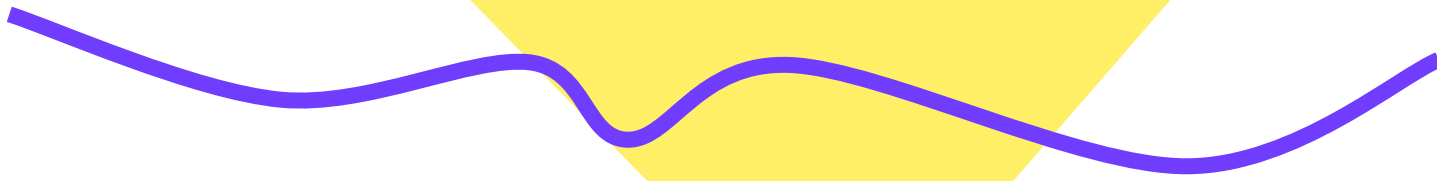


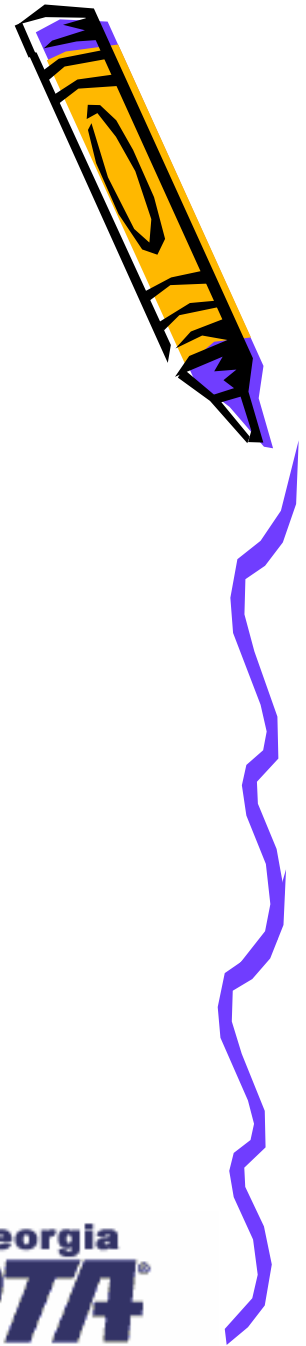
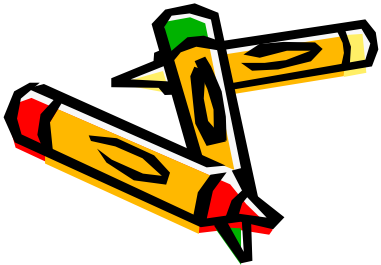


ETHICAL
STANDARDS
FOR PTA LEADERSHIP



PTA Structure and Process

- PTA Bylaws, Standing Rules
- Parliamentary Procedure
- IRS regulations for non-profits - 501c3
- Volunteers
- Board structure, Plans of Work
- Accurate Recording and Reporting



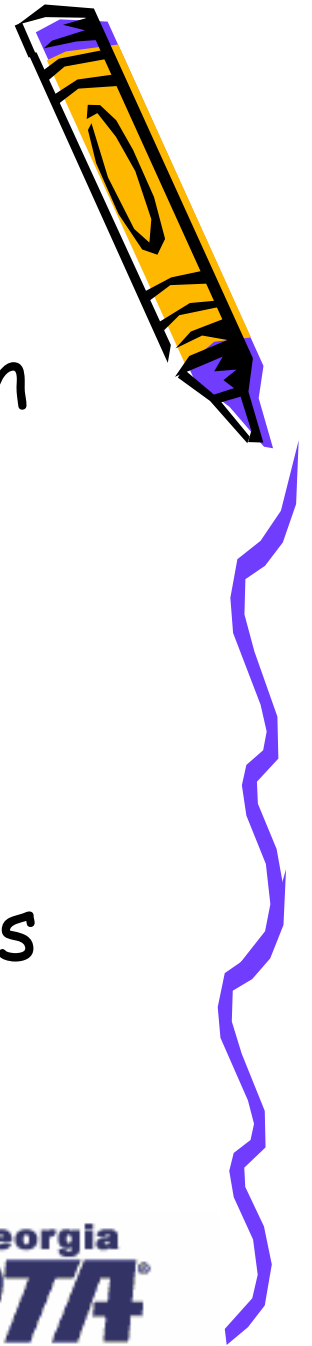
Bylaws, Standing Rules...

