

NEWSFLASH

Michigan PTA's Newsletter For Leaders

October/November 2022



the
Big
edition

WHAT'S INSIDE

- **From the President**
- **Meet VP of Membership, Donald Barringer**
- **PRIZE ALERTS!**
- **A Focus on Membership**
- **Great Lakes PTA**
- **Advocacy Updates**
- **Standards of Affiliation**
- **It is an Election Year: What Can a PTA Advocate Do and Not Do?**
- **Why Does My PTA Need Insurance**
- **Awards**
- **Convention**
- **Reflections**
- **How to Handle a Hostile Audience**
- **Make Your Own PTA Logo**
- **Schools of Excellence**

Welcome to a new school year!

I hope all our families and students have had a great start to the school year. The return to school is an active reminder of why we do what we do! PTA's mission comes alive with activities at the schools, PTA meetings on the calendar, and so much planning happening.

Whether you are a new leader or a returning leader, this time of year can be busy! As you lead keep in mind that "Leadership is practiced not so much in words as in attitude and in actions." — Harold S. Geneen

As you navigate this new year, remind yourself of these key servant-leader skills:

- Listen. You will find value in knowing more about your community members and the activities to take the best actions as you lead the PTA.
- Invite people to the table. Many people don't join because they aren't asked. Be sure to ask.
- Be fluid, knowing that there many ways to reach the results that are expected. Allow your volunteers to bring their ideas to accomplish things in new ways.
- Show appreciation so that all your volunteers know their work does not go unnoticed.

What you do in your community is a powerful tool to move the mission. Thank you for ALL you are doing, know that I appreciate each one of you and everything you do.

Tracey Troy
President, Michigan PTA

Welcome!

Dr. Donald Barringer
Michigan PTA
Vice President For Membership



The Michigan PTA Board of Directors is pleased to announce that Dr. Donald Barringer has been appointed as their new Vice President for Membership.

Dr. Donald Barringer currently resides in Lansing, Michigan by way of Durham and Charlotte, North Carolina. He is a former elementary school teacher, higher education teacher educator, and newly minted Doctor of Education with a degree in Organizational Leadership. He has a passion for preparing teachers, parents, and community advocates to advance public education. His experiences as an educator, curriculum developer, North Carolina Association of Educators Durham Local President, Teacher Advisor to NC Governor Bev Perdue, Freedom School Project Director, Teaching Fellows Director, Life member of Alpha Phi Alpha Fraternity, Inc., and NC Parent Teacher Association Board Member have led him to the path of lifelong service to communities. He loves his family, volunteering, traveling, line dancing, and singing karaoke. His passion for community service started in Charlotte-Mecklenburg Schools as a third-grade student and he hasn't stopped serving the community.

Donald is always excited to share his passion of family and community engagement with those who wish to build partnerships to make schools and communities better for students and families. Feel free to learn more about his passion via this link bit.ly/askaleaderdb

where he was featured in the National PTA Our Children Magazine which focused on literacy and family engagement. Currently, Donald serves on the National PTA Family Engagement Committee, has served on the National PTA Membership Committee, been featured on a few National PTA Media Campaigns, presented at National PTA Convention, North Carolina PTA Conferences, and a variety of education-based conferences.

Engagement is key to the his role as Vice President of Membership for MI PTA. The theme of this year is MI PTA RISE:

- Resources - to help support local leaders and councils for a year-round membership campaign
- Information - to assist membership leaders with sharing the value of PTA membership
- Support - to make life as a volunteer easier with necessary updates and a community that works together
- Excellence - operating in today's PTA world requires us to provide the best service to our members and our community

As a former state membership chair for NC PTA, it was important that those who were responsible for membership heard from the statewide membership committee, engaged local units and councils, shared best practices, and celebrated accomplishments. When you're on the island alone within a local unit, it's a treat to share your feelings with people who also are feeling the same, but also feel alone. MI PTA has had strong leaders who love PTA and it's going to be his "job" to ensure that we continue that we support our local volunteers who make MI PTA strong. The four goals he has throughout his term include:

1. retaining, supporting, and expanding local units and councils across the state
2. recruiting Membership STARS (state committee) to support and mentor membership leaders across Michigan
3. providing membership incentives to local units and councils to highlight year-round membership campaign
4. assisting local units and council leaders with completing a Membership SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats) using their data and PTA tools.

If membership is your passion, he would love to have you submit your information to serve as a MI PTA Membership STAR on our statewide committee.

Please join us in welcoming Donald to this new role!

Are You A Membership Leader On An Island By Yourself?

With over 200 Michigan PTA Units, we only know of 50 designated membership leaders! Michigan PTA wants to support those who work hard to recruit, sign up, and update membership records.

Here are two ways you can update your local unit membership leader by October 31:

1. Update your officer list In MemberHub and designate your membership leader.
2. Send an email to membershipvp@michiganpta.org with the name of your membership leader, their email, and phone number.

PRIZE ALERT!
All newly identified Membership leaders and their presidents will go into a drawing to each receive a restaurant.com gift certificate!

ALERT!

PTA
every child's best voice

YOU BELONG IN PTA

Our PTA...

Connects our community

Supports your child

Amplifies your voice

JOIN US TODAY!

Create VALUE within your PTA!

There's no one-size fits all way to talk about the value your PTA/PTSA brings, there are a few key tips to think about as you offer a PTA membership to families, educators, and community members:

- Always make an explicit Ask to Join
- Clarify what PTA membership means and that it is different from volunteering
- Remember that everyone belongs in PTA, and that everyone is interested, once they understand the association's value and role

You Belong Campaign Resources:
bit.ly/ptayoubelong

Link to Membership Campaign Resources:
bit.ly/ptamembershipresources

PRIZE ALERT!
On Facebook, Instagram, Twitter, or TikTok, use the hashtag #MIPTA to show us your "You Belong in PTA" membership activities for September. One local PTA unit will receive a Cider & Donuts Social for their November Board of Directors meeting.

START STRONG THIS SCHOOL YEAR AND FOCUS ON MEMBERSHIP

We are excited to offer a fun and interactive initiative for local PTA leaders who want to integrate membership into all aspects of their PTA.

- Don't reinvent the wheel - Learn about and use incredible free PTA resources!
- Have fun and win prizes - Complete exciting challenges and interactive activities to earn points for a chance to win prizes!

MEMBERSHIP MANIA REGISTRATION IS OPEN!

National PTA is excited to bring back 125 Days of Membership under the new name Membership Mania for the 22-23 school year. Details:

- Year-long initiative with free tools and resources, as well as fun activities and challenges.
- Participate in calls with National PTA and other PTA leaders in your group for interactive discussions that will enable you to learn from, and grow with, other local leaders.
- Earn points for each challenge or activity your PTA completes, giving you the chance to win awesome prizes!

Sign up here: pta.org/home/run-your-pta/membership-resources/125-days-of-membership

Everything You Need to Know About Membership Mania

Q: What is Membership Mania?

A: Membership Mania is a year-round initiative for local PTA leaders to focus on membership. It provides a fun and engaging opportunity for local PTA leaders to connect with leaders across the country and overseas, explore the many National PTA resources and identify ways to connect membership to everyday PTA activities.

