

## **2019 Summer Leadership Conference Workshop Description**

### **Session A 9:15am – 10:45am**

#### **A1. Treasurer Training - Part 1**

This two-part workshop will provide an in-depth discussion of financial procedures for treasurers. Participants will be guided through an entire financial year. Topics will include banking, budgets, and proper money handling, contracts and financial reports. Learn how to be a local unit PTA treasurer. The workshop will provide examples, procedures and guidelines to follow. Plan to attend Parts 1 and 2. (Sign up for both sessions)

#### **A2. Council Keys to Leadership**

Learn the key aspects of being a strong, effective and dynamic council leader. Understand ways to support unit officers and build strong leaders. We'll cover the compliance side of bylaws, taxes, CT numbers and more. Master the power that a service-oriented council can have! (Repeats at D2)

#### **A3. Motions Move the Meeting**

Learn meeting basics here, and join us for some practice motions to hone your skills. The rules are simple and consistent, and will make meetings more efficient, relaxed, and timely. This is an active learning session for all PTA leaders.

#### **A4. Insurance – AIM To Do Your Safest**

This presentation AIMS to assist PTA leaders in selecting appropriate fundraising activities, sponsoring programs and events. This workshop will help your association prepare for the risks that come with some activities.

#### **A5. The Care and Feeding of Volunteers**

Create an environment that welcomes and appreciates volunteers. Learn some tips about what it takes to get new people interested in volunteering. Learn tips to overcome the most common obstacles for parents/volunteers. This workshop will offer ideas to help keep your volunteer base from burning out and how to keep them (and you) motivated all year long.

#### **A6. PTA Programs**

Learn the ins and outs of PTA programs. Helpful hints on planning, meeting your PTA goals, involving parents and staff, implementing, evaluating, and getting the most for the least. Get ideas for how to make programs that are inexpensive, educational, fun, engage students, and bring parents on campus.

#### **A7. Suicide Awareness - Anxiety Training**

This workshop will provide timely information to program participants about suicide awareness and anxiety training. These are issues that concern schools and families from all walks of life. The workshop presenter is a trainer from the San Diego County Office of Education.

#### **A8. E Cigarettes And Vaping Devices – What Young People Are Using And Why**

This workshop will describe and display the E Cigs and vaping devices that teens are using. The workshop will provide parents and PTA leaders with the latest in public health research regarding the dangers of E Cigarettes & Vaping Devices.

#### **A9. Entrenamiento de la Mesa Directiva - Parte 1**

Liderazgo y formación de juntas impartidas en español. Plan para asistir a las Partes 1 y 2. Se alienta a los tesoreros a asistir a la capacitación del tesorero, donde se proporcionará interpretación.

Leadership and board training taught in Spanish. Plan to attend Parts 1 and 2. Treasurers are encouraged to attend treasurer training, where interpretation will be provided.

### **Session B 11:00am – 12:30pm**

#### **B1. Treasurer Training – Part 2**

This two-part workshop will provide an in-depth discussion of financial procedures for treasurers. Participants will be guided through an entire financial year. Topics will include banking, budgets, and proper money handling, contracts and financial reports. Learn how to be a local unit PTA treasurer. The workshop will provide examples, procedures and guidelines to follow. Plan to attend Parts 1 and 2. (Sign up for both sessions)

## B2. Big Tobacco - Big Marijuana

This workshop will compare Big Tobacco and Big Marijuana and their predatory advertising practices and absence of enforceable regulations. Workshop will give parents and PTAs the tools to protect the health and safety of young adults and communities.

## B3. For the Record

Learn the job responsibilities of the secretary, including how to prepare minutes that are correct, concise and complete, what should be "for the record" and what to leave out. Learn how to approve and correct the minutes.

## B4. Advocacy 101

Hear from PTA District and California State PTA leaders on how to effectively advocate on behalf of PTA. Also hear about current legislation PTA is watching.

## B5. E-Membership

Find out about the exciting new/free e-membership system powered by TOTEM. Learn how this new system will help your local PTA increase membership, renew membership and make it easy for everyone to track and communicate.

## B6. Moving Children Safely Using the Safe Routes to School (SRTS) Program

This workshop will present a brief overview of the Safe Routes to School program and strategies used to build/maintain walking and biking programs in school communities.

## B7. Communications Strategy for Units and Councils

Integrate communications into your board's program planning and implementation – how to plan, and what tools to use for membership campaigns, meeting notices, board activity. Energize your members by engaging them with your communications.

