

GOALS + PLANS = Your PTA's Road Map to Success

"A dream is just a dream. A goal is a dream with a plan and a deadline." -- Harvey Mackay

GOAL SETTING + PLANNING BASICS:

1. Get organized
2. Explore what has been done in the past as well as present possibilities
3. Set shared goals
4. Develop a plan for achieving your goals
5. Implement your plan
6. Evaluate your progress

COMMON TERMS: (adapted from NPTA e-learning course "Planning Your PTA Year")

Goals = specific accomplishments that must be reached in total, or in some combination, in order to achieve the mission of the organization.

Objectives = specific targets or priorities that must be completed to achieve your goals.

Action or Game Plans = Strategies used and steps taken to accomplish your objectives

Milestones = Measurements or accomplishments used to assess progress towards the goals and objectives.

Resources = people, materials, technologies, money, etc., required to implement the strategies and work of the organization.

HINTS: Select SMART (specific, measurable, attainable, realistic and timely) goals. Limit to 1-3.

ASSESS where you are today.....to identify where you want to go

Use polls or surveys, e.g., English and Spanish samples at GPTA website under Committees, Parent Involvement, and ask for a variety of opinions, e.g., EC, Board, administration, social workers, counselors, parent liaisons, teachers, families, PTA members and non-members.

FOCUS on your core PTA Mission

What worked well in the past? What didn't work well? Why? How did children benefit?

What are our school's and families' biggest problems or concerns?

What do we want to accomplish (for the children)? How do we help children reach their potential?

What are the three most important things your PTA does? Why?

SHARED GOALS.....Blend PTA's Goals with Principal's Goals

Connect with *Standards for Family-School Partnerships* for greater success.

Weave into all programs and projects throughout year.

Communicate goals to membership regularly. Share progress to date.

MILESTONES.....DEFINE SUCCESS and identify how to measure it

of attendees, increase of X in test scores, increase of Y in participation

of families who used PTA provided materials or ideas, frequency of use

of children positively impacted by _____

EVALUATE...and share progress

What is working well and why? What have we accomplished and what still needs to be done?

How can we improve results? How well are we keeping everyone posted on our progress?

AGENDA WORKSHEET FOR FIRST GENERAL PTA MEETING

- Prior to meeting, work with the secretary who will prepare an agenda. Follow it.
- Introduce and thank all speakers, guests and performers/participants.
- Estimate time needed for each component of your meeting. Streamline as needed.

Date of Meeting: _____ Primary Purpose(s) of Meeting: _____

Call to order: _____ a.m./p.m. The president or presiding officer, as chair, stands, raps the gavel once and calls the meeting to order: *"The meeting will please come to order."* The president introduces him or herself and welcomes attendees.

Opening ceremonies (optional): The Pledge of Allegiance, flag ceremony, poem, song or inspirational message may be included. Remember- PTA is a nonsectarian organization by nature of its 501(c)(3) status. For this reason these opening ceremonies must be of a nonreligious nature. The chair introduces and thanks the participating individuals(s) or group.

List names and titles:

Introductions of special guests: The chair introduces principal; school board members; superintendent; council, district or state PTA board members; partners, sponsors and the like. Refer to guest sign-in sheet that should be available as attendees enter your meeting room.

List names and titles:

Reading and Approval of Minutes: The presiding officer says: *"The secretary will read the minutes of the previous meeting"*. Secretary stands, addresses the chair and reads the minutes, unless they have been distributed or posted. The presiding officer says: *"Are there any corrections? The minutes stand approved as read or distributed." OR "The minutes stand approved as corrected."*

Report of Treasurer: No motion is needed for adoption of report unless report is audited. The chair says: *"We will have the treasurer's report, and introduces the treasurer. The treasurer reads the report. The chair says: "Are there any questions? The report will be filed for audit."*

(First Meeting of School Year) Approval of Budget: Distribute or post copy of proposed budget for members to review as they arrive. Anticipate questions. Footnote or have the treasurer explain large, composite and complicated budget items. After the Treasurer's Report has been filed for audit, the treasurer will present the budget - item by item to allow for discussion and amendment of each section. The treasurer presents the motion for approval. The presiding officer states that no second is required, unless there have been amendments from the floor, as the motion comes from a committee or Board of Directors. The presiding officer asks for any further questions and should direct the treasurer to respond as needed. Hearing no further questions or discussion, the presiding officer rereads the motion and conducts the vote. A majority vote of the members at the general meeting is required for adoption, a quorum having been determined present.