Q: Who can register for Membership Mania?

A: Any and all local PTA leaders who want to grow PTA membership and connect with other leaders in an informal, fun, interactive and virtual way.

State/District/Region/Council leaders: Join us to listen, learn and share membership tips/ideas with local leaders.

Q: When does registration close?

A: Open Enrollment throughout the school year. You can register anytime during the school year! <https://bit.ly/MembershipManiaPTA>

Q: Can more than one leader from my PTA register and participate in Membership Mania?

A: Yes! Everyone is welcomed and encouraged to attend

Q: What is the structure of Membership Mania?

A: There will be two live Zoom events and weekly emails, spread out in 4 focus areas/sections throughout the school year. In the weekly emails you will receive fun activities and challenges that use many free National PTA resources.

Q: Do I have to attend all the live Zoom events?

A: Nothing is required; however, we encourage everyone to attend the events to get the most out of your Membership Mania journey. You receive points for attending calls, completing activities and using resources. Your PTA receives points for everything you are able to do. We are all in different places with different capacities right now. National PTA is here to support you wherever you are on your PTA journey!

Q: If I register, do I have to participate in the full Membership Mania?

A: Nothing is required; however, we encourage everyone to participate for the entire time to get the most they can out of their Membership Mania journey. If you will be away for a week or two though, don't worry, you will have access to all the resources, tools and tips.

Q: Is Membership Mania a training event?

A: No, but there will be some learning. Membership Mania is not a meeting or a training event; it is interactive and fun. You will be engaged and encouraged to share what works for you in your local PTA, as much as you will be learning from other local PTA leaders.

Q: Why would local PTA leaders want to sign-up and participate in Membership Mania?

A: Participating will help you and your PTA start the school year off on the right foot!

Provides you the opportunity to network with other like-minded leaders who also want to focus on membership and make a difference!
o much more.

GREAT LAKES PTA

MICHIGAN'S STATEWIDE PTA



Join Great Lakes PTA now to support all children! For just \$10 you can help make every child's potential a reality! Great Lakes PTA (Formerly A.L.L.) amplifies your voice in our state and on Capitol Hill. When you belong to our PTA, you connect with a nationwide network of PTA advocates and a wide array of influential individuals and organizations. Your membership dues fund advocacy efforts that help all children and change policies and laws in your city, our state, and on Capitol Hill. Will you support our efforts by becoming a member?

Who should join Great Lakes PTA? Everyone who believes in the PTA mission to make every child's potential a reality, including:

- Parents
- Current local PTA members
- Community members
- Elected officials
- Business owners
- Superintendents and administrators
- Former A.L.L. members
- You!



**JOIN
NOW!**

GREATLAKESPTA.MEMBERHUB.COM/STORE/ITEMS/19146



Stop the Silence. Help End the Violence.

In the wake of the school tragedy in Michigan, many people are wondering how they can keep their schools safe. Michigan's student safety program, OK2SAY, is a national model that ensures every student, parent, teacher, and community member has access to a safe and confidential way to report any concerns about their safety or the safety of others. OK2SAY operates as an early warning system in our schools to help stop tragedies before they start. Remind your students that they have a confidential way to report a tip about safety threats. Tips can be submitted 24-hours-a-day, 7-days-a-week.

- Telephone: 8-555-OK2SAY (855-565-2729)
- Text: 652729 (OK2SAY)
- Email: ok2say@mi.gov
- Website: ok2say.com
- Mobile app: Available in the app stores for iPhone and Android devices


When students make the courageous decision to break the code of silence and speak out against harmful behavior, they equip authorities with the information needed to respond to threats and avert tragedy. And that's a good thing for Michigan schools, communities, and families.


THANK YOU to Our Convention Sponsors and Supporters



SOUTHSIDE
ANIMAL HOSPITAL

**Friend of the
Michigan PTA,
Margaret Blount**



 More information at SETwithMET.com

MET is a 529 prepaid tuition savings program which allows you to pay for future higher education at today's price. MET is flexible, transferable and even refundable.

Federal Legislative Update

Happy New School Year! I hope that so far the 2022/23 school year has been going well for you and your family. If you're anything like me, you've already started thinking about calendar dates from now until June, which is why I want to invite you to National PTA's 2023 Legislative Conference. It will be held virtually in March. In 2021, we had a virtual Legislative Conference. The best part about it was that we were able to have over 25 participants! Members of Congress love hearing directly from constituents, so we hope you can join us! If you do, we will walk you through the process. You will not do anything alone! Please look for specific dates in future newsletters or announcements.

National PTA's Legislation Committee and our Government Affairs Team recently hosted a webinar titled: "PTA Back-to-School Advocacy Webinar: Firearm Safety & Violence Prevention." This webinar was hosted in partnership with Everytown for Gun Safety and Brady: United Against Gun Violence. This webinar highlighted the success of our recent advocacy efforts together on gun violence prevention and the historic passage of the Bipartisan Safer Communities Act. This Act passed a week after Tracey Troy, Jenn Garland, and I went to Washington, DC to meet with Michigan's Members of Congress to discuss this issue, among others. You can find out more about National PTA, Advocacy and Gun Safety at pta.org/home/family-resources/safety/gun-violence-prevention

Along with National PTA, the Michigan PTA signed a letter created by the Gay, Lesbian, Straight Education Network (GLSEN). This letter is regarding the U.S. Department of Education accepting feedback on its proposal to implement as part of Title IX, which is the federal law that prohibits sex-based discrimination in any school or education program that receives funding from the federal government. In general, the proposed rule would strengthen Title IX protections and help schools build safe, supportive, and inclusive environments for all students.

Carin Meyer
Michigan PTA Federal Legislative Chair

Take Action



Ways to Take Action on Gun Violence

Contact Your Members of Congress

Use our VoterVoice system to send an urgent message to your members of Congress today to insist they work across the aisle to pass sensible gun safety and violence prevention policies that ensure our children are protected from harm.

pta.org/home/advocacy/take-action?vvsrc=/campaigns/89033/respond

You may also:

Find your Congressional Officials
pta.org/home/advocacy/take-action/find-officials

Sign Up for National PTA Takes Action Advocacy Alerts
pta.org/home/advocacy/take-action/sign-up-for-alerts

Register to Vote
pta.org/home/advocacy/take-action/election-resources



Advocacy questions? We can help with that!
-Carin (meyerc@michiganpta.org)
-Jenn (garlandj@michiganpta.org)

Advocacy for your local PTA

As the largest volunteer child advocacy organization in the nation, National PTA is the conscience of the country for children's and youth issues. Michigan PTA and our many members across the state advocate together, with one voice, to ensure that every child has access to a fair and equitable education in Michigan and across the United States.

