

# NEWSFLASH

Michigan PTA's Newsletter For Leaders

August 2020



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## REMEMBER YOUR WHY...

WHY did you join PTA?

WHY did you stay with PTA?

WHY did you want to make it better at your school?

WHY do you want more PTA members?

WHY do you hold fundraisers?

WHY do you hold events?

WHY would being in-person change the answers for these questions?

As we enter into the new school year with our list of all that has changed and all that is different, let's go back to WHY we are here. This hasn't changed. The inequities in education have been amplified. The need for parent and family involvement has been shown to be even more important. Teachers, staff and administration will need us. PTA can help bring all partners together as we go forth in the school year.

Remember your WHY.

-Tanya Pitkin, Michigan PTA Board of Directors Member

### A message from President, Kathy Carter

Hello everyone, Welcome to September, and oh, what a time we live in. Decisions, decisions that everyone needs to make. Virtual, face to face or hybrid, not sure that there is a correct answer, just the best one for our families, and no two families are the same.

We are advising you to talk with your district, review their plan, and ask questions and ask what PTA can do to assist. Your voice needs to be heard by principals, districts, and State and Federal Governments. This is advocating on behalf of your child and many others. Make sure you offer up suggestions and assistance. We are supposed to be part of a team in the school and the district.

This is PTA's opportunity to show that we are not an ATM or a fundraising machine. Ask your school/district how we can help. Do we host a meeting for families to hear more of the plan, or maybe how can we help educate parents on what to do during this time? We need to show support in so many ways.

Please contact your Michigan PTA Board of Directors for any questions, concerns or suggestions. Watch our website, social media and emails for some of those things. We have published suggestions on doing virtual elections and meetings.

There is no wrong way to PTA, we are here to help.

Please note that you can still register for our new Leadership University, a great way to learn how to do your role even better. Our hope is that you will join us over the coming weeks and take advantage of these classes. You will find details in this newsletter and our communication.

Remember, ultimately our goal is to make sure that every child's potential is a reality.

Sincerely,  
Kathy

The screenshot shows the MemberHub Givebacks website interface. At the top, there are navigation links for Features, Givebacks, Who We Serve, Partners, Support, and a LOG IN button. The main heading is "Givebacks for the win-win-win" with a subtext: "Feature special offers from businesses in your MemberHub e-store, and get up to 20% of all sales donated back." Below this is a tablet displaying the "ABC Elementary School PTA store" with several product offers. A purple circular callout on the right says "Meaningful Offers" and "Reward your community with special savings on everyday family purchases, like meals out, kids' activities, home services, tutoring & more. Learn more about types of offers >>". To the right of the screenshot, large text reads "It's the perfect time to try MemberHub Givebacks!" followed by "Givebacks is an online fundraising opportunity that's included with your unit's MemberHub account." and the URL "memberhub.com/givebacks".

## ZOOMING ALONG

BY LIZ JARVIS

Is your unit holding virtual meetings? What do your bylaws say about it? In most cases, the answer is, "nothing." Currently, there isn't language in our State or in the local unit bylaws template to prohibit the use of virtual meetings, unless a local unit has added it in their local unit bylaws or standing rules.

As a non-profit, membership organization, in addition to the local unit, State and National PTA bylaws, there is the Michigan Nonprofit Corporation Act (Act 162 of 1982). It contains no restrictions which would preclude virtual meetings. It is important to note that PTA units are not bound by the Open Meetings Act, unlike school boards or municipal government bodies.

Your rules for a virtual meeting should be similar to your rules for an in-person meeting. Your bylaws give parameters for "meetings" without differentiating between in-person or virtual. We recommend that your unit have standing rules, which outline the "day-to-day" activities of your unit. Guidelines for your virtual meetings can be included there. In addition to rules about how and when a meeting is called, they might include guidelines such as:

