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OCTOBER/NOVEMBER 2021

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October is
**National
Principals
Month**

PRESIDENT'S MESSAGE

A message from Wisconsin PTA
President, Gena Kraemer

NATIONAL PRINCIPALS MONTH

October is National Principals Month! Join PTA and AWSA to celebrate our dedicated principals in Wisconsin.



WORKING WITH YOUR PRINCIPAL

Tips on how to establish a working relationship between PTA and your building administrators.



DIVERSITY, EQUITY & INCLUSION

DEI grant recipients were just announced! Find out what our local units doing to promote diversity, equity and inclusion in their communities.



REFLECTIONS

Reflections is a National PTA arts and music program for all school aged students. This year's theme is "I Will Change The World By...". Find out how your students can enter and what they can earn.



TAX FILINGS

If you haven't already filed your PTA's taxes, now is the time to do it. Try to contain your excitement and make sure you know how to file.



NATIONAL PTA NEWS

Learn how TikTok and PTA are working together to keep kids safe online, and how to have open, ongoing dialogue between kids and caregivers about social media and technology.



SPONSOR NEWS FROM CHILDREN'S WI

Health Education resources for families, bullying prevention, healthy choices, and tips for talking with your kids.



IMPORTANT DATES

PRESIDENT'S MESSAGE

By Gena Kraemer, Wisconsin PTA President

Hello PTA Friends!

I hope you are all settling into your positions comfortably! I would love to hear how it is going—are you back to PTA as usual or are you struggling with not being in the building? Do you have some amazing events planned or are your ideas all being squashed by COVID protocols? If you need ideas and want to meet and mingle with other PTA leaders in Wisconsin, join us for an open round table discussion via zoom on Monday, November 1st at 7:00 pm. [Register](#) here to get your link to the meeting. This will not be a formal training and will not be recorded, this will be a meeting for you to talk about what is happening in your PTA and how Wisconsin PTA can support you in your work.

Thank you all so much for the work that you are doing for the children of Wisconsin. On behalf of myself and the board members of Wisconsin PTA we are all thankful for you! You inspire us with your creativity and help us to see the mission in action. Here's to the start of the holiday season! I hope you have some seasonal fun!

Gena Kraemer, 2021-'23 President



(Yes, that is my pirate hubby, Mark, & no that is not a real bottle of rum!)

NATIONAL PRINCIPALS MONTH

By Jim Lynch, Executive Director, Association of Wisconsin School Administrators (AWSA)

Research since the 1990s has demonstrated that school principals' effect on students contributes to twenty-five percent of the total school influences on students' learning. A report released earlier this year from the Wallace Foundation found that principals are even more important to students and schools than previously thought.

In the report, [How Principals Affect Students and Schools: A Systematic Synthesis of Two Decades of Research](#), researchers concluded that: *the impact on student achievement has likely been understated, with impacts being both greater and broader in affecting other important outcomes, including teacher satisfaction and retention, student attendance, and reductions in exclusionary discipline.*

The authors' determined that school principals operate in four overlapping "domains" that influence school outcomes: 1) Engaging in instructionally focused interactions with teachers, 2) Building a productive climate, 3) Facilitating collaboration and professional learning communities, and, 4) Managing personnel and resources strategically.

Wisconsin's Principals of the Year represent these contributions so well.



Associate Principal of the Year

Kari Strebiger, Rhinelander High School



Elementary Principal of the Year

Tina Miller, Howe Elementary School



Secondary Principal of the Year

Davide Beranek, Marathon High School

WORKING WITH YOUR PRINCIPAL

By Daphne Leigh, Leadership Chair, WI PTA

October is National Principals Month, so what better time to discuss one of the most valuable relationships you can forge as a PTA leader? Let's dive into a few critical conversations you can be - and should be - having between PTA and your building administrative team.



Mission and Vision Conversation

If you haven't already, schedule a sit down with your principal, one on one if you can, with a single agenda item of discussing your - and their - goals for the year in terms of family and school community engagement and inclusion. Try not to let financial goals or fundraisers dominate the conversation. You will undoubtedly want to discuss those things - but this conversation sets the tone for the year. By focusing on student and family engagement, you send the message to your principal that you are not just an organization focused on making and spending money. Consider doing this every year or at least each time PTA leadership and/or school leadership changes.