- Purpose is to define characteristics of the organization
- Prescribe its functions
- Indicate all the rules that is considered so important that they cannot be changed without previous notice and specified majority (such as two-thirds vote) and cannot be suspended.



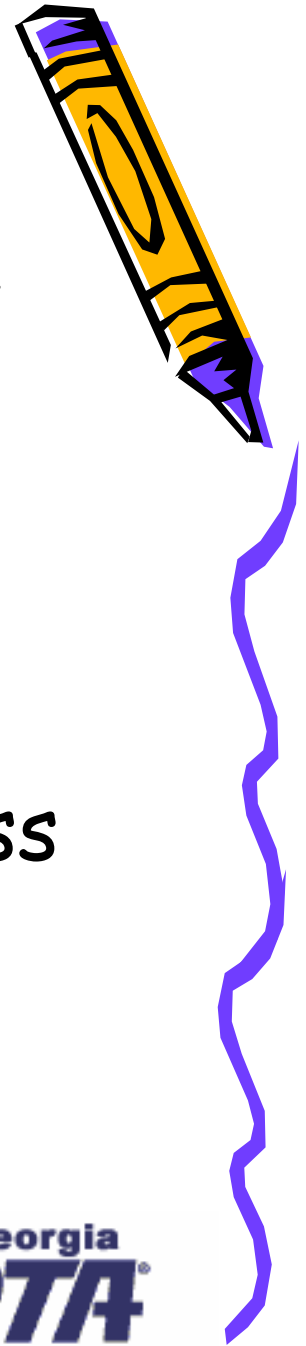
Bylaws, Standing Rules....

- Rules related to the administration of the association rather than to parliamentary procedure
- Can be adopted or changed as the need arises
- Can be suspended with a two thirds vote



Parliamentary Procedure

- Most associations are governed by Robert's Rules of Order Newly Revised (10th Edition)
- RONR offers guidance to conduct business
- RONR offers information for all members to have a voice in business matters
- RONR defines officer positions, committees responsibilities



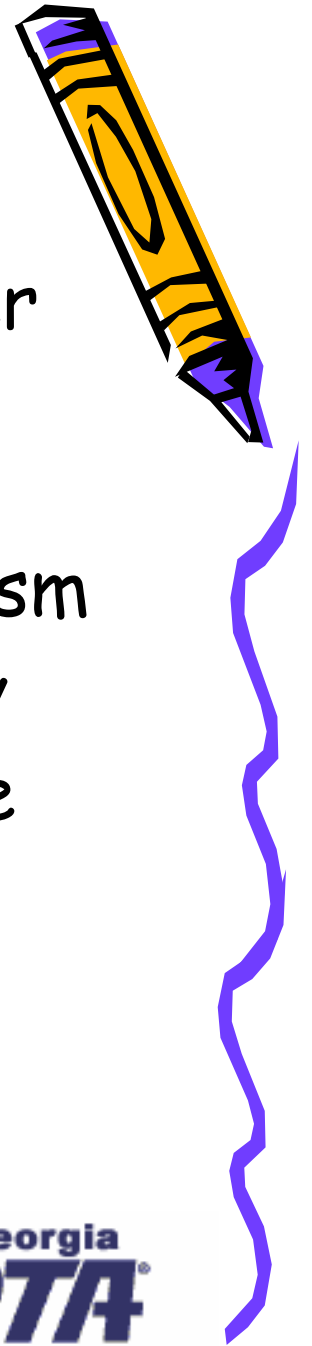
Leadership Responsibilities

- PTA leaders are responsible for the operation of the 501c3, per the IRS, including proper use of funds
- PTA board members conduct business in accordance with professional standards and practices.