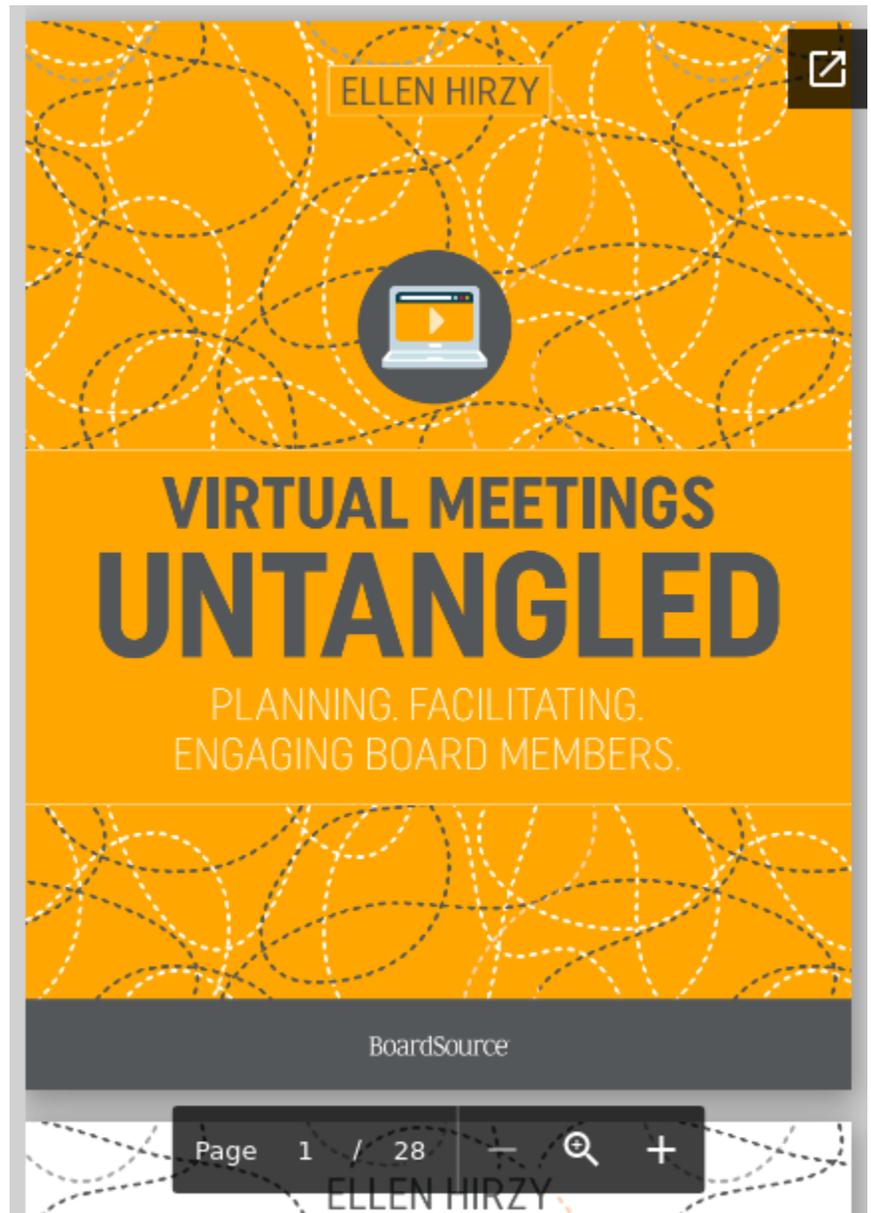
- Everyone should be able to be heard
- Minutes must be taken
- Whether to include chat notes in the minutes
- Voting may require a roll call for any official business
- Proxy voting is not allowed

So, Zoom away! If you are satisfied that your bylaws regarding minutes covers your virtual meetings as well, you are all set. If you would like to create a set of Standing Rules (also called Policies and Procedures) we can help you get started. If your unit/council would like to request the use of the MiPTA Zoom account to hold a business meeting, please send the request to [outreachsupportvp@mighicanpta.org](mailto:outreachsupportvp@mighicanpta.org) to reserve that date/time.



This informative book "**Virtual Meetings Untangled**" has been made available for free at this time. You can view it by going to <https://boardsource.org/wp-content/uploads/2020/03/Virtual-Meetings.pdf> or by clicking on the graphic below if viewing in a compatible online setting.

BoardSource.org is a 501(c)(3) organization that supports, trains, and educates nonprofit leaders across the country and world





## Safety Guidelines for Video Conferences

As we continue to navigate this difficult time, we are discovering new ways to work, teach, learn and connect with each other. Using apps and programs like Zoom, Google Hangout, FaceTime and Skype, has become an essential way to communicate in our everyday lives and conduct business. But are you using these video tools safely? Here are four basic guidelines for using video chats and conferences. National PTA encourages you to follow these guidelines for all PTA business and communication conducted using these tools.

### Beware of False Links and Invitations

Don't assume every Zoom or Google Hangout link is legitimate. The most common way malware infects devices is from the user's own actions. This includes clicking through an infected email, advertisement, image or hyperlink. Malware links can even come from seemingly trusted sources, but the link or the messaging may seem awkward. If you have any doubt it's best not to click anything that is hyperlinked, and instead double check the link with the sender in a new email, text or call.

