

WISCONSIN PARENT TEACHER

October/November 2017

Volume 82, Issue 2

President's Message

Happy Fall Everyone,

Now that the kiddos are settled into their school routines, I hope that you all are finding time to enjoy our beautiful autumn weather. Fall has always been my favorite season of the year, filled with crisp air, beautifully colored trees, trips to the apple farm, costume clad trick or treaters and quality family time spent together.

I want to take this time to thank all of you for the investment of time and effort you have put into your child's school. September and October have been filled with Membership drives, Open Houses, PTA meetings, youth sports and various other activities.

You truly make a difference in the lives of your children, their schools and to school staff. In fact, studies show that children perform better academically and behave better when parents and guardians are actively involved at school or involved with their after school activities.

Let's talk about dads for a moment. The best reactions I have ever seen are when dad or grandpa volunteer at school to chaperone for the field trip or to help at the PTA Carnival. We at PTA are really trying to get the word out to fathers, grandfathers, or any other male figure that is important in the life of YOUR child.

Please encourage them to become a member of PTA. Sign them up, their input matters, their opinions matter & most of all by signing up, dad is saying, "Advocating for my child matters." When you become a member of PTA, you become a member of an association that is 120 years old and has

advocated for important things such as Child Labor Laws, Arts In Education, the Juvenile Justice System, Immunizations and of course public education.

Challenge your selves, see how many men you can sign up as members of your local PTA. Then hold an afterschool event, maybe "Dad's and Donuts", or a math help night. Get the male figures in your child's school involved. But make the atmosphere male friendly, make it Packer themed (or whatever team you choose) offer game day type snacks. You get the idea; and your child gets the extra attention of having some extra dad time. (Which leaves mom free for a bit of quiet time that evening).

So let's get those memberships into the state office! For your unit to be in good standing, you must have your 1st round of membership in by November 1st.

I look forward to hearing about the fantastic programs & events your PTA will offer this school year.

Best Wishes,
Angie



Angie Mattes
Wisconsin PTA
President

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Wisconsin
PTA[®]

wisconsinpta.org

Treasurer Tip - Tax Filing Using the 990 Postcard

I hope your year is going great!

Detailed instructions on how to complete the 990-N Postcard and create a logon can be found on the wisconsinpta.org website under the Unit/Council tab,

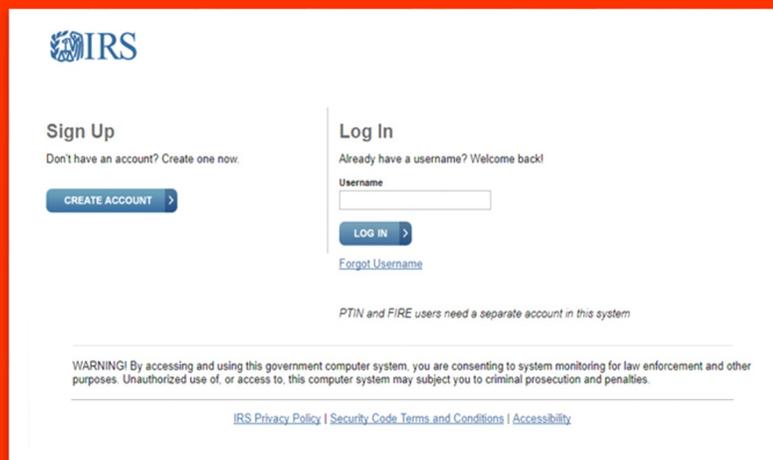
Treasurer & Finances and then go to the resources section. Here is the direct link: wisconsinpta.org/wp-content/uploads/2015/10/HOW-TO-COMplete-THE-NEW-990N-POSTCARD-1.pdf

I am here to help! Should you have questions regarding reporting deadlines, filing taxes, completing audits, or anything regarding the treasurer duties, please do not hesitate to contact me at randerson@wisconsinpta.org. Don't let questions slow you down! Sometimes a quick email can solve your dilemma. Happy Autumn!

Robin Anderson, Treasurer

November 1st
is the deadline for filing taxes with the IRS.

For most of you, that means filing online using the 990-N Postcard if your gross revenue from all sources was less than \$50,000 for the 2016-2017 fiscal year.



The screenshot shows the IRS website's login and sign-up page. On the left, under the 'Sign Up' heading, it says 'Don't have an account? Create one now.' with a 'CREATE ACCOUNT >' button. On the right, under the 'Log In' heading, it says 'Already have a username? Welcome back!' with a 'Username' input field, a 'LOG IN >' button, and a 'Forgot Username' link. Below the login fields, it notes 'PTIN and FIRE users need a separate account in this system'. At the bottom, there is a 'WARNING!' section and links for 'IRS Privacy Policy | Security Code Terms and Conditions | Accessibility'.