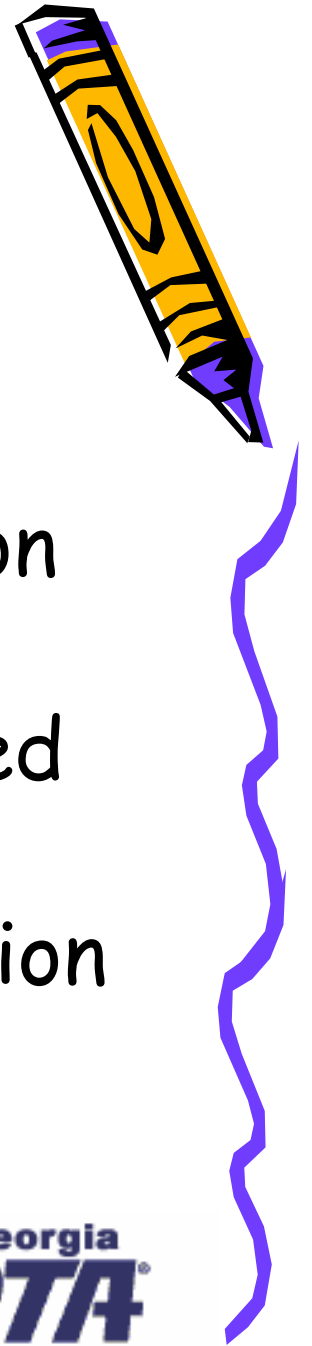
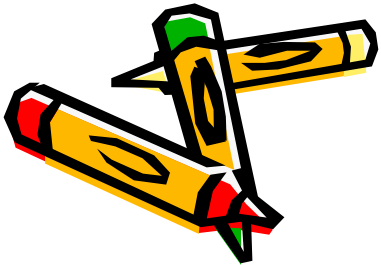
Volunteers Should

- Receive no payment for services either monetary or in kind....
- Have fiscal responsibility
- Have confidentiality and professionalism
- Have expectations and accountability
- Have an understanding of the message and the mission of the association
- Have an understanding of the significance of the association



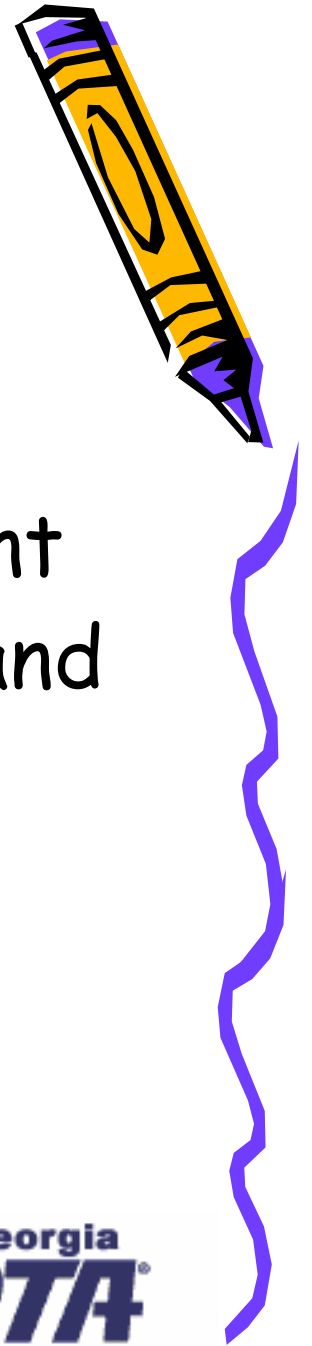
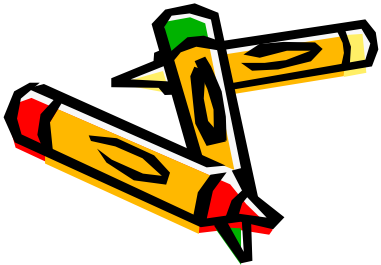
Boards and its Members