Scheduling and Planning

While it might be tempting to roll everything into one big conversation, take some time after discussing your vision for the year to outline what sort of events and programs you'd like to bring in this year and encourage your principal to offer suggestions as well. Ask about the School Improvement Plan (SIP) that the school is working toward and if there is a way for PTA to support that work. Be sure to ask about the best (and worst) days to plan events - remember, the work being done by the administration and staff is vital, your work should support and not interfere. By working together to set a calendar of events, you let your principal know that you value their time and the time and efforts of the staff.

Checking In and Keeping Communication Open

This vital conversation can be done by email, phone, or in person. Once you've identified your goals and set your events, now it's time to open the doors to feedback. Prior to an event, it's important that both the PTA team putting on the event and the school representatives are all on the same page about the plan. That may mean filing paperwork to reserve the space and ensure you have custodial coverage, or it may mean simply knowing what time the doors open (and which doors!). The key to this conversation is diplomacy - don't be demanding, but be clear. (con't)

MORE WORKING WITH YOUR PRINCIPAL

After an event, give your principal a short synopsis of how things went and/or an update on the results. Keep this as positive as you can - even if you didn't make what you wanted or see as many people as you hoped. This is also a fantastic time to ask what they think may help you reach or exceed your goals at the next event. Be open to new ideas. By asking your principal for their ideas and feedback, you are showing your willingness to work WITH the school staff and in a manner that works best for everyone involved.

Like with any relationship, building a strong foundation is where it all begins. Forming a solid working relationship will pay off throughout the school year for both PTA and the school community as it becomes clear that everyone is working to support all students and families.

Happy PTA-ing! As always, let us know how Wisconsin State PTA can be of service to you!



WISCONSIN PTA: HOW CAN WE HELP?

The Wisconsin PTA has committed to rebuilding relationships with the local units and councils it serves. If you would like to share your meeting information, we will make every effort to send a representative to your meeting. We can answer questions and take your concerns and comments back to the Wisconsin PTA board where we can work to improve our service for you.

Send us your meeting info! <https://forms.gle/RCRmvENAzXhFPPmNA>

DIVERSITY, EQUITY & INCLUSION

Within all of the work we do through PTA, diversity, equity and inclusion has to be at the forefront of all of it. That's why this year Wisconsin PTA has teamed up with our long time sponsor, Educators Credit Union, to offer 5 new DEI grants to local units and councils in Wisconsin. Take a look at what local units and councils around the state are doing with the grants.

Milwaukee Spanish Immersion PTA, Milwaukee

Teju the African Story Teller and Drummer will provide interactive insight and history into African culture, helping to build awareness and acceptance of African culture.

Wilson Elementary/WSTEM PTA, Wauwatosa

Working with local artist Tia Richardson, students will create a mural for their school that represents the diversity of the student population. They will learn about the art process while making a lasting mark on their school.

Riley Dual Language School PTA, Milwaukee

Students will learn about different cultures throughout the year, and host a Celebration of Culture Open House in the spring of 2022. The celebration will be open to the public.

Goodland Montessori PTA, Racine

Watch D.O.G.S. (Dads of Great Students) is a national program that brings positive male role models from the school community into schools to deter bullying and promote a sense of belonging for students.

Wauwatosa Council of PTAs, Wauwatosa

Wauwatosa PTA Council, in conjunction with the Wauwatosa School District, is starting a district-wide community closet. The closet will provide clothing, shoes and outerwear, free of charge, available for all students and families who attend the Wauwatosa School District.



Congratulations to all of our grant recipients!

REFLECTIONS

Step #1 - If your local unit plans to participate in Reflections, please register today to have access to the toolkit and run a successful program.



Step #2 - Promote the opportunity at your school. Connect with staff at your school and use the resources found on the National PTA website.

Step #3 - Visit the Wisconsin PTA Reflections page. Check out all of the category rules, get entry forms, and ideas for celebrating your artists at the local/council level.

Step #4 - Submit your student's entries to the State PTA via the National PTA Local Leaders Portal no later than January 31, 2021.

Reflections Dates to Remember

December 1, 2021 Deadline to submit themes for the 2023-24 Reflections theme

January 31, 2022 Deadline to submit entries to WI PTA via the Local Leader Portal

March 1, 2022 Deadline for WI PTA to submit entries to the national round

April 1, 2022 State winners to be announced

May 1, 2022 National winners to be announced

TAX FILINGS

Every nonprofit organization has to file an annual tax return. For PTA, our fiscal year runs from July 1 through June 30, which means you have until November 15 to file your taxes - but don't wait! Unless your local unit is bringing in over \$50,000 per year, your tax return is simple!