When filing, you will be filing for tax year 2016.

Call for State Bylaws Amendments



Amendments to the Wisconsin PTA Bylaws can be proposed by any PTA unit/ council or by members of the Wisconsin PTA Board of Directors.

Please review the Wisconsin State PTA Bylaws and if you feel there is a need to amend any portion, please submit the amendment attached to a Convention Action Cover Sheet. Each amendment must be submitted with a separate cover sheet.

The Wisconsin State PTA Bylaws and cover sheet can be found online on the Wisconsin PTA website in the bylaws section under the Unit/Council tab.

Proposed state bylaws amendments must be sent to the Wisconsin State PTA Office no later than January 15th.

Penny Larson, Bylaws Chair

Meeting with Your Decision Makers

The Wisconsin PTA College & Career Readiness (CCRI) team has been meeting with units, councils, PTA leaders and other community members, discussing an array of issues and programs pertaining to education of Wisconsin's children. The one I find most informative for all PTA members is the workshop entitled "Meeting With Your Decision Makers."

The first question the workshop addresses regards what you gain from meeting regularly with those decision makers. Of course, that is the establishment of your power as a PTA member and child advocate; creating exciting activities for your members; putting your PTA's name in front of them; and building a relationship and trust with those elected officials.

When making an effort to create a meaningful, two-way dialogue with the decision makers representing you, begin with baby steps. Introduce yourself to them at town hall meetings, following parades or other public appearances, or by contacting their offices via phone or email. By doing this, they will get to know you and what you represent when contacting their offices.

If you contact the offices of State and Federal legislators by phone, ask for the name of the aide who handles education, health, or other topics you want to provide input for them to hear. If you are going to be in Madison or Washington (or near the District office), ask about scheduling an appointment. Don't be disappointed to meet with an aide, they are usually well-informed and have the ear of your representative on the subject(s) which have led you to them.

When you meet with a decision maker, or their aide, be professional. You are representing your entire PTA, seeing their assistance or input on any number of topics important to the students in your school, city or state. Be prepared, you can take in notes, and may want to leave behind information detailing your needs and wants. If you are meeting in a group, decide who will discuss which aspects of your request. Ask for a response, you may not hear what you want to hear, but ask. And when you leave, celebrate and debrief!

While I am sure most of you know, or should know the members of your School Board and the Superintendent of your district. You may not know who represents you in Madison and Washington D.C., especially if you are looking for multiple legislators representing your PTA's area.

The easiest way to access this information is by searching the Wisconsin State Legislature website: maps.legis.wisconsin.gov/#, check Assembly and/or Senate Districts on the left and in the upper right hand corner of the page, insert your home address and your Wisconsin legislators will pop up, including all of their contact information.

A good site to find your Federal Senator and Congressman is: govtrack.us/congress/members/WI. Again, simply enter your home address when prompted and you will receive the information you need.

Cyndi Barbian, Federal Legislative Chair

Honoring the Past



*Alice McCellen Birney,
Phoebe Apperson Hearst and
Selena Sloan Butler.*

Influencing the Future



109th Annual Wisconsin PTA Convention

April 27-29, 2018

Ramada
Janesville, WI

CALLING ALL GOLFERS — WI PTA is Excited to Announce:



What: 1st Annual WI PTA Golf Outing

When: June 8, 2018

Where: Brown Deer Park, Milwaukee

Time: Watch for more details

Why: Proceeds raised will be used to further the advocacy, programs & scholarships WI PTA offers to its members which influence the lives and education of all children in Wisconsin.



Interested in sponsoring a hole?

\$100.00 Hole Sponsorship for one of the holes in our event will include:

- Corporate or local PTA Unit signage
- Corporate description/promotion in the Golf Outing program
- Opportunity to provide handouts at your sponsored hole

Please call the WI PTA State Office (608) 244-1455 to sponsor a hole



This year the Reflections Ceremony will be on April, 29, 2019.

The Reflections Committee is hosting a Keynote Speaker by the name of Bryan Dyer, who grew up in Germantown, Wisconsin. He received a Biomedical Art degree from the Cleveland Institute of Art and is now a professional illustrator along with managing a non-profit organization called, "You Are the Hero".