Communications: The presiding officer asks the secretary: *"Are there any communications?"* Communications are read by the secretary and are acted upon as read, if action is required.

Report of Board of Directors: A summary report (not the minutes) is read by the secretary for the information of the members. Be sure to share information about your unit's goals and progress made to date on them. Recommendations should be voted upon one at a time, the secretary moving the adoption of each

one. The presiding officer says, *"We will hear the report of the board of directors by the secretary. The secretary reads the appropriate report. The presiding officer says: "You have heard the recommendation. Is there discussion?"* Follow the steps of a motion.

List any action items:

Reports of Standing Committees: Before the meeting, the presiding officer consults with chairs and officers to find out which committees have reports to give. Be sure to limit the length and number of these reports to timely and important matters. Set a time limit for each report, e.g., 1-2 minutes. At the meeting, the presiding officer calls for the committee's report (not chairman's report). If the committee has made a recommendation, the person making the report moves its adoption. (No second is required since the motion is made on behalf of the committee.) The presiding officer calls for discussion and/or follows steps of a motion. *"We will hear the report of the _____ committee given by _____ chair (or other title)." "Are there any questions regarding the report? If not, the report will be filed."* HINT: A membership committee update, invitation to join and benefits provided should be shared at every meeting, in writing and/or by membership chair or presiding officer.)

List reports, names of presenters and any action items or recommendations:

Reports of Special Committees: These can be progress or final reports. Upon completion of its specified duties, the special committee ceases to exist. Reports are handled in the same manner as those of standing committees.

List reports, names of presenters and any action items or recommendations:

Additional reports: These can be reports from staff, students, principal, senior citizen or another volunteer. The presiding officer introduces and thanks individuals for their reports.

List reports, names of presenters and any action items or recommendations:

Unfinished Business: Minutes of the previous meeting will indicate any unfinished business. If there is no unfinished business, the presiding officer says: *"The Chair knows of no unfinished business, therefore the next business in order is that of new business."*

List any unfinished business (from the previous meeting):

New Business: The chair or members may bring new business before the association. A motion is necessary before discussion and vote. The chair says: *"Is there any new business to come before this association?"*

List any anticipated new business items and presenter:

Program (not required at every meeting): The presiding officer introduces the program chair who presents the program. The meeting is not "turned over" to the program chair, nor does the program chair "turn the meeting back" to the presiding officer. The presiding officer says: *"The program will be presented by _____, program chair."* At the end of the program, the program chair will address the presiding officer, saying: *"Mister/Madam President, this concludes the program."* Be sure to thank them.

List individual(s) and/or group(s) to introduce:

Announcements: Announce the date of the next meeting and upcoming important activities. Also include this information on the program or other materials distributed at the meeting. If there is a social time following the meeting, invite everyone to attend. You might ask if there are other announcements.

List announcements, including next meeting, with key dates and times, deadlines, etc.:

Adjournment: _____ a.m./p.m. No motion is necessary to adjourn. The presiding officer says: *"If there is no objection, the meeting will now adjourn. (Pause). Since there is no objection, the meeting is adjourned."*

HANDLING MOTIONS The following steps are necessary:

Obtain the floor: Member rises and addresses the chair, "Mr. (or Madam) President," and awaits recognition by chair.

Assign the floor: The chair recognizes the member, and assigns the floor to the member by saying the member's name or nodding to the member.

