Committee
Cobb Underage Drinking Task Force	Georgia Green & Healthy Schools, Steering Committee
Council on Alcohol and Drugs	UGA Cooperative Extension Advisory Council, Environmental
Safe America	Education Programs
State School Board monthly meetings	Latina Youth Leadership Conference
Gold Dome Gang (Metro Atlanta RESA Legislative Liaisons'	Georgia Afterschool Investment Council
Committee)	State Botanical Garden and Maquipucuna Foundation
Georgia School Superintendents' Association Bootstrap Conferences	Georgia Parent Information Resource Center/Communities in
Georgia School Board Association Law Day and Annual Conference	Schools
Georgia School Council Institute	Voices for Children
Georgia CAN – Children's Advocacy Network	9to5 Association of Working Women
Georgia Alliance for Tobacco Prevention	Mom's Rising
G-CAPP - Georgia Campaign for Adolescent Pregnancy Prevention	Georgia Budget and Policy Institute
Georgia Partnership for School Health	Bright From the Start
Strengthening Families Committee	CASA,
	Georgia Action for Healthy Kids

Next Steps

- Improving/updating our website for a more comprehensive and user-friendly resource tool.
- Continuing support of OMDRplus (Online Member Data Reporting), an important membership tool.
- Expanding our focus on the inclusion of more diverse populations in PTA as members and leaders, including greater male involvement.
- Increasing our work on early childhood and smooth transitions to elementary school, out of school time, after school programs.
- Offering more member-focused and member-driven materials, including additional member benefits.

Presented by Leslie Cushman, President
On behalf of the Georgia PTA Board of Directors
2008 – 2009