Bryan believes there's something about the idea of being a superhero that speaks to all of us. He now creates superheroes in the form of a cartoon illustration that are originated from children with health issues. Children who are living with life changing illnesses can help create "their" hero by giving them a name, an ability or power they desire, and even creating their very own costume. Parents fill out a form that describes what the child envisions their human super hero to be. Bryan then creates the hero and sends a digital copy.



2 Samples of the many superhero's Bryan has created

This is available to any child under the age of 18 at no cost. This is a presentation we are pretty sure you and your child are going to enjoy!

Kelley Serrano, Reflections Chair

Membership - Help Make a 1% Increase Reality

Recently, Anna King, National PTA Vice President for Membership sent a letter to the Wisconsin PTA President and shared the following information:

"Earlier this month the National PTA Governance team met in Alexandria, Virginia. This includes the Officers, Board of Directors and all National PTA committee members. Each committee did their Plan of Work for the 2020 strategic vision of National PTA. For the next two years, the Membership Committee will be focusing on the "Value of PTA". If we all focus on this component we can with your help. can increase membership by 1% as an association. At 2016 fiscal year end, PTA had 2.6% fewer members than a year ago, our slowest rate of decline in more than 10 years. Our goal for a 1% increase is very achievable and we will succeed with your help.

As of June 30, 2017 National PTA membership total was 3,685,473. Your state end of the year membership total was 10,317. One percent goal increase for your state at this moment would be 10,420, {103 new members}. When you look at this number, what are your thoughts? Is your goal a bigger number? Do you believe this is something you can achieve? We do! We acknowledge that you have had some challenges in the past and you are not alone. This committee would like to find out how we can support your goals for membership retention and growth."

What is the purpose of sharing this with all of you?

I need all of you to help make this 1% increase a reality. Membership is not just the responsibility of the Membership Chair. In order for PTA to grow it takes all of us to share and ask. We all need to share why someone would want to be a member of PTA with everyone, people need to be asked, and they need to know why this is for them, the "Value of PTA". Please extend the offer to every parent, grandparent, aunt, uncle, etc. It will grow your PTA but it will also grow the State and National and there is always strength in numbers.

So, I am encouraging each PTA throughout Wisconsin to set a goal to increase their membership by 1%. I have heard from PTA's that have achieved this already. I encourage them to go for 2%. Please keep up the great work you are doing for PTA, and the children of Wisconsin. If you have questions or I can help in any way please feel free to contact me at ptabrat@gmail.com.

*Also keep working on the membership awards and watch the due dates so they arrive to the office on time.

Kind Regards,

Vicki Huffman, Membership Chair

**The *first*
installment of
Membership
Dues and
Lists are due:**

**November
1st**



November 1st deadline approaching...

Eligibility for all WI PTA awards requires a Good Standing rating with the association.

Achievement Awards

- Back to School
- Honoring the Past, Influencing the Future
- M.O.R.E.
- Student Shout Out
- Founder's Day
- 100% Faculty
- 100% Family Membership
- Community Membership
- Business Membership

Good Standing Requirements

- At least 15 members
- Current bylaws
- Membership list and dues remitted to the state office by 11.1.17
- Audit submitted by 11.1.17
- Proof of IRS required fax forms by 12.15.17
- Officer List submitted by 09.01.17

If you have questions, please call Sheila Endicott at (608) 244-1455 or email

info@wisconsinpta.org

What is PTA Doing at Your School?

The start of the school year is always hectic for everyone: parents, teachers, students, office staff, health rooms, principals and, of course: PTA!

You're all getting your members signed up, finding new board members and committee chairs, and hosting a wide array of back-to-school events. So tell us, what is PTA doing in your school?

One of the best tools of PTAs everywhere is their networking capabilities. You post online, tweet, email and use every other communication tool known to the modern world. Wisconsin PTA is going a little more old school – we're asking that if you had a wonderful back-to-school event that you will submit that as a traditional program for awards. We hope that if you hosted a special event to get members in to approve your budget and/or kick off your PTA year, that you will submit an application for the non-traditional program.

And don't forget those very special people – have you got that primo volunteer who never lets you down, why not nominate them for the Katzer-Smith award. Is your office administrator or attendance clerk the best in Wisconsin? Nominate him or her for the Kim Schwantes Watching Children Blossom award.

The Awards packet was sent to all presidents who had submitted their officer lists. It can also be found on the Wisconsin PTA website. Be sure to share this with everyone involved in your PTA – you never know what program or person someone may find to be that perfect nominee!