Make the motion: Member introduces the motion by stating, "I move that..."

Second the motion: Another member seconds the motion by saying, "I second the motion." (Seconding merely means that the seconder agrees the motion should come before the assembly, not that the seconder necessarily favors the motion.)

State the motion: The chair states the motion saying, "It has been moved and seconded that..."

Member's debate: The chair calls for remarks by asking, "Is there any discussion?" and recognizes maker of motion as first speaker or "Are you ready for the question?"

Put the question: Taking the vote. When debate seems to have ceased, the chair says, "The question is on the adoption of the motion. All those in favor say 'aye.' (Pause for vote.) Those opposed say 'no.'"

Announce the results: The chair states the results of the vote saying, "The ayes have it, and the motion is adopted and (indicate the effect of the vote)" or "The no's have it and the motion has failed." Action is not complete until the chair has stated the result of the vote.

Guides, Grants, Reports, PTA & Individual Awards, Programs

Go to <http://www.georgiapta.org/leadership-resources.html> for more information and to download copies of guides, applications, etc. Explore the Georgia and National PTA websites (www.georgiapta.org and www.pta.org) for additional resources, brochures, e-learning classes, and much more. Refer to page 10 of the Georgia PTA 2009 Leadership Resource Guide for a list of deadlines for awards and grants.

Guides and Resources

- National PTA (NPTA) *Quick Reference Guides* (President, Money Matters, Programs, Membership)
- NPTA *The Official PTA Kit, PTA Call to Service Toolkit, School Years Eve Kit* (Request online)
- Georgia PTA (GPTA) *Leadership Resource Guide*
- GPTA *Incoming Officers Guide*
- GPTA *Treasurer's Guide*
- GPTA *Principals and PTA Guide*
- GPTA *Nominating and Elections Guide*
- GPTA *Reflections Guide*
- GPTA *Inspirations and Installations*
- *Roberts Rules of Order* (Revised) – Purchase a copy from the GPTA Mart or at a bookstore.

E-learning courses from National PTA

Preventing Theft in Your PTA and Cultural Competency—**NEW** offerings from PTA Leadership Training!

PTA Basics—Discover the history and structure of PTA, as well as the programs and issues that the national network of PTA members undertakes across the country to strengthen parent involvement.

Grant Writing—Does your PTA need more non-dues revenue to use in the school or community? Get familiar with the grant-writing process by taking a free introductory course on grant application basics.

Conflict Management—Learn the basic principles and techniques of conflict management by immersing yourself in a simulated real-life situation, guided by immediate feedback and expert advice.

Planning and Goal Setting—Developed around a five-step process from Franklin Covey, this course contains printable tools and exercises for use in setting and reaching your goals.

Parliamentary Procedure—Learn how rules of conduct positively effect the decisions a PTA makes while ensuring fair and orderly unit operations.

Running a Successful PTA Program—Outlines the steps for taking a program idea from concept to reality to meet the needs in your school. (Course designed for both emerging and current local PTA leaders.)

Effective Advocacy for Your Child—Organize around local issues and address them to benefit the needs of children and your community.

Writing and Proposing PTA Resolutions—This course combines "stories from the field" with advice from members on researching and drafting resolutions and a checklist for writing and proposing resolutions.

Planning Your PTA Year—Disorganized volunteer projects lower enthusiasm and make people wonder why they tried to get involved in the first place. This course sets you up for a successful year, assisting your planning and goal setting.

Online and Peer Support through National PTA

PTA Bulletin Boards - An online forum for anyone interested in a quality education and a nurturing educational environment for every child.

PTA Great Idea Bank - A database of successful ideas used by some of our 26,000 local units.

Grants Available to Units and Councils from Georgia PTA

Convention/Leadership Training Grant Up to \$200 is awarded to units and councils in need and newly chartered units to defray Convention/Leadership Training expenses. These grants are funded by donations and through GPTA's operating budget.