Make sure you have your login information and head over to the IRS electronic filing website: <https://sa.www4.irs.gov/ePostcard/>

If it's your first time filing, make sure you have your local units EIN number to create an account. Follow the steps provided on the website to create your account and file your taxes. Once you're set up, it only takes about 5 minutes. Select "Manage E-Postcard profile" to create a new Form 990-N submission, and select "exempt organization" from the dropdown menu on the screen. After entering or selecting your EIN number, select "create new filing." Answer the questions on the following screens and click "submit filing." The filing confirmation page will show the status as pending. Print the page and save a copy in PDF format for your records.

Make sure you upload a copy of your 990-N filing into MemberHub no later than December 15!

If you need assistance, please contact your council treasurer or the WI State PTA Treasurer, Heather Birk, at hbirk@wisconsinpta.org

NATIONAL PTA NEWS

A Message from TikTok: Teen Safety and 'Challenges'

We are hearing of offline teen dares being suggested as future 'TikTok challenges' and want to be clear: dangerous challenges and illegal behavior are not allowed on our platform and will be removed. While we do not currently see evidence of these supposed 'challenges' on our platform, our safety teams have and will continue to work tirelessly to enforce our [Community Guidelines](#) and remove violative content, including content promoting 'devious licks'. We expect teens to use common courtesy whether they're online or offline.

TikTok is committed to reaching parents and guardians by supporting messages on the importance of ongoing conversations with teens about being good citizens online and offline, as we are doing through our collaboration with National PTA.

We want to make you aware of the [TikTok Guide for Parents](#) we created with National PTA, as it contains critical information about the parental controls available to families on TikTok as well as digital safety information.

Here is how to report content you believe may violate TikTok's [Community Guidelines](#) so that our safety team can review your report and take the appropriate action. To report a video:

1. Long-press (also known as press-and-hold) on the video;
2. Look for the pop-up and select 'report';
3. Choose the appropriate policy;
4. Tap 'submit.'

You can visit [TikTok's Support page](#) to learn more about reporting. Please know that we remain vigilant in our commitment to the safety of our community and will remove any content - including videos, audio, comments, and hashtags - as well as accounts that violate our Community Guidelines.

We urge families to have [open and ongoing conversations](#) about digital safety and etiquette to ensure they are using technology responsibly.

Disclosure: TikTok is a Proud National PTA Sponsor. National PTA does not endorse any commercial entity, product, or service.

SPONSOR NEWS FROM CHILDREN'S WI

Back-to-school with online health education resources for schools and families from Children's Wisconsin

While schools throughout the state, and across the country, have returned to in-classroom learning, COVID-19 has made returning to school in 2021 a challenge. Now more than ever, teachers, counselors, students and families need resources to help them stay healthy, both physically, mentally, and emotionally. Children's Wisconsin has a wide variety of free resources to support kids' and adults' physical and mental and emotional health during this unprecedeted time of COVID-19.

Children's e-learning offers free online health education programming for all Wisconsin schools. More than 120,000 K-12 Wisconsin students participate in these programs every year. In 2020, we opened these courses to families at home to make them more accessible to all, and they remain available to families at no cost. Programs are timely and topical and can offer enrichment and reinforcement of healthy habits at home. Following are courses offered to both Wisconsin schools and families:

Healthy Minds focuses on the important topics of mental and emotional health. Depending on the grade level, kids learn the importance of recognizing their feelings, connecting with others, being physically active, getting enough sleep, how to manage interpersonal conflict, how to seek help for feelings of sadness or depression, and other healthy habits to maintain and improve their mental and emotional health. (*3rd, 4th, and 5th grade*)

Mission: Health teaches kids how to eat right, stay fit, and feel good about their bodies. They'll also learn about the importance of goal setting in living a healthy lifestyle, as well as ways to develop and maintain a positive self-image. (*K-8th grade*)

Act Now!bullying prevention teaches kids what bullying is along with the skills they need to prevent and stop it. New this year are two mini-courses that focus on cyber-bullying (*one for grades 6-8 and one for grades 9-12*) – what it is, how to deal with it, and how to prevent and stop it. Specifically for parents, **ParentsActNow.com** is a website offering a series of videos on bullying topics, including ways to handle different types of bullying situations that may affect children or teens at school, at home and in the community. (*K-12th grade*)

It's UR Choice helps kids make smart choices when faced with the pressures of using and abusing alcohol, tobacco, marijuana, inhalants, and prescription drugs. Kids learn age-appropriate facts about drugs and their effects on the body. (*4th-8th grade*)

SPONSOR NEWS FROM CHILDREN'S WI (CONT'D.)