### Use a Password

Many video conference tools have a safety option that requires users to provide a password or ID number in order to join the meeting. Using this feature is an easy, yet strong way to secure your video. This prevents others from freely accessing it without an invitation.

### Check Your Settings

Always look through the settings of any app or program you use to disable and remove unwanted functions. Features vary from product to product, but generally you can prevent an app from accessing your microphone, camera and location unless you are actively using the app. Remove any personal or unnecessary information from your account profile, including contact information, location and anything that could be used to guess your password. Adjust screen sharing capabilities to none or for only the host. Being as private and protective as possible with your settings can prevent some hackers from retrieving your valuable data.

### Do Your Own Research

Video conferencing apps, programs and tools are similar, but there are some slight differences. Always research safety tips specific to the tools you are using. With a little bit of internet searching, you can also find step-by-step guides on how to discover certain privacy settings, as they might not be as obvious or easy to find depending on the tool.

As we all adjust to our new norms, it's imperative we stay safe physically, mentally and digitally. National PTA remains dedicated to serving our community. More resources are available at [PTA.org/COVID19](https://www.pta.org/COVID19).



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**2020 VISION**

A note from Liz Jarvis, Secretary

There is no normal. That is what I said in our School Board meeting last night. Normal doesn't exist anymore. Nothing will be "normal" for the rest of the calendar year, maybe the rest of the school year. As parents, we may be glad, or quite upset by what the school year will look like. As PTA, we look at this as a challenge. As PTA, we are in a unique position to make this school year successful. Not only successful, but actually magnificent. Because we are in the middle; we have the perspective of parents AND as active participants and volunteers within the schools.

As PTA, we must look outside of the box, determine what the needs of our children and their schools will be, and help to meet those needs. Remember, PTA is not about fundraising; it is about being a voice for children, and engaging families for children's success. This year, the needs may not be related to funds. There may be a need for parents to create and help with learning "pods". Volunteers to help with carpools, or food distribution. There may be a need for tutors, or help for on-line learners. As PTA, we can be those volunteers, or we can help to arrange and oversee others who volunteer. This year, our children will need our help in new ways. Are we ready for that challenge?

Some of our units have asked whether they should step back and take a "bye" year. We are encouraging PTAs stick with it, as this crazy year will be when PTAs are needed most! The local PTA will bring one sense of "normalcy" for our schools and families. We will fulfill the mission of PTA in innovative, new ways. We will be the link between families and their schools. Things will not look the same, and that's okay. We will learn how to re-invent ourselves together, because we want our units AND our children to succeed, even in these unprecedented times.

At Michigan PTA, we believe 2020 will be our finest hour!

## 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)
- 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. These are usually due June 1. This year, with schools having been closed, we are extending the deadline to October 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.

**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>

## Unit Shout-out!

Two Michigan PTA units have already submitted ALL their Standards of Affiliations requirements!

### Way to go!



**Cass Tech PTSA**  
Achieved SOA on 8/10/2020

**Carsonville-Port Sanilac PTA**  
Achieved SOA on 8/11/2020

**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.

Michigan PTA will work with you to meet these Standards. We want to help you, and to see you succeed. If you have questions about the Standards of Affiliation, please call. 734-975-9500.

## Every Child in Focus

By Michigan P.T.A. Diversity, Equity, and Inclusion



Every Child  
in Focus

Each month, Michigan P.T.A. will celebrate Every Child in Focus. This initiative began in June 2013 after the installation of Otha Thornton, the first African-American male elected as president of the National P.T.A. Thornton launched this campaign to strengthen family engagement, build awareness, and celebrate diverse populations' achievements. Michigan P.T.A. Diversity, Equity, and Inclusion encourages each Local Unit to increase membership by appealing to various communities and sharing additional learning tools and resources. If your P.T.A. community is more ethnically homogeneous, then provide information on the achievements of a community that is different from yours. Stretch your comfortability and reach beyond your district or council to an in-state or out-of-our-state P.T.A. to generate ideas. Display inclusiveness and diversity of perspectives in your unit. This will enable you to reach new audiences and possibly new friendships. We encourage our councils to reach out beyond their district and partner and share ideas with other communities around our great state of Michigan and our vast nation. We are more alike than we are different.