Upcoming Advocacy Events for 2022-23

- Up-to-date information on new legislation that will impact funding for Michigan schools, regulations, and resources for our children
- Grassroots campaigns to work toward the best outcomes for ALL children in Michigan
- Michigan PTA Advocacy Day at our State Legislature (March 22, 2023)
- Training Sessions on Advocacy Topics

Michigan PTA represents you across our State

Michigan PTA is frequently involved with other stakeholders that are impacting the education of our children in Michigan. We sit on State of Michigan government committees, the LAUNCH Michigan Steering Committee, many different state associations and outreach groups, and local school boards. We spend all this time to advocate and be involved to make a difference for children in Michigan. Every Child, One Voice!

Where do you start?

1. Make sure your local PTA has an advocacy officer to receive communication from Michigan PTA and National PTA to pass on to your members. Input this person in your PTA's MemberHub record so they will receive advocacy communications. Need help? Contact info@michiganpta.org, or call Michigan PTA 734.975.9500
2. Learn more about Michigan PTA and National PTA grassroots efforts and how to educate your members on VoterVoice (the tool that both National PTA and Michigan PTA use for advocacy communication). How to start? Sign up for Michigan PTA VoterVoice at www.votervoice.net/MIPTA/home. Sign up for National PTA VoterVoice at pta.org/home/advocacy/take-action.
3. Plan a legislative activity for your local unit, such as a visit from your State Representative, State Senator, or school board officers, or an educational presentation on advocacy and legislative affairs. Need help planning an activity? Contact the Michigan PTA Advocacy Committee at childadvocacyvp@michiganpta.org.

Thank you for all you do for PTA!

It is an Election Year: What can a PTA advocate do and not do?

PTAs are nonprofits – 501(c)(3) organizations

A 501(c)(3) organization MAY NOT conduct partisan activities to support or oppose any candidate for public office, including:

- Endorsing a candidate.
- Making a campaign contribution to, or an expenditure for, a candidate.
- Rating candidates on who is most favorable to your issue(s).
- Letting candidates use the organization's facilities or resources unless those resources are made equally available to all candidates at their fair market value.

Activities 501(c)(3) Organizations MAY Conduct on a Nonpartisan Basis

- Conduct or Promote Voter Registration
- Host or Co-Sponsor a Candidate Forum
- Distribute Nonpartisan Sample Ballots, Candidate Questionnaires, or Voter Guides
- Continue Issue Advocacy During an Election
- Educate Voters on the Voting Process
- Encourage Staff to Serve as Poll Workers or Translators
- Educate the Candidates on Your Issues
- Organize Get-Out-the-Vote Activities
- Support or Oppose a Ballot Measure
- Encourage and Remind People to Vote



Standards of Affiliation?

Standards of Affiliation are requirements that need to be met by each PTA/PTSA/Council unit to ensure they are compliant with National PTA, Michigan PTA and Federal Laws. Each unit will need to complete Standards of Affiliation items to remain in Good Standing. These include:

- Submitting membership dues to MiPTA (\$5.50 per member). Units are required to have a minimum of 10 members
- Paying Unit Renewal dues (\$40)
- Completing a financial review (audit) of the end of the fiscal year
- Filing your 990 with the IRS
- Completing and approving a budget for the new year
- Purchasing liability insurance
- Submitting bylaws, with or without modifications

Good Standing is critical, because to not be in Good Standing jeopardizes your tax-exempt status. The IRS grants tax-exempt status only to our subsidiaries who are in Good Standing. Units must send MiPTA a copy of each of these items upon their completion. Let's look at each of these.

Submitting membership dues: This amount (\$5.50 per member) is actually the dues for members for the Michigan PTA and the National PTA. You send the dues to MiPTA, and we forward the national portion on your behalf. Some units have not paid these dues for their members yet. Please either send a check, or pay electronically through MemberHub. Do it today. These dues should be paid by the 28th of each month, for the members who have joined that month.

Paying Unit Renewal dues: This helps us to register active units for the year, and to provide training and other materials for you. Typically, you register your new board and officers at the same time. Now, please update your officers and board in MemberHub. Board members who are staying in the same positions must be updated as well, every year. Due December 1.

Completing a financial review (audit): This is not a formal audit by a CPA, although it can be. It is a way to track your financial health and security, and your insurance may require it, as well. We have a form for you to use, to review the year's financial activity. Some councils sponsor Audit Parties, where many units get together and review each other's books. The audit team will need to have monthly bank statements, receipts, checkbooks, and a calculator. Audits should be completed as soon as the fiscal year ends, and a copy should be sent to MiPTA by December 1.

Completing and approving a budget: This must be done each year, and the year's budget must be approved by the membership. How much money do you plan to make? How do you plan to spend it? Try to account for every dollar. You don't have to spend every dollar—you could have some money designated as start-up for the next year, or to go into savings. Just don't leave money unaccounted for. Then make sure the membership votes and approves the budget. The funds belong to the unit, and the unit approves how it is spent. Send a copy of your approved budget to MiPTA by December 1.

Purchasing liability insurance: This is the newest of the Standards of Affiliation. PTAs work hard, and should protect themselves each year with an annual insurance policy. More and more, site locations and vendors are requiring liability insurance. While everyone's policy will be different, we require you to have at least \$1 million of liability coverage. You could also get insurance to cover your officers, coverage to protect you if you have to cancel a major event (hello COVID), and more. MiPTA uses AIM for insurance, but you are welcome to shop around. Send a copy of your Certificate of Insurance as soon as it is issued.

Submitting bylaws: Each unit must have bylaws. This is your playbook, your rules, your how-to guide. They must be renewed at least once every three years, or any time they are changed. When is the last time you looked at your bylaws? Give a copy to each of your officers, so they know what is required of them. Discuss these at an exec board meeting.

Bylaws questions?
I can help with that!
-Jenna
secretary@michiganpta.org



Treasurer questions?
I can help with that!
-Meredith
blixtm@michiganpta.org




Filing your 990 with the IRS: Tax-exempt organizations like PTA don't pay income tax, but they still have to file a form with the IRS. This is the 990, and for most PTAs, it is a simple fill-in-the-blank page on the computer. It is due to the IRS within five months and 15 days after the end of your fiscal year. If you miss filing the 990, you could get in trouble with the IRS. This can be very expensive, and time consuming, to resolve. Send a copy of your confirmation form to MiPTA by December 1.

If your fiscal year ends June 30, you must file your 990 each year between July 1 and November 15. If your fiscal year ends December 31, you must file your 990 between January 1 and May 15. If you don't know when your fiscal year ends, call us at 734-975-9500.

How to file? Units whose total revenue is less than \$50,000 can use the electronic "postcard" 990N. You can find directions here: <https://www.irs.gov/charities-non-profits/annual-electronic-filing-requirement-for-small-exempt-organizations-form-990-n-e-postcard>. If your unit has revenues which exceed \$50,000, you must file the paper forms 990 or the 990EZ. Go here to learn which one: <https://www.irs.gov/charities-non-profits/form-990-series-which-forms-do-exempt-organizations-file-filing-phase-in>



Standards of Affiliation Agreement Checklist 2022-23

The Standards of Affiliation (SOA) Agreement checklist exists to help PTA Units and Councils remain current with all IRS, state, insurance, and PTA requirements. For assistance with this checklist or help understanding any of the SOA agreement requirements, please contact council leaders (if applicable) or a state director.