Region C Update

Hello everyone! My name is Sheila Nally and I am the 2017-2019 Region C Advisor. In addition to being the Region C Advisor, I am also the President of the County Line Elementary School PTA in Germantown, a married mom of an active 5th grade boy and I work full-time in product marketing at a Milwaukee area manufacturer.

My involvement with the PTA began when my son was a kindergartener and I was looking for ways to connect with parents, teachers and school administrators. After five years I felt like I knew all there was to know about the PTA, but then I attended the 2017 WI PTA convention and found I've just scratched the surface. I look forward to sharing what I've learned with the units and councils in my region, and getting to know everyone in Region C and others throughout the state.

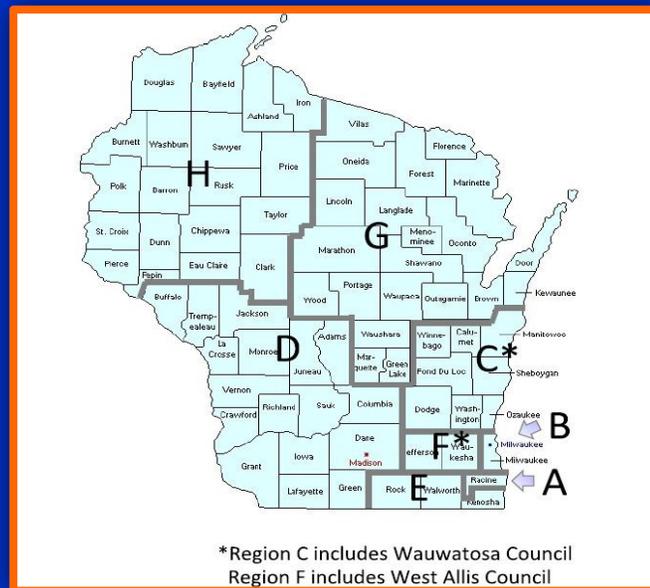
If you haven't done so yet, please submit your 2017/2018 Officer List Officer at docs.google.com/forms/d/e/1FAIpQLSci9vT67HafDdDPQq1vwwsNWz3sHKUEsFsqnQz8ZpDHe0hETw/viewform so you don't miss any important information.

Region C Update (continued)

IMPORTANT DATES to Remember

- **November 1st**
 - ⇒ First remittance of membership list and State & National portion of dues deadline. Updates should be submitted monthly. Submission Form info available in the Summer Packet or download the [spreadsheet](#) from wisconsinPTA.org
 - ⇒ Financial Audit completed and PTA audit form returned to the Wisconsin PTA. wisconsinpta.org/wp-content/uploads/2015/07/Audit_Form_Procedure_.pdf for Audit information and copy of Statement of Audit form.
- **November 15th**
 - ⇒ IRS annual return deadline
- **December 15th**
 - ⇒ Tax filing information due
- **January 8th**
 - ⇒ WI PTA Reflections entries deadline – visit wisconsinpta.org/reflections-gram/
- **February 14th**
 - ⇒ State Legislative Conference @ the Capitol
- **March 1st**
 - ⇒ WI PTA Awards deadline
- **April 27-29**
 - ⇒ WI PTA Annual Convention, Janesville

Wisconsin PTA Region Map



*Region C includes Wauwatosa Council
Region F includes West Allis Council

REMINDER

- Units must be in Good Standing to participate in the Reflections and qualify for WI PTA awards. Let me know if you have any questions:
- Adhere to the objects and basic policies of the PTA
- Has ten (10) or more members to organize a local unit and fifteen (15) or more members to sustain good standing status of an existing unit.
- Remit the State and National portion of dues to Wisconsin PTA annually on or before November 1st and periodically thereafter.
- Review or revise their bylaws every three (3) years and submits copies for approval by the Wisconsin PTA Bylaws Committee. - Visit wisconsinpta.org/bylaws-standing-rules-standards-of-affiliation-resolutions/ for more information and links to current WI PTA and National PTA bylaws as well as unit/council template.
- Submits an officer list to the Wisconsin PTA office by September 15th. Audits the treasurer's books as specified in Article IX and submits the PTA audit form to the Wisconsin PTA by November 1st. Submit proof of filing IRS required taxes with either proof of online filing or a copy of State and Federal tax forms by December 15th.

Please contact me if you have any questions at snally@wisconsinpta.org Thanks, have a great fall!



Thank you to all that attended the first Leadership Training on September 30, 2017 in Milwaukee, WI. The presenters were fabulous, and there was a lot of information presented. If you missed this training, there are (2) more opportunities for you to join the Wisconsin PTA Board Members and Presenters.