Wellness Champions Grant These grants provide units with much needed funding to be used for educational tools and equipment that improve health and wellness.

Healthy Fundraising Award (NEW) Three \$1,000 awards will be presented to the elementary, middle and high school PTA who utilize the most creative and successful non-food method to fund programming.

Georgia PTA Reports and Awards

Outstanding Local Unit Report. In this report, a local unit reveals its goals and overall accomplishments during the current school year, supported by documentation. This is the highest award any Georgia PTA local unit can achieve.

The Model PTA Award This checklist includes Administrative Guidelines and Operational Guidelines to achieve The Model PTA status that every local unit should and can be doing.

Best Ideas Form Any local unit or council in good standing may submit a "Best Idea". If judged to be a best idea and not already in practice, it will be placed on the GPTA website.

Birney Butler Outstanding Educator Award This honor is awarded to any superintendent, administrator, faculty member or school board member, who is a PTA member and demonstrates professional excellence and commitment to the Mission and Purposes of PTA.

Outstanding Principal Award Georgia PTA honors one outstanding principal in elementary, middle and high school. The principal must be a member of PTA, promote PTA's Purposes and Mission, and encourage the use of the National Standards for Family-School Partnerships.

Outstanding School Nurse Award Georgia PTA honors one outstanding school nurse or individual who provides health care services for students on a full or part time basis at a school in either elementary, middle or high school. The recipient must be a PTA member.

Visionary Award GPTA recognizes an individual, unit, council, or district that demonstrates an "above and beyond" approach to addressing and resolving community issues and concerns.

Keys to Leadership Success Program This program recognizes PTA members for their commitment to developing leadership skills, and stimulating personal and professional growth. Any member may work towards this recognition.

Georgia PTA Scholarship This scholarship assists high school graduates study for careers in youth related fields at a Georgia college or university. It is a one-year, non-renewable grant funded *solely* through member, local unit PTA and council contributions.

Unit Membership Awards

Visionary Pin and Certificate Awarded to PTAs submitting dues for 400 or more members to Georgia PTA by the last business day in August.

Pacesetter's Certificate Awarded to PTAs submitting dues for 300-399 members to GPTA by the last business day in August, excluding those who achieved Visionary status.

Early Bird Certificate Awarded to PTAs submitting dues for 200 members to GPTA by the last business day in September, excluding those who achieved Pacesetter's and Visionary status.

Platinum Membership Award Awarded to all PTAs reporting Target Membership – one paid PTA member for student enrollment plus the number of certified teachers on staff as of the first full week of school) submitted to GPTA by the last business day in September.

Gold Membership Certificate Awarded to all PTAs reporting Target Membership – one paid PTA member for student enrollment plus the number of certified teachers on staff as of the first full week of school) submitted to GPTA by the last business day in October.

Silver Membership Certificate Awarded to all PTAs reporting Target Membership – one paid PTA member for student enrollment plus the number of certified teachers on staff as of the first full week of school) submitted to GPTA by the last business day in November.

Bronze Membership Certificate Awarded to all PTAs reporting Target Membership – one paid PTA member for student enrollment plus the number of certified teachers on staff as of the first full week of school) submitted to GPTA by the last business day in February.

Community Partnership Membership Certificate Awarded to PTAs having 30 or more community members by the last business day in October (attach list of community members). Community partners include, but are not limited to, business partners, police/fire department members, school board members and senior citizens.

Oak Tree Membership Certificate Awarded to PTAs having 100% staff membership by the last business day in October (attach list of ALL staff and their positions). Staff includes principal, administrative staff, clerical staff, custodians, social workers, counselors, cafeteria staff, etc.

President's Membership Award Awarded to one local unit in each district with the highest membership increase over their target goal.

Awards from National PTA

Hearst Family-School Partnership Awards To better celebrate PTAs for implementing the National Standards for Family-School Partnerships, the Phoebe Apperson Hearst–National PTA Excellence in Education Partnership Award and Parent Involvement Schools of Excellence Certification merged to create three new levels of recognition.