Please share this checklist with your board of directors and membership.

Required by	#	Requirement	Due by	Best Practice/Specifics	Responsible PTA Leader	Date(s) Completed
State of Michigan	1.	Officers Elected	June 1	Officers were elected at a membership meeting (recommended before previous fiscal year-end). Michigan State law requires president, vice president, treasurer, and secretary.		
	2.	Form 990 filed	Dec 1 Nov 15	File the appropriate IRS form 990 no later than November 15 th (or file the necessary extension and file by the deadline).		
IRS	3.	Form 8822-8 updated	Nov 15	File Form 8822-B when PTA's mailing address changes or the identity of the "responsible party" as listed on the IRS form 990 changes (usually the president or treasurer). Form requires a personal social security number)		
	4.	Year-end financial Review	Dec 1	Year-end financial review was conducted. *		
Michigan PTA	5.	Annual Unit Dues Paid	Dec 1	Annual unit dues payment (\$40) made to Michigan PTA.		
	6.	Officer names/contact info	June 1	Enter names and contact information for all elected officers (and key non-elected positions such as membership, advocacy/legislative, Reflections, fundraising, student involvement, volunteers, health/safety) *		
	7.	Budget Approved	June 1	Budget was approved by the membership (recommended before previous fiscal year-end) *		
	8.	Bylaws submitted/approved	Every 3 years	Review and submit membership approved unit bylaws for review/approval every three years, or as needed. * Last Submitted:		
	9.	Insurance	Dec 1	Evaluate and purchase appropriate insurance		
MIPTA Councils Only	10.	Membership Invoices Paid	Monthly	Membership invoices paid in full for the previous fiscal year. Current fiscal year memberships shall be paid by the 28 th of each month.		
	11.	Council Reflections Programs	Annually	Offer a Reflections program for your local PTAs		

Per the MIPTA Bylaws, a unit or council in good standing is the one that meets the criteria in the SOA agreement. While this checklist is for your internal monitoring purposes and does not need to be turned into MIPTA. Your unit or council is responsible for completing all SOA requirements

*Submitted on Memberhub

Why does my parent group need insurance?

 aim-companies.com/quick-reference-guides/parent-group-need-insurance

Just like a business, your Parent Group is exposed to certain risks of which you may or may not be aware.

You may do everything you can to prevent something from happening to your Parent Group, but in reality, no one can guarantee that things are going to run smoothly all of the time. Parent Groups are not immune from liability. Your Parent Group insurance policy will protect not only the assets of the Parent Group but the personal assets of its members.

In the event of a lawsuit, your Parent Group insurance will also pay attorney fees to defend you, whether the lawsuit has merit or not. There are four separate types of coverage that your Parent Group needs to be aware of:

1 General Liability with Medical Payments

General Liability coverage protects you from lawsuits if someone was injured at one of your organization's activities and held you responsible. The liability limit for a lawsuit is \$1,000,000 or \$2,000,000, with no deductible. Some activities covered include skating parties, fall carnivals, bounce houses, dunking booths, fun runs, auctions and more. Injuries resulting from transportation are not covered.

General Liability coverage also has a separate component that gives insureds access to a minimum of \$5,000 in medical payments, even if no lawsuit has been filed, for injuries sustained at one of your organization's activities.

Because the Medical Payments coverage is a separate component of the GL policy, outside of a lawsuit, fewer exclusions apply. Under the Medical Payments component, coverage for injuries involving mechanical rides, school buses, automobiles, and watercraft are not specifically excluded. A Medical Payments limit of \$5,000 is included in every General Liability Policy. Options for increased Medical Payments limit are \$10,000, \$25,000, and \$50,000, with no deductible.

Media Liability – We also offer Social Media Liability Coverage as a supplement to your General Liability policy. This coverage is designed to protect you from liability in the event you accidentally misuse or disclose information on your website or other social media site. This include misuse of the logo, copyright, pictures, confidential information and other misrepresentations or misappropriations.

Continued.

Why does my parent group need insurance? cont.

aim-companies.com/quick-reference-guides/parent-group-need-insurance



2 Bond

Bond coverage protects your money. It covers anyone who your organization trusts with the money whether it's a President, Treasurer, board member, volunteer or courier. If that person embezzles (runs off) with your money, this coverage would replace those missing funds.

Standard bond limits are \$10,000, \$25,000, and \$50,000, with a \$250 deductible.

3 Inland Marine (Business Personal Property)

This coverage protects your raffle merchandise, auction items and fundraising supplies while these items are in your possession. This coverage also protects any personal property of your organization such as popcorn machines, snow cone makers, school store supplies, emergency relief supplies, and more.

The Inland Marine coverage limits are \$10,000, \$25,000, and \$50,000, with a \$250 deductible.

4 Directors & Officers Liability

Officers liability coverage protects the organization from lawsuits for "wrongful acts." If someone sued the officers of your organization for mismanagement, misrepresentations, dissemination of false or misleading information or inappropriate actions, this coverage would pay to defend you.

This coverage is also referred to as Directors & Officers Liability (D&O). The coverage limit is \$1,000,000, with a \$1,500 deductible.



ASSOCIATION
INSURANCE
MANAGEMENT INC

Thank you AIM for being a sponsor of the 2022 Convention!

How to keep your PTA in compliance with Michigan PTA requirements

Common compliance categories found here include:

Officers: You can click this button to be brought to a page that provides your current and past year officers in your site. You can add new officers and remove current year officers in this area.

Unit Data: You can click this button to view all data pertaining to your PTA. If you see any discrepancies on this page, contact your State PTA to update this.

Submissions: This section is where you would submit each of your different areas of compliance

- Insurance Confirmations
- ByLaws Submissions
- Form 990
- Audit/Financial Reviews

Documents: Here is where your unit can submit electronic documents to your State PTA.

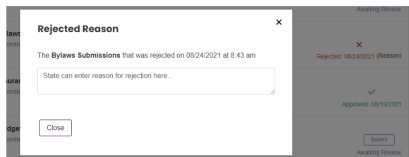
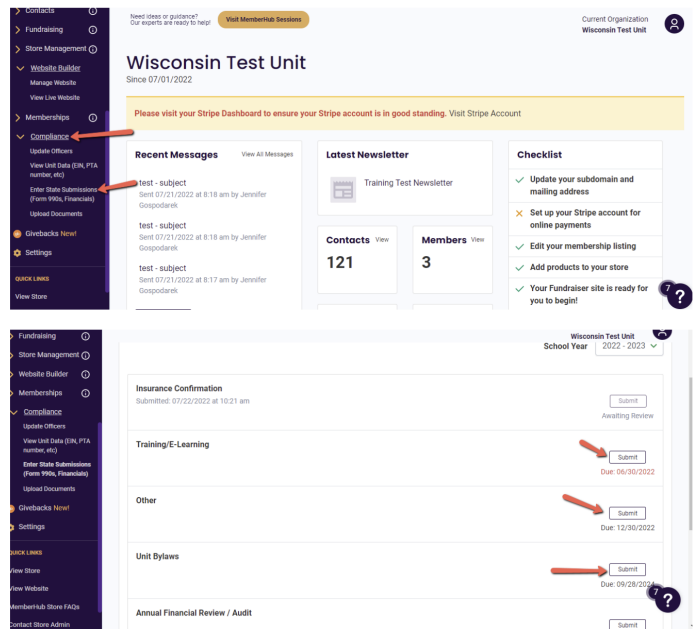
Approval status:

Awaiting Review: Upon completing submission, the status of your Compliance form will display as awaiting review. Your state PTA can then review and approve according to their procedures.