HOW TO REGISTER

Families can visit [this special registration page to get started](#). After you've completed the simple registration, you'll receive a confirmation email with a link to all the programs for the grade level(s) you selected. As an added feature, you'll also be given access to fun games that kids can play any time.

Schools can learn more about our e-learning health education courses and register at [HealthyKidsLearnMore.com](#). Encourage teachers, counselors and administrators at your child's school to check out these valuable resources!

A LOOK AHEAD

Children's Wisconsin is excited to announce four new e-learning opportunities set to launch in late fall and early winter. Watch for details on course availability in upcoming newsletters.

- Street Smarts 3rd-4th Grade – Students learn how to safely cross the street, the importance of crossing with an adult until the age of 10, what a crosswalk is, and how traffic and pedestrian signals help pedestrians cross safely.
- Street Smarts 5th-6th Grade – Students learn how to safely cross the street, choose the safest route when crossing, use caution around driveways, alleys, and railroad tracks, and to remove distractions when walking.
- Healthy Minds Kindergarten – The newest addition to our course offerings on mental and emotional health, this age-appropriate course will teach students how to tell what they are feeling, how to manage their feelings, and how to show care and concern for themselves and others.
- It's Your Choice – Analyzing Influences 7th Grade – In this all-new skills-based course, 7th grade students will learn how to analyze both internal and external influences in their lives while learning about the possible impacts and consequences of using alcohol, tobacco, and other drugs.



MORE SPONSOR NEWS FROM CHILDREN'S WI

Make talking to your kids top priority

As parents across Wisconsin help their kids return to school during COVID-19, some may find their children struggling with stress from the pandemic and showing signs of anxiety or distress. The emotional impact of the pandemic on children — coupled with prolonged social isolation and the uncertainties of what to expect now that in-person school has returned — has created an urgent need for parents to take action. Children's Wisconsin, through a new awareness campaign called Shine Through, is asking parents to make talking to their kids about their emotional and behavioral health No. 1 on their back-to-school checklist.

Tips for starting the conversation with kids

There's no script to follow. The most important thing is to simply start a dialogue and see where the conversation goes. Dr. Jenny Walczak, clinical director of mental and behavioral health at Children's Wisconsin, has created a video and some helpful parenting tips to help you get started.

Learn more about Shine Through and Children's Wisconsin's commitment to kids' mental and behavioral health on the website shinethrough.childrenswi.org.

Free health programming
for kids grades K-12

Mental and emotional health
Nutrition and physical activity
Bullying prevention
Alcohol, tobacco and other drugs prevention



Get started at community.healthykidslearnmore.com



e-learning programs

IMPORTANT DATES

- October 20, 2021** DEI Grants Announced
November 1, 2021 First Installment of Membership Dues Deadline*
November 1, 2021 Proof of annual financial review (audit) due*
November 11, 2021 National PTA offices closed/Veterans Day
November 15, 2021 Dues Reminder for Local Units
November 15, 2021 Financial Review/Audit Statement Due*
November 15, 2021 IRS Annual Return Deadline**
November 16, 2021 Membership Drawing Live via Facebook
November 25-26, 2021 WI PTA & National Office Closed/Thanksgiving
- December 1, 2021** Reflections theme entries due
December 15, 2021 Local Units Proof of IRS Filing Due*
December 15, 2021 Dues Reminder for Local Units
December 15, 2021 Dec/Jan Newsletter Distribution
December 25-26, 2021 WI PTA closed/Christmas
December 25-31, 2021 National PTA offices closed/Christmas Holiday

*Local Unit Good Standing Requirement

**IRS Requirement

October

Principal's Month

ADHD Awareness Month - <https://add.org/adhd-awareness/>

Breast Cancer Awareness Months

International School Library Month - <https://www.iasl-online.org/advocacy/islm/index.html>

Eye Injury Prevention Month - <https://www.associatesinophthalmology.com/eye-injury-prevention-month/>

National Bullying Prevention Month - <http://www.pacer.org/bullying/nbpm/>
LGBTQ+ History Month <https://www.pta.org/home/events/About-Every-Child-in-Focus/Calendar/LGBTQ-Month>

November

Native American History Month - <https://www.pta.org/home/events/About-Every-Child-in-Focus/Calendar/Native-American-Heritage-Month>

December

National Special Education Month - <https://www.pta.org/home/events/About-Every-Child-in-Focus/Calendar/National-Special-Education-Day>