- May be required by law
- Help fulfill the association's mission
- Executive boards can include officers, committee, etc as outlined in bylaws
- Members define, protect the mission
- Engage in strategic planning



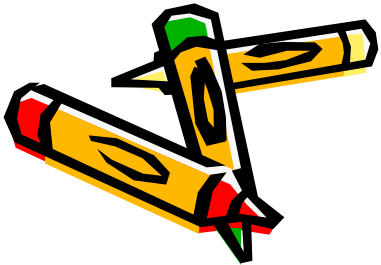
Boards and its Members

- Ensure public image
- Ensure effective fiscal management
- Determine and monitor programs and services
- Provide training and orientation
- Ensure legal and ethical integrity



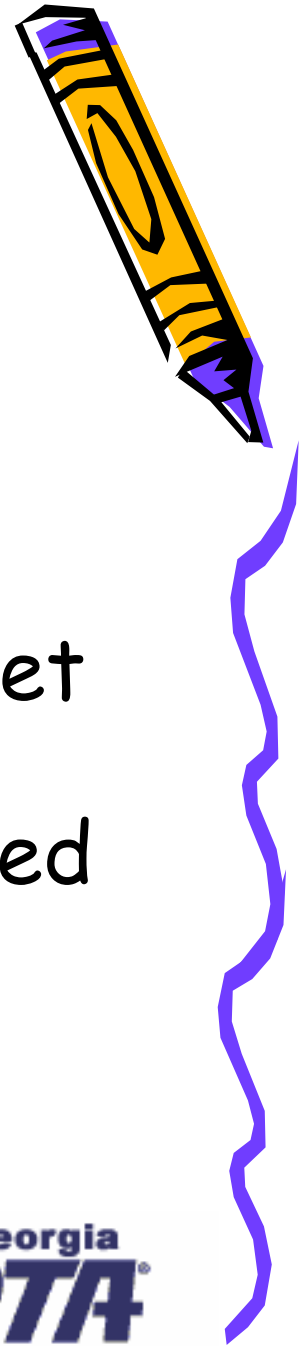
Legal Responsibilities

- Fiduciary Duty- Duty of care and loyalty
- It is a duty imposed by the courts to prevent one in whom special trust or confidence is placed from representing his own interests over those of the association. It is an obligation of loyalty not to compete with the association, not to usurp an association's opportunity, and to avoid conflicts of interest.



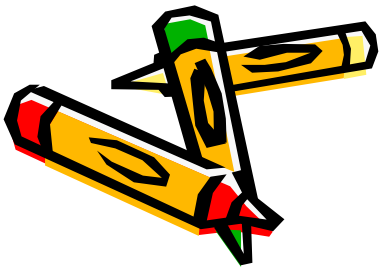
Legal Responsibilities

- Board members are held to high standards of conduct
- Confidentiality is an important facet of the duty of loyalty. A fiduciary cannot disclose information obtained in the course of his/her duty.



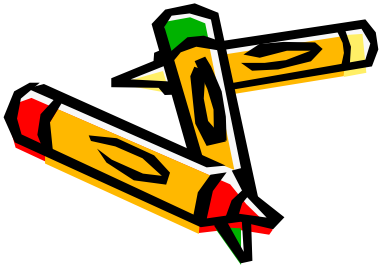
Legal Responsibilities

- Duty of Obedience - faithful to the mission and association's governing documents
- Duty of Care - participate and attend board meetings, be informed, act in good faith, care and skill
- Duty of Loyalty - interest of the association takes precedence
- Exercise good business judgment, courts will not second-guess the actions of a Board if business judgment is followed. The law will not hold directors liable for honest mistakes of judgment, when they act in good faith.
- Georgia Statute-Standards of Conduct for Directors