Approved: If your State Approves your submission, they will mark it as approved and the status will be indicated in your site. The person who submitted the form will also receive an email notification of the status update.

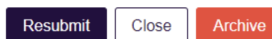
Rejected: If your State Rejects your submission, they will mark it as rejected and can explain the reason. The status will be indicated in your site and the person who submitted the form will also receive an email notification of the status update. Reason for rejection can also be viewed from your Compliance Submissions Page.

Please note: Michigan PTA has additional Standards of Affiliation requirements as listed on page 11.



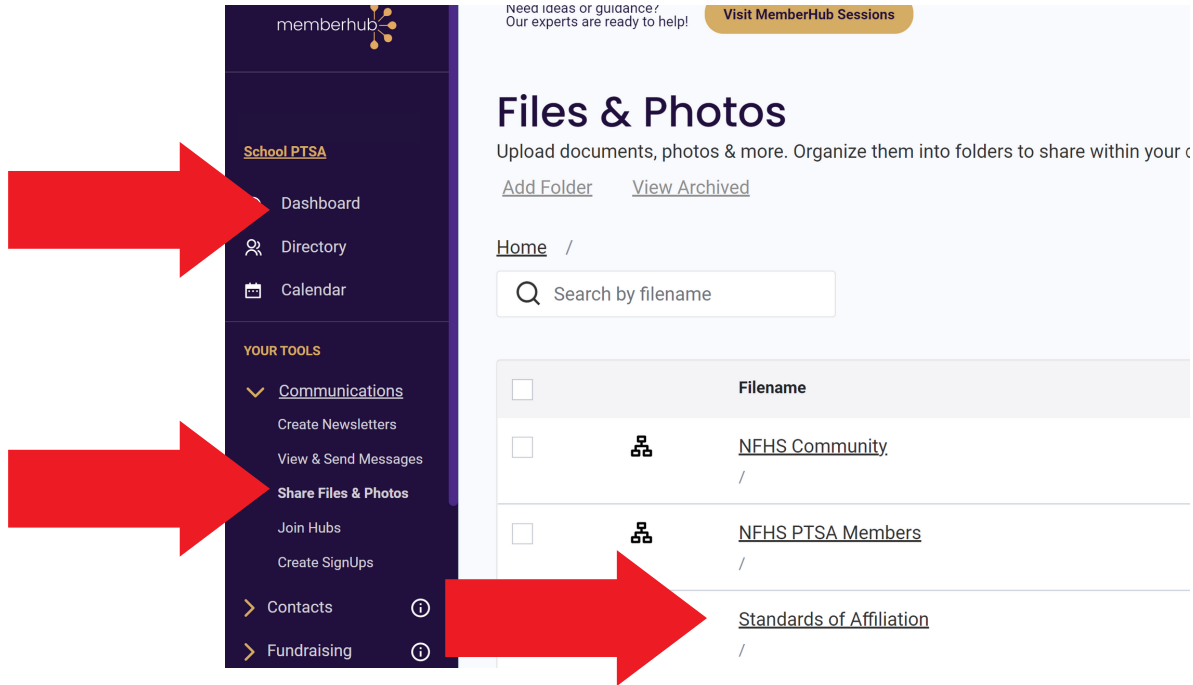
**** After a submission is rejected,** you can either choose to Resubmit or Archive the submission to allow you to start over.

Submitted at 08/19/2021 at 8:05 am
Rejected at 08/24/2021 at 8:43 am

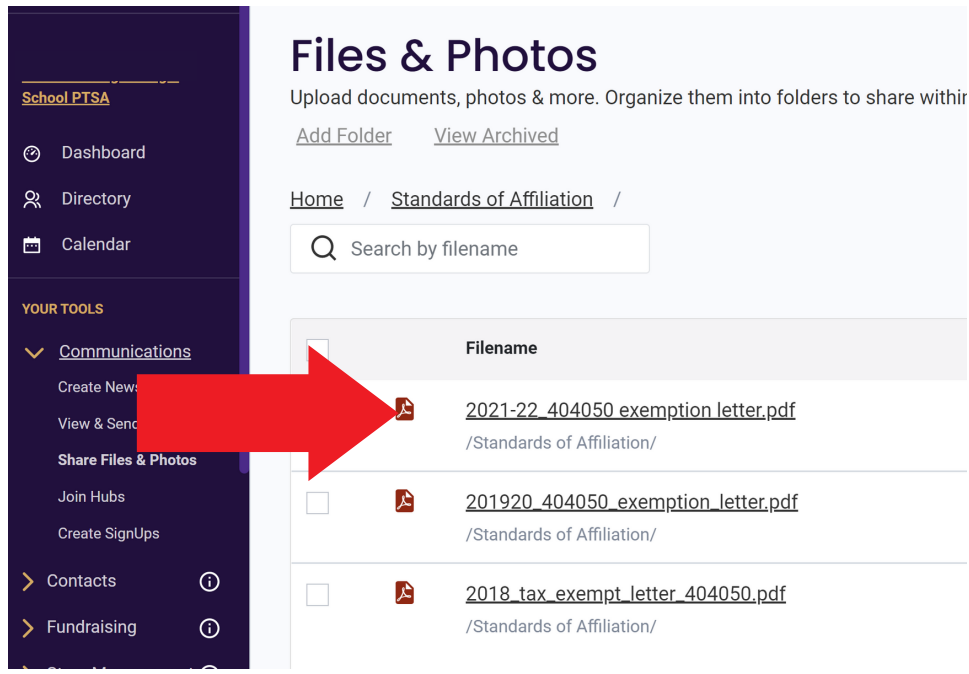


Please note: Your state PTA may have additional requirements not listed in this article. If you have any further questions on this, please reach out to your State PTA leaders to inquire. If you are unsure who to contact, please reach **open a ticket** and we can help direct you to the best contact information.

How do I find my Standards of Affiliation Tax Exempt Letter?



From your unit dashboard in MemberHub click on Share Files & Photos then click on the Standards of Affiliation file. If your Standards of Affiliation have been approved they will be in this folder.



AWARDS AND RECOGNITIONS

Presented at
Convention



Day of Service Participants

- Country Oaks Elementary PTA, Commerce Township
- Nichols Elementary-Middle School PTA, Detroit
- Farmington High School PTSA, Farmington
- Michigan PTA



Tobacco Prevention Campaign Grant Recipients

- Southeastern High School PTSA, Detroit
- North Farmington High School PTSA, Farmington

Create with Kindness Sponsored by TikTok Grant Recipients

- Rochester High School PTSA



everychild.one voice.®

- **2020 - 2022 Schools of Excellence**
- Cass Tech PTSA, Detroit
- Farmington High School PTSA, Farmington
- Farmington STEAM Academy PTSA, Farmington
- Hillside Elementary PTA, Farmington
- Hills MI Meadow Brook PTA, Rochester Hills
- Norup International School PTSA, Oak Park



Congratulation to these Michigan students who are 2021-2022 Award Winners of our National PTA Reflections art program!