The next training will be Saturday, January 13, 2018 in Madison, WI. More information will follow in the upcoming months. This will be the second of the three trainings. If you couldn't make it to the first one, we hope to see you there!

Heidi Nicolazzo,
WI PTA President Elect

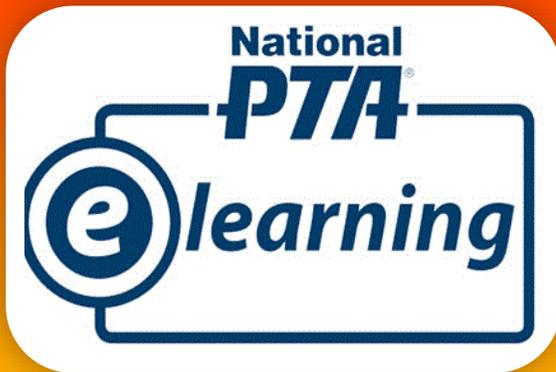


The next WI PTA
Leadership
Training will be:

**Jan. 13, 2018
in Madison**

Details coming
soon!

Leadership E-learning Opportunities



pta.org/elearning

Here's something that you and your board can do to gain knowledge and have a little fun! National PTA has a series of trainings called E-Learning that anyone can do.

Some of the topics include training for your board (President, Vice President, Secretary and Treasurer), Parliamentary Procedure, and PTA Basics.

National PTA has it broken down into a few categories: Local PTA Leaders, All PTA Leaders, and a section in Spanish.

These trainings are approximately 30 minutes in length, and offer a wealth of knowledge.

So what are you waiting for? Sign up on the National PTA website and get started today!

Hosting your College & Career Readiness Member Education Event



College and
Career Readiness

Earn \$25 for your PTA and a chance to win free registration to the WI PTA Convention in Janesville in 2018!

This toolkit is designed to help child advocates learn the facts about college and career-readiness and speak up to ensure that every child's potential becomes a reality! It contains everything you need to provide a brief presentation to parents on this important topic. Use this resource for your PTA meetings, trainings, and events to promote a higher understanding of the way high standards, quality assessments, ESSA and advocacy can make a difference for all children.

After you decide when and where to give this brief presentation, follow the three easy steps below. Go to Wisconsin PTA's website to download the materials you'll need from the Education Event Toolkit. The toolkit can be found at: wisconsinpta.org/ccri/.

Step 1: Preview this tool kit a few days before your event to become familiar with the script. If you intend to show the optional video, ensure that you will have internet connection, a projector or laptop, and speakers.
DOWNLOAD THE SCRIPT.

Step 2: Print a few copies of the CCR Member **Education Event Sign in Sheet** and enough **HANDOUTS** for each attendee. There are several options – print the ones you'd like to share.

Step 3: Present at your meeting. Read the script provided to your attendees and show the video if possible (optional) [youtube.com/watch?v=Lu4eBNGfZes](https://www.youtube.com/watch?v=Lu4eBNGfZes). Following the video, hold a brief discussion regarding the content of the videos and information that you discussed.

If there are questions that you are unable to answer or if you need further information about this education issue training, members of the Wisconsin PTA College and Career Readiness Team would be happy to assist you.

The WI PTA Team Contacts:

- Angie Mattes, CCR Lead amattes@wisconsinpta.org
- Andi Krizan, Training Chair akrizan@wisconsinpta.org
- Heidi Nicolazzo, Partnerships Chair hnicolazzo@wisconsinpta.org
- Ellen Chicka, Communications Chair echicka@wisconsinpta.org

Once you've completed the training – **DOWNLOAD THE TRAINING REPORT FORM**, fill it out and send to Angie Mattes at amattes@wisconsinpta.org. Once completed- **your PTA will be sent \$25 and be put into the drawing for a free full Convention Registration with meals included.**

PLEASE COMPLETE YOUR TRAINING NO LATER THAN NOVEMBER 30TH.



College and career-ready high school graduates must have the necessary skills, knowledge and abilities to succeed in life. Parents, families, educators, employers, and policy makers now focus on these skills and knowledge to ensure students receive academic preparation, skills training, life planning, social support and resources.

WISCONSIN PTA

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We're on the Web!
wisconsinpta.org

WI PTA Store

Looking for great PTA items
to give out as incentives
or for PTA wear?

Cover all your PTA needs by
visiting our online store at:

[stores.shoppta.com/
index.lasso?host=wipta](http://stores.shoppta.com/index.lasso?host=wipta)



National PTA



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