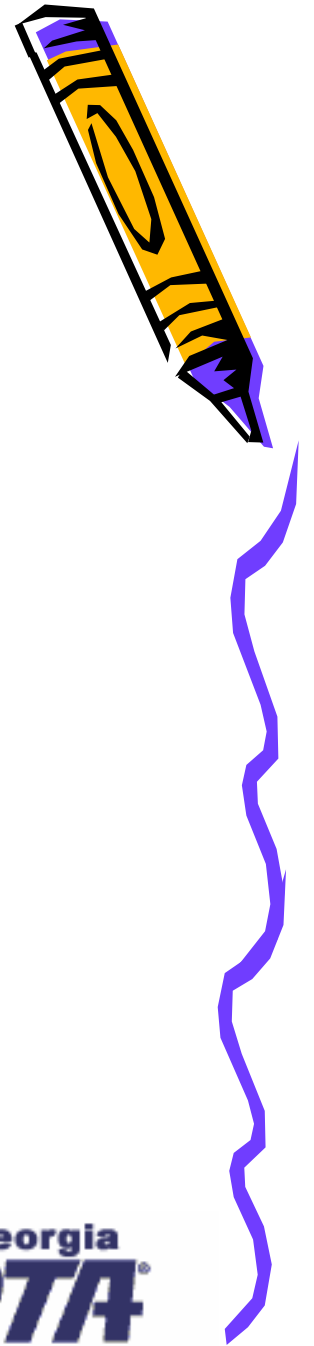
Importance of Ethics

- It is the right thing to do
- Public trust
- Donors and volunteers support PTA because they are trusted to carry out the mission
- Ethical decisions generate and sustain trust, demonstrate respect, responsibility, fairness and caring
- Effective decisions: Think about choices in terms of accomplishing the most important goals



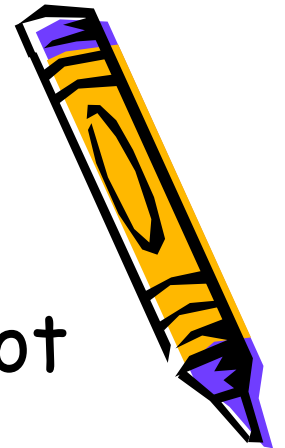
Social Media

- Facebook
- My Space
- Twitter
- Delicious
- Fotki
- You Tube



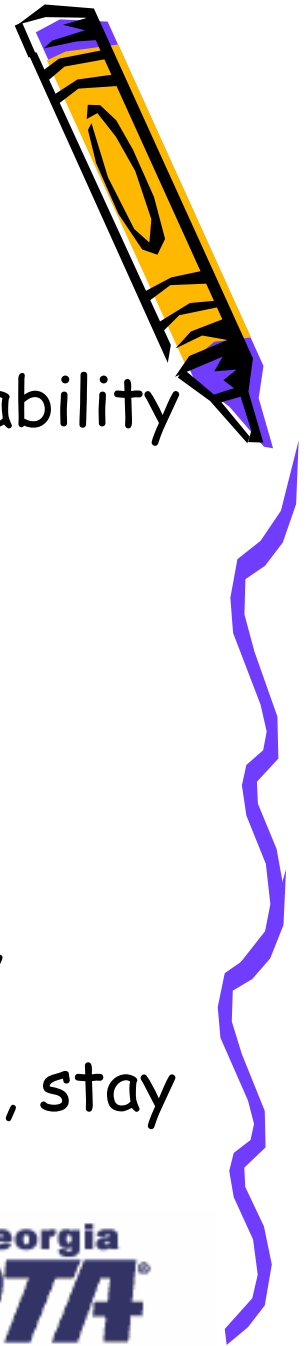
Email Etiquette

- Email is used to share information, not emotion
- Online traces exist which allow others to view your online activity
- What you say reflects your personal values, attributes, intellect and professional decorum
- Usage, clarity, respect, respond, consideration, reply all, confidential