- Dedeepya Siremamilla - Hillside Elementary PTA - Dance Choreography Award of Merit
- Grace Youn - Birmingham Covington PTSA - Dance Choreography Award of Merit
- Ava Morisi - Seaholm High School PTSA - Dance Choreography Award of Merit
- Brianna Park - Van Hoosen Middle PTSA - Literature Award of Excellence
- Lawson Hall - Delta Kelly PTA - Photography Award of Merit
- Sofia Scott - Groves Booster PTA - Photography Award of Merit
- Alexis Tsang - Webster Elementary PTA - Visual Arts Award of Merit
- Jonathan Fang - Warner PTA - Visual Arts Award of Merit



- **Anthony Lack**, Livonia Franklin High School PTSA
- **Lisa Luecke**, Allen Park High School PTSA

State Awards

MemberHub Master User Award

- North Farmington PTSA, Farmington

Best Membership Campaign Award

- North Farmington High School PTSA
- Farmington High School PTSA, Farmington

100% Staff Membership

- Walled Lake Northern High School PTSA, Walled Lake
- Commerce Elementary PTA, Commerce Charter Twp

Convention 2022 Review by the Numbers

60 PTA leaders from across the state that convened for two days of learning and connecting in July

32 Workshops that attendees enjoyed

2 Panel discussions

4 General sessions

15 Exhibitors

12 Performances by state Reflections winners.

3 Most importantly the delegates helped direct the future of Michigan PTA by approving 3 resolutions: Safe Storage of Fire Arms; Safe, Supportive and Inclusive Schools and Seizure Safe Schools. You can read the resolutions here: michiganpta.org/advocacy

Convention was a roaring success, but don't take our word for it, here is what the delegates had to say:

- I made a lot of connections and the presentations were very enjoyable. - Khalilah Montgomery
- I felt there was a lot of good info in the sessions I attended. - Mandy Gerstenbrand
- Got a chance to network and get valuable Information for my units. - Aundra Simpkins
- I strongly agree the MI PTA Convention was an effective use of my time because I learned valuable information in all of the sessions, networked with others to gain and share ideas, and assisted in providing students with incredible opportunities to present and be a part of a panel at a state convention. - Anonymous

Convention 2023

April 29-30th, 2023 [Welcome reception April 28th evening]
 Best Western Premier Executive Residency Southfield, MI

- Early Bird Registration - \$150 – ends January 1st
- Pre-Registration - \$200 – ends March 15th
- On-site Registration - \$400

Two options are now available for Early Bird Registration:

- 6 Monthly Payments of \$25 (Oct - Mar)
- 1 Payment of \$150



Convention features Keynote Speakers, Officer Training, Family Engagement, Networking, Exhibitors and much, much more!

Help us find a convention theme for 2023!

Michigan PTA wants to hear from you about what the convention's focus should be. Submit ideas by November 1st; the person that submits the winning theme will get **\$75 off of registration** for convention.

bit.ly/MiPTAConventionThemeIdea

Revisions to Michigan PTA Awards and Recognition Program

Michigan PTA is making some changes to the Awards and Recognition Program based on feedback gathered at the State Convention in July 2022. The changes are intended to:

- Celebrate a growth mindset at the unit and council level
- Provide opportunities to celebrate more units/councils; when local PTAs and councils are recognized for the work they are doing, more units/councils will want to apply
- Help build awareness of our mission and focus, and build pride in our communities
- Streamline and simplify the process, and
- Align the applications to the day-to-day work of the unit/council so applying for Awards isn't onerous.

Application details will be released on the Michigan PTA website on November 15, 2022 and applications will be due by February 15, 2023. Awards will be announced at State Convention 2023 April 29-30, 2023.

We would love your input in this redesign process! If you want to get involved, contact Susie Crafton, VP of Programs & Services at craftons@michiganpta.org.

The Reflections program is the National PTA's cornerstone art program. It provides students with an opportunity to express themselves creatively and receive positive recognition for original works of art, inspired by a theme. All grades of students are encouraged to participate, from preschool all the way through high school, and their artwork will be judged at appropriate developmental age and skill levels. This year's theme, "Show Your Voice!" can be expressed in any of the six art areas listed:

- Visual Arts
- Photography
- Literature
- Music Composition
- Film Production
- Dance Choreography

The Reflections Program is structured for PTAs to recognize students at the local unit, council/district, state, and national PTA levels. Entries are first judged at the local unit level, where selected works are chosen to represent the PTA at each subsequent level. Each local unit, district or council establishes its own due dates which allow adequate time for judging and celebrating at that level. At this point in the school year, local units and/or district/councils will want to advertise this program to drive student participation. Units have been successful using the following strategies:

- Hanging posters at schools
- Sending flyers home with students
- Hosting an "art night" after school, where students can start brainstorming
- Partnering with art teachers to encourage their classes to participate

Review the Michigan PTA website in the "Reflections" section for helpful information, including how to run a Reflections program, how to run a program virtually, training slide deck and due date (January 14th, 2023) for State Reflections entries. Join the Michigan Reflections Network Facebook page to read ideas or ask questions about the program. Any leaders interested in co-chairing the MI PTA Reflections committee should call or email the committee at reflections@michiganpta.org or call Michigan PTA at (734) 975-9500. We need to keep this committee strong and growing and we need you!

In addition to the Reflections Contest, there is also a Theme search contest. The theme search contest determines the theme for the 2024-2025 Reflections contest. Only 1 winner is selected from the theme search contest throughout the entire United States. That winner will receive a prize of \$100 from National PTA. Theme search entry forms can be found on the Michigan PTA website under Reflections. Theme search entries are due to state PTA by November 21, 2022.



Reflections - How Do I...

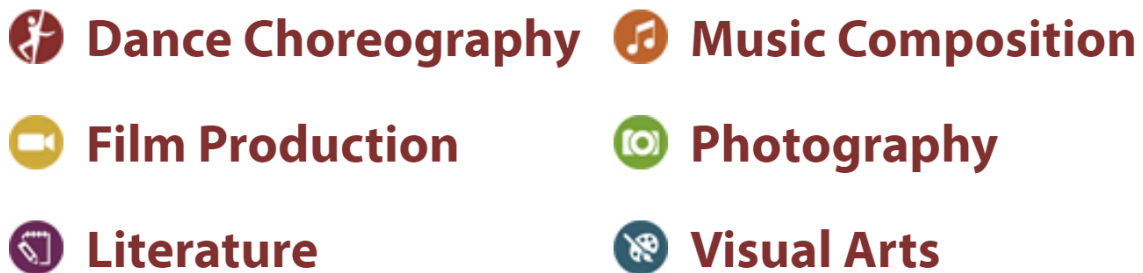
How do I find information on how to run our Reflections program?