1. **Outstanding Family-School Partnership Award** - For exemplary implementation of all six National Standards, one local PTA will receive a monetary award of \$2,000.
2. **Family-School Partnership Award of Excellence** -For representing the best in one National Standard each, six local PTAs will receive monetary awards of \$500.
3. **Family-School Partnership Award of Merit** - For demonstrating commitment to building partnerships, all local PTAs that apply will receive a certificate of recognition.

PTA Healthy Lifestyles Awards This November, plan an event that promotes healthy habits among students and families and your PTA could win **up to \$1,000** to support those plans.

PTA Take Your Family to School Week Awards Promoting family involvement in children's education has been at the heart of NPTA since its founding in 1897. Share your PTAs plans to celebrate PTA Take Your Family to School Week. Your unit could win \$1,897 to support its work.

PROGRAMS

REFLECTIONS

Reflections is a cultural arts program of National PTA that is available to students who attend a school with a PTA/PTSA in good standing. The 2009-2010 Reflections theme: **"Beauty is ..."** Students may submit entries in six Arts areas:

Literature
Musical Composition

Visual Arts
Photography

Dance/Choreography
Film/Video Production

GPTA Special Artists is a special division for entries from students with special needs; this includes students with developmental and physical challenges that are unable to compete fairly in their appropriate age group in the traditional Reflections Program. These entries will be judged and awarded separately at the state level. Special Artists entries do not advance to National PTA.

OTHER PROGRAM IDEAS

Visit www.georgiapta.org/leadership-other-committees.html for more program ideas and to download *How to Conduct a: Founders Day, Trash to Treasures, Honoring Our Heroes, Red Ribbon Week, Break Free of TV, Operation Honor, Waste Free Lunch Day, or Save the Honey Bees, Save the Earth Program.*

Ways to Honor Individual Members

GPTA Honorary Life Recognition Present a Georgia PTA Honorary Life Recognition award for meritorious and outstanding service on behalf of children and youth.

GPTA Founders Award This is the highest Georgia PTA honor that a PTA can bestow to an individual. Generally, it is awarded to someone who has already received a Georgia PTA Honorary Life Recognition.

GPTA Memorials Local units, councils, districts, or individuals may honor the memory of a deceased individual who has made significant contribution to PTA by donating at least \$25.00 as a memorial.

NPTA Honorary Lifetime Achievement Award This is the highest honor that a PTA can bestow upon an individual and is the most significant way to honor someone who has given outstanding service as an advocate for children.

BENEFIT YOUR LOCAL ASSOCIATION WITH STRUCTURE

BYLAWS = basic rules that govern a PTA (or any other non-profit organization)

- Secretary should give a copy of the current bylaws to members of your PTA unit's Board.
- Bylaws should be made available to any PTA member upon request with a copy available in the office or media center.
- At a minimum, officers should become familiar with the bylaws' structure and content.
- Always have a copy of your bylaws handy.
- PTA members must vote on amendments to the bylaws. The Board cannot change the bylaws. Once voted upon by the membership, submit changes to Georgia PTA (GPTA). They do not become "official" until approved by GPTA. See reverse side for bylaws' articles that units may amend.
- Refer to the bylaws for proper procedure regarding meetings, dues amount, who may participate in PTA business, and the nomination and election of officers.
- If in doubt, call your council, district and state PTA for assistance.

PARLIAMENTARIAN = an individual whose primary duty is to advise the presiding officer on questions of parliamentary procedure. The parliamentarian should be familiar with PTA, rules of order, and your bylaws. They sit near the presiding officer and speak only with permission from the presiding officer. They do not vote, except by ballot.

EXECUTIVE COMMITTEE (EC) = Elected officers, principal or designated representative, and appointed parliamentarian

BOARD OF DIRECTORS (Board) = Elected officers, appointed standing committee chairs, principal or designated representative, and appointed parliamentarian

QUORUM = number of members required to transact business. Refer to your PTA unit's bylaws to determine respective quorums at EC, Board and general membership meetings.