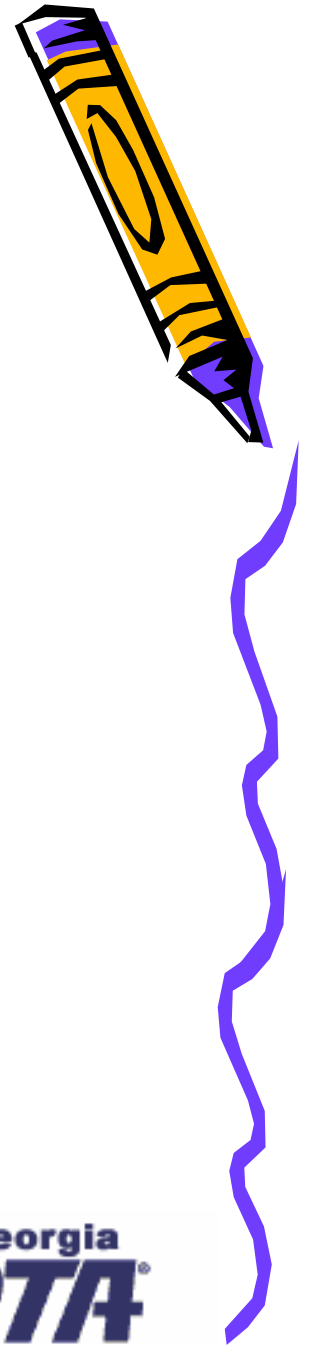
The Six Pillars, Making Ethical Decisions - Josephson Institute

- **Trustworthiness** - Honesty, integrity, reliability and loyalty
- **Respect** - Courtesy, decency
- **Responsibility** - Accountable, respond to expectations
- **Fairness** - Impartiality, openness and due process
- **Caring** - Relationships with others, honest, loyal, fair and respect
- **Citizenship** - Know the laws and obey them, stay informed and execute duties



Code of Professionalism for Leaders

- Provide Leadership
- Demonstrate Followership
- Communicate Understanding
- Demonstrate Integrity
- Foster Team Participation



Acknowledgements

Robert's Rules of Order Newly Revised (10th Edition)

Maurice Henderson, Vice President, National
Association of Parliamentarians

Laura Dobbs, Georgia PTA Past President

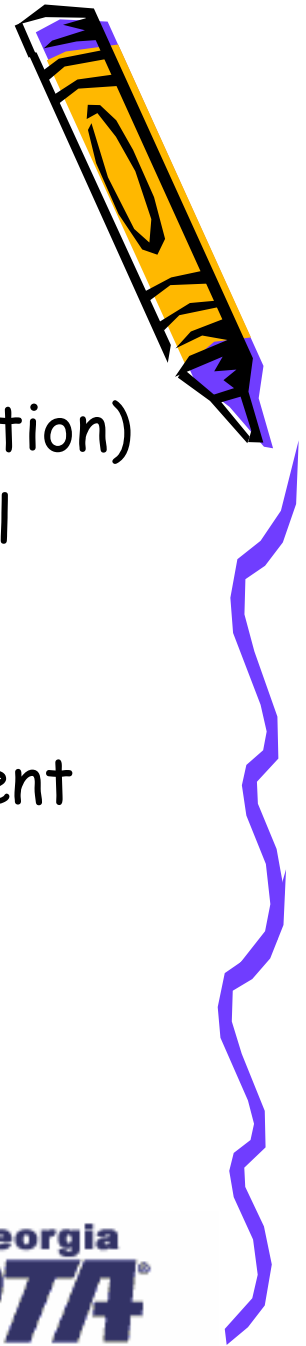
Valerie K Martin, Parliamentarian, Past President

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July, 2011



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