Visit pta.org/home/programs/reflections/startyourprogram to access the Reflections Local Leader Kit, marketing materials, forms, detailed instructions and more.

How do I purchase other Reflections promotional items? Visit ShopPTA.com for promotional materials, awards and recognition supplies.

How do I run our Reflections program if some of our students aren't learning face to face?

Here is some great information to help you include all students (in person and virtual learners) in your PTA Reflections program: pta.org/docs/default-source/files/programs/reflections/reflections-2020-2021/virtual-reflections_f1.pdf



Take Your Program to the Next Level

These additional resources will help you enhance and improve your Reflections program.

- Local Leader E-learning Course provides an overview of what steps you can take to successfully manage your Reflections program. pta.org/home/run-your-pta/elearning
- Head to PTA.org/ArtsEd for resources to deepen your impact as an arts advocate and prioritize diversity, equity, and inclusion in your Reflections program.
- During the COVID-19 pandemic, National PTA and participating PTAs across the country learned new and successful ways to manage the Reflections program. Check this In-Person or At-Home Reflections resource for some of the most impactful tips and tricks discovered. pta.org/home/programs/reflections/startyourprogram

Handling a Hostile Audience

Marcy Dwyer, MBA, CAE, CMP, Non-profit Association Manager, Michigan PTA

The person was so angry a chair was thrown across the room. This happened to me at a meeting. I was one of the speakers and am a small female, a whopping five feet tall, and no one would ever be intimidated by me. I did know some strategies of what to do in this situation and we handled this person without it escalating.

Do you have any concern about being a leader in front of a hostile person, or worse, a hostile crowd?

Have you been at the little league game, or school board meeting, or another public event where an angry person or crowd got out of control? Given this, it's important that anyone running a small-, medium- or large-scale event understands the basics of effective crowd control. A crucial aspect of a smooth-running program is understanding how and why people and crowds get out of control – as well as what you can do to prevent that from happening and how to restore order if it does – which makes it much more likely that your meeting or event will go ahead without a hitch.

First, talk to your fellow PTA leaders or Michigan PTA prior to the meeting if you have any concerns. Prior preparation is the best tool for successfully navigating hostile situations. Discuss the possibility of unruly behavior at a meeting and the options leaders in the room have for handling the situation, for the safety of all participants, and maintaining respect and control of the meeting.

Suggestions for preparing for a hostile conversation

- Prepare in advance. Know what your objective is for the meeting, speech, presentation and stay on track. Define for your audience upfront the operating process for the meeting, when a comment is welcome, and the method for that comment and publish the agenda. Many PTAs have meeting operating rules printed on the back of the agenda for the program. Identifying the procedure will give your audience the process for handling “disrupters”.
- Stay calm. Keep your own temper in check and display positive, confident body language. If you are unable to keep control, identify a person in advance that you can turn the meeting over to, which will defuse any confrontation in the situation.
- Talk to the positive people in the room. Plan in advance to choose someone to take the first comment or question from, to model an open interaction method and easy style. The audience wants you to succeed and this establishes a calm tone. It is okay if that question is the elephant in the room (and can even purposely be the negative question you anticipate coming up).

- Align yourself physically with the dissenters. This may seem counterintuitive, and safety for all concerned is the first priority. When safety is a concern it's better to end a meeting than escalate the confrontation. If you feel comfortable handling the conversation, physically direct your communication to the dissenter while maintaining your calm, non-shouting, tone of voice. Some presenters will move close to the dissenter, so they do not have to shout to be heard by the dissenter – again safety first – trust your instinct.
- Identify the next step. Defining for your audience when they open comment period will end, why, and what the next step is will allow you to close the conversation and give people another direction or method for engagement.
- Most importantly, SAFETY First! End the meeting, and turn the matter over to another authority, such as the chair of the meeting, school administration, or police/security, if there is ever any concern for safety.
- Talk to Michigan PTA, school administration, and/or other PTA leaders if you have any concerns or want more strategies on handling possible hostile situations.

Resources

- Michigan PTA Board, 734.975.9500, info@michiganpta.org – Contact us today for a more in-depth discussion on strategies and tactics on crowd control and hostile conversations
- PTAs should follow school policy for all live meetings
- Your local PTA Council
- National PTA's Roberts-rules-of-order-basics (pta.org)
- School administration
- Facility personnel where your event or meeting will be held
- Local police or building security
- How to deal with a Hostile Audience by Conor Neil, Ted Talk
- Articles How to Speak to an Unruly Crowd (hbr.org)
- Open Meetings Act Handbook (michigan.gov)
- Who may speak during public comment at an open meeting? - MSU Extension



Get **FREE** Family Mental Health Resources!

Let's break the stigma around mental health. Visit [PTA.org/HealthyMinds](https://pta.org/HealthyMinds) for family activities and information on how to:

- ▶ Have family discussions about mental health
- ▶ Build resilience and social and emotional learning skills
- ▶ Address challenges like depression and anxiety

And more!



Looking to make your own logo?

For an easy to use template visit pta.org/home/run-your-pta/membership-resources/recruitment-tools

Questions about branding and communications? I can help with that!
 -Beth
communicationsvp@michiganpta.org



National PTA
everychild.onevoice.®

How to Make Your Own Custom PTA/PTSA Logo

- Size: 5" x 5"
- The following slides allow for customization of the PTA and PTSA logos in:
 - **English**
 - Black
 - PTA Blue (Pantone 541c)
 - **Spanish**
 - Black
 - PTA Blue (Pantone 541c)

National PTA
everychild.onevoice.®

How to Make Your Own Custom PTA/PTSA Logo

To ensure your logo is brand compliant, please do not alter the logo from this format.

- Please **do not** add additional colors to your logo
 - PTA Blue (Pantone 541c), black and white are the only compliant color options
- Please **do not** add clip art or designs around your logo
- Please **do not** add drop shadows, outlines, or any additional effects to your logo

National PTA
everychild.onevoice.®

How to Make Your Own Custom PTA/PTSA Logo

To customize these logos for your PTA or PTSA, click on text box and type over "Type Your Name Here."

Use only **Arial Black** font to type your PTA name. The text box containing your name and logo has been formatted to have the text automatically shrink to fit the text box.

↓

Clover Elementary School
PTA
 everychild.onevoice.®

National PTA
everychild.onevoice.®

Saving Your Logo

(Windows/PC Operating System)

- Ensure your PowerPoint is on the current slide you want to export as a final graphic.
- Click 'File' and 'Save As'
- Choose location on your computer to save
- Enter file name for the file
- Directly beneath the file name text box is a drop down for 'Save as type' currently populated as 'PowerPoint Presentation'
- Click the down arrow and select 'JPEG File Interchange Format (.jpg)'. Click 'Save'
- A dialog box will pop up, prompting you to choose which slides to export. Click 'Just This One' (for Mac users select 'Current Slide Only')
- Locate file in the destination you saved, and the image file is ready for use

PTA
everychild.onevoice.®

PTSA
everychild.onevoice.®

Learn more communications tips at michiganpta.org/pta-leader-resources

Michigan PTA
Branding, Visual Standards and Communication Guide
2021

Prepared by Michigan PTA Communications

Michigan PTA
everychild.onevoice.®

Michigan PTA
everychild.onevoice.®

words in the tagline:

- Do not alter the size or relationship of the tag-line to the PTA logo.
- Do not set the tagline above the logo.

every -typed in italic, followed by no space

child. -typed in bold with a period, followed by one space

one -typed in italic, followed by no space

voice.® -typed in bold with a period, followed by registration mark

Expanded Color Palette

The expanded PTA color palette complements Pantone 541

Expanded Color Palette: In design, the Pantone blue is best complemented by the following colors and can be used for both internal and external communications. The extended color palette offers flexibility, but only one of these colors should be dominant over the primary colors. The deliberate application will aid in creating visual cohesion.