VOTING METHODS = Voice, show of hands, rising, ballot, unanimous, or consent

- President votes only to make or break a tie, and in a ballot vote.
- Co-Presidents and Vice Presidents are entitled to one vote per person.
- Principal, as a paid PTA member, is entitled to one vote.
- Parliamentarian only votes in a ballot vote.

AMEND = change, add or omit words in an original motion; subject to debate before adoption or rejection

ROBERT'S RULES of ORDER NEWLY REVISED, 10th Edition = Parliamentary authority set forth in bylaws. Have a copy at all meetings. Copies are available in the GPTA Mart.

BYLAWS AMENDMENT GUIDE

- These items are the “fill in the blank” lines in the bylaws.
 - PTA units may only amend the following 1-10 and 12 in their bylaws.
 - The general membership must be given 30 days notice of any proposed bylaws amendments.
 - All amendments must be approved by two-thirds (2/3) of the PTA’s general membership and submitted to Georgia PTA.
 - Amendments do not become effective until approved by Georgia PTA.
1. **NAME** *Article I: Name* The name of this organization is the “the name of your PTA” (e.g., Best MS)
 2. **DUES AMOUNT** *Article V: Membership and Dues: Section 7.* This is the dollar amount that each individual member must pay to be a member of the PTA/PTSA. The bylaws may only contain one dues amount and there are no family memberships. Consider amending if dues are less than \$5.
 3. **OFFICERS** *Article VI: Officers and Their Election: Section 1.* State a specific number of vice presidents. Also, state a specific number of secretaries (e.g. two secretaries). You must indicate the titles of the vice presidents, and/or secretaries. **You may not have co-treasurers.**
 4. **ELECTION MONTH** *Article VI: Officers and Their Election: Section 2.* State a specific month of the year when elections will be held (e.g. March). You may not state “spring.” Consider changing if election month is May; this is probably too late in the school year for effective transitions.
 5. **TERM OF OFFICE FOR OFFICERS** *Article VI: Officers and Their Election: Section 5.* State a specific number of years that officers may hold office, either one (1) or two (2) (e.g. 1).
 6. **(NOMINATING COMMITTEE)** *Article VI: Officers and Their Election: Section 7.* State a specific uneven number (e.g. 5) for the number of members and a specific number for the alternates (e.g. 1). You may have one or two alternates.
 7. **MONTH OF GENERAL MEETING FOR NOMINATING COMMITTEE REPORT** *Article VI: Officers and Their Election: Section 7c.* State a specific month of the year. This month must be the same as the election month noted in #4 (e.g. March).
 8. **TERM OF OFFICE FOR COMMITTEE CHAIRS** *Article XII: Standing and Special Committees: Section 3.* State a specific number of years that committee chairs may hold office, either one (1) or two (2). Term in office does not have to be the same term as the officers (e.g. 1).
 9. **ELECTION MEETING** *Article XIII: General Membership Meetings: Section 3.* State a specific month of the year. This month must be the same as the election month noted in #4 and the election month noted in #7 (e.g. March).
 10. **QUORUM FOR GENERAL MEETINGS** *Article XIII: General Membership Meetings: Section 6.* State a specific number of members that must be present at a general membership meeting in order to conduct business (e.g. 25). A quorum of less than 15 will not be approved.
 11. **COUNCIL NAME** *Article XIV: Council Membership: Section 1.* Name the specific Council PTA that serves your PTA/PTSA (e.g. DeKalb County Council).
 12. **FISCAL YEAR DATE** *Article XVI: Fiscal Year & IRS Form 990: Section 1.* For the beginning date, state a specific month and the first day of that month. For the ending date, state a specific month and the last day of that month. The dates must be equal to a 12-month period (e.g. June 1-May 31).