## B8. Red Ribbon Week ~ How to Plan and Initiate School Based Activities

This workshop will demonstrate great RRW ideas for PTA leaders that will bring messages regarding healthy choice making and alcohol, tobacco, marijuana other drug prevention to your students and families during RRW. This workshop will illustrate how to continue providing public health and safety education throughout the school year.

## B9. Entrenamiento de la Mesa Directiva - Parte 2

Liderazgo y formación de juntas impartidas en español. Plan para asistir a las Partes 1 y 2. Se alienta a los tesoreros a asistir a la capacitación del tesorero, donde se proporcionará interpretación.

Leadership and board training taught in Spanish. Plan to attend Parts 1 and 2. Treasurers are encouraged to attend treasurer training, where interpretation will be provided.

## **Session C 12:45pm – 2:15pm**

### C1. President 101

This workshop is for new presidents. We will discuss the responsibilities of a PTA president, learn how to conduct a meeting, work with the administration and build a successful team.

### C2. PTA Financial Year - Budget to Annual Financial Report

Learn the importance of developing a budget that will reflect the goals of your PTA. Participants will be guided through the process of developing, adopting, and revising a PTA budget. They will learn how to track and follow up on the budget to the year-end financial reports.

### C3. Reflections - A Work of HeART

Learn ways to promote, implement, and showcase students' talents in areas of dance, film production, literature, music composition, photography, and visual arts by implementing the Reflections Program at your PTA.

### C4. Middle/High School LGBTQ Issues and Answers for PTA Parents

The purpose of this workshop is to present and discuss LGBTQ issues that arise at middle and high schools. The presenter has considerable experience assisting LGBTQ students and Gay/Straight Alliances to navigate successfully their school years.

### C5. Special Ed Parenting: "Advocating for Your Child" OR "Arguing with the School"

Do you ever wonder why the school gets defensive when you present concerns about your child's education? The reason may be that your efforts to advocate for your child are being perceived as argumentative. Learn how to advocate effectively and not argue on behalf of your child. Get school buy-in to help your child succeed academically.

#### C6. Membership Essentials

Everything you need to conduct a successful yearlong membership campaign. This workshop will include goal setting, procedures, timelines, theme ideas, incentives and resources. Learn tips for asking people to join and receive sample materials. Dive into marketing your PTA by developing messages and identifying key influencers.

#### C7. Culture & Identity: Who are they? Who am I? Who are WE?

When people think about the concept of *Culture*, they tend to think about race and/or ethnicity, but culture goes well beyond that. Each of us has at least 10 different cultures that we can identify with, and the more we can identify, the more we realize just how connected we really are (at work, in the community, and in the world!). Join in a presentation and collaborative discussion on what makes us who we are (as individuals & groups), what connects us, and how we can better understand and work together.

#### C8. 2018 Bylaws

Learn when and how bylaws should be reviewed and updated. This session is helpful for all PTA board members, but aimed primarily at the parliamentarian.

### **Session D 2:30pm – 4:00pm**

#### D1. President 202

This AP workshop is for returning presidents as well as new presidents looking for a bit more in depth leadership training. We will focus on calendar and goal setting, conflict management and leadership development.

#### D2. Council Keys to Leadership

See Workshop A2 for description. Repeats Session A2.

#### D3. Elementary School-Age LGBTQ Issues and Answers for PTA Parents

The purpose of this workshop is to present and discuss LGBTQ issues that arise at elementary schools. The presenter has considerable experience assisting schools to become welcoming environments for LGBTQ students and families.

#### D4. Ally Action: Snapshot – Moving from a Culture of Bystanders to Upstanders

This workshop will present and discuss models and a program for responding to bullying in school systems. Topics covered include multiple methods and best practices for creating safer and more affirming school climates for ALL students and empowering the students themselves in responding to bullying in effective and realistic ways. The content will describe a bullying prevention/intervention program currently underway in SDUSD.

#### D5. Powerful Presentations

PTA leaders are often called on to speak. Learn how to make the most of these opportunities—be sure your presentations are powerful, impactful and enjoyable. Learn a few tips to tackle fear of public speaking and some back-pocket tricks to make sure you are always ready to give a great presentation.

#### D6. The Audit

Learn how to conduct the semi-annual audits, what to look for and why they are important. Learn how to share the audit report with members.

#### D7. PTA - EZ

This Question & Answer session will allow you to ask specific questions and get help with PTA-EZ.

#### D8. Communication Tools for Units and Councils

Facebook, Instagram, Twitter, Slack, Google, Mailchimp, WordPress, Wix, PTAEz, text messages, email websites... Oh dear, what's a poor board to do with all these tools. Learn how to decide which ones to use, and how.