The PTA blue may be used as a primary or secondary color with a degree of shade between 100% and 10%.

HEX#006272	HEX#C86015	HEX#6A70B	HEX#DAAA00
HEX#C88668	HEX#9A911B	HEX#722257	HEX#93272C

National PTA Blue (Pantone 541)
HEX#003C71

Michigan PTA
everychild.onevoice.®

backgrounds:

- Do not use the logo on a color without enough contrast
- Do not alter the size or relationship of the tag-line to the PTA logo
- Do not set the tagline above the logo



LET US HELP YOU BECOME A **SCHOOL OF EXCELLENCE!**

At a National PTA School of Excellence,
families feel welcomed and empowered to support student success,
and PTA is a key partner for continuous school improvement.

Achieve excellence and qualify for National PTA's highest honor!

Enroll TODAY at PTA.org/Excellence and grow your family-school partnership this school year

What does it take to be recognized as a National PTA School of Excellence?

By enrolling in this program, your PTA and school administrators are making a year-long commitment in identifying and implementing an action plan for school improvement based on PTA's National Standards for Family-School Partnerships. Schools that exhibit improvement are honored as National PTA Schools of Excellence, a distinction that spans two years.

As a National PTA School of Excellence, your PTA and school will gain local, national and statewide recognition. On top of that, your PTA will be eligible to earn the Phoebe Apperson Hearst Award. This is National PTA's highest honor recognizing effective family engagement strategies and includes a \$2,000 grant.

School of Excellence Enrollment is NOW OPEN!

Enrollment for the 2022-2023 program will be open from May 1, 2022 until
October 1, 2022.

Michigan PTA State Level Committees Want You!

Volunteering at the state level can be a rewarding way to enhance or continue your work with PTA in support of Michigan's children. Michigan PTA has a variety of volunteer opportunities available through the state office. For more information visit the link below or scan the QR code.

<https://forms.office.com/r/cSevqFVKgP>



Welcome to Thrive: The PTA Volunteer Learning Community

Thrive is PTA's new online learning community for volunteers. Thrive brings PTA leadership development to you. Through Thrive's engaging, short courses, you can take training at your own time and place—even from football practice, a dance studio or a soccer field.

Greetings PTA Members,

Welcome to Thrive: The PTA Volunteer Learning Community! Thrive! is PTA's new online learning community for volunteers. Thrive brings PTA leadership development to you. Through Thrive's engaging, short courses, you can take training at your own time and place—even from football practice, a dance studio or a soccer field.

I'm so excited about the potential that Thrive brings to National PTA. Leadership development has been a priority for PTA for many years. But our reach has been limited. Throughout this pandemic, we have learned that online is working for our members. Our impact has been expanding, with more people coming to meetings and trainings. So just think of how many future leaders we will be able to reach through this new online community of learners!

What is Thrive?

Thrive is Engaging: Thrive engages every volunteer in their own time and place. Because you can stop a course and start back in your own time, Thrive makes leadership development fit into your life when and how you need it to. Your leadership development thrives in your life!

Thrive is Empowering: Thrive empowers all volunteers to advocate for all children. Volunteers gain new knowledge and skills that help their local and state PTAs operate at peak level. Thrive's accessible content means every volunteer has access to the most up-to-date, high-quality information about best practices and techniques for helping all children achieve their potential.

Thrive is for you: No matter where you are in your leadership journey, as a lifelong learner there is something in Thrive for you!

Remember, it's the quality and power of individual actions that can make the difference. The more we learn, the louder our collective voices will become to create change for all children and young people.

Ready to get started? Our help page contains instructions for signing up and taking courses.

Anna King, National PTA President

Important Dates to Remember

Unit and Council Renewal and Officer Updates in MemberHub	Begins June 1, 2022, must be complete by Oct. 1, 2022
Submit Board of Directors Speaking/Visit Requests for Fall 2022 and Founders' Day Schedule	September 15, 2022
990 Filing Date with the IRS (for most units/councils)	November 15, 2022
Standards of Affiliation (SOA) Deadline* (dues, audit, budget, copy of 990, officers bylaws, insurance)	December 1, 2022
Submitting Board of Directors Speaking/Visit Request for Spring/Summer 2023	January 15, 2023
Submitting Resolutions for Consideration at Convention	February 15, 2023
Fran Anderson Scholarship Deadline	February 15, 2023
Michigan PTA Awards Deadline	February 15, 2023
Annual Convention	April 29-30, 2023

Satisfying Standard of Affiliation allows Units/Councils to participate in all State and National Awards, Grants and Programs.

Please note that when a Unit/Council applies for a National PTA award/grant/program, Michigan PTA is contacted before the award/grant/program is dispersed and if the Unit/Council has not satisfied the Standards of Affiliation (SOA), that entity will be disqualified for the award/grant/program, per Michigan PTA's affiliation agreement with National PTA.

**Mailing Address
Michigan PTA
P.O. Box 510535
Livonia, Michigan 48151**

**734.975.9500
michiganpta.org**



We can help!

**-Tanya (pitkint@michiganpta.org)
-Tonya (whiteheadt@michiganpta.org)**

Connect With Michigan PTA!

Website: michiganpta.org

Facebook Page: facebook.com/everychildonevoice/

Facebook groups/pages by interest:

- Michigan PTA Advocacy
- Michigan PTA Reflections Network
- Michigan PTA Diversity, Equity and Inclusion
- Michigan PTA Membership/Memberhub
- Michigan PTA Leadership Community

We're Here to Help

Volunteers are available to help answer questions. How you can reach us:

734-975-9500

P.O. Box 510535
Livonia, MI 48151

President- Tracey Troy
president@michiganpta.org

President-Elect
Vacant

Secretary- Jenna McMechan
secretary@michiganpta.org

Treasurer- Meredith Blixt
treasurer@michiganpta.org

VP of Outreach & Support- Lisa Roscoe
outreachsupportvp@michiganpta.org

VP of Student Involvement- Lachelle Thomas
studentinvolvementvp@michiganpta.org

VP of Membership- Donald Barringer
membershipvp@michiganpta.org

VP of Advocacy- Jenn Garland
childadvocacyvp@michiganpta.org

VP of Communications- Beth Hulett
CommunicationsVP@MichiganPTA.org

Michigan
PTA[®]

everychild.onevoice.[®]