## On the Horizon: National Hispanic Heritage Month

By Jennifer Johnson, Chairperson Diversity, Equity, and Inclusion



As we wind down the month of August, P.T.A. members, family, friends, and community partners are preparing for National Hispanic Heritage Month, which is held in September of each year in the United States of America. For the third year, the League of United Latin American Citizens (LULAC) celebration entails encouraging Latinos to register to vote. Multi-Tony Award winner Lin-Manuel Miranda of Hamilton has joined with LULAC to help this culturally reach population to vote in election day.

P.T.A. joins this celebration by providing information on how councils and units can better support Hispanic children and families' achievements, cultural distinctions, and educational issues. Our National P.T.A. [Every Child in Focus How P.T.A.'s Can Better Support Hispanic Families](#) informational correlates to the six national standards for Family-School Partnerships in the school community. As more schools are embarking upon remote learning for the start of the school year, P.T.A. has prepared a [Parents Guide](#) to Student Success in English and Spanish in math and reading for grades Kindergarten through High School in English and Language Arts.

Michigan P.T.A. Diversity, Equity, and Inclusion is pleased to celebrate the high achievements and rich cultural history of the Hispanic Community as we keep EVERY CHILD IN FOCUS.

### 2020 Membership Award Winners

- Walled Lake Western High School PTSA
- Keith Elementary PTSA
- Walnut Creek PTSA
- Commerce Elementary PTA
- Arno Elementary PTA
- Kennedy Elementary School PTA
- Delta Kelly Elementary PTA
- Farmington Steam Academy PTSA
- Thornton Creek Elementary PTA
- Norup International School PTSA
- Winchester Elementary PTA
- Hillside Elementary PTA
- Van Hoosen Middle School PTSA
- Duke Ellington PTA
- Jackson Early Childhood Center PTA
- Webster Elementary PTA
- Rochester Adams High School PTSA
- Royal Oak Middle School PTSA
- Michigamme PTA, Port Huron
- Waukazoo PTA West Ottawa Public School District
- United Oaks PTA, Hazel Park

*Congratulations!*

### 2020 Michigan PTA Fran Anderson Scholarship Winners

- Cole Jones, Rochester HS
- Abby Reay, Allen Park HS
- Catherine Luty, Farmington HS
- Robert Lamey, Walled Lake HS
- Ankan Sur, Walled Lake HS

### 2020 Michigan PTA State Award Winners

- Excellence in Communications
- Meadow Brook PTA, Rochester
- Council of the Year
- Farmington Area PTA Council

# Greetings Membership!

From Brian Johnson, VP of Membership

Greetings Membership!

Thank you to all who attended the annual business meeting, and thank you for all that YOU do for ALL children. As we all know, this year will be a different year in PTA. We must think of new and innovative ways to fundraise, fellowship, and to gain members. One thing for sure is that PTA must continue to advocate for children and communicate its value. As far as our numbers this fiscal year, we have 1,514 registered members: 88.4% -Individual, 8.9%-Student, 1.7%- Teachers, and 0.1%-Business.

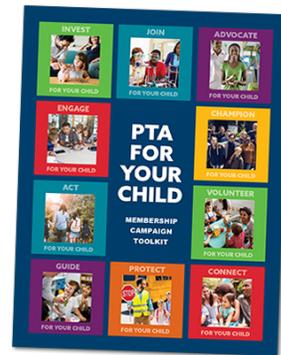
Communication and inclusivity are the key to success this year. If you have not discussed it as a unit, think about how you are meeting. If your unit or council does not use a virtual platform such as Zoom, Google Meet, Microsoft Teams, etcetera, please reach out to our Vice President of Outreach and Support, Tracey Troy, for assistance. Remember that MemberHub is an excellent tool for communication. If you have Facebook, a few Michigan PTA groups can provide ideas for events and best practices: Michigan PTA Membership/MemberHub Group, Michigan PTA Advocacy Group, Michigan PTA Leadership Community Group, Michigan PTA Diversity, Equity, and Inclusion Group. Our national body has Facebook groups that may also have ideas, such as the National PTA Local Leader's Group and National PTA Diversity and Inclusion Outreach. Keep in mind that this group includes people from all over, and some things may not fit with your unit or local bylaws or state bylaws.

As far as membership, how many members have you had as of June 30? I would offer those members a chance to renew via email, mail, or phone now. When you communicate to these people, remind them of PTA's value, and that their voice matters. Please list all the achievements of the past year, and how their support was the cause. I encourage you to reach out to your school and determine if the PTA and the school can join to meet the students' needs. If you are involved in membership, it is time to devise a membership plan. Think about incentives or programs that can increase membership. Events such as virtual silent auctions, bingo, scavenger hunts, fun runs, ice cream, or pizza socials could provide event ideas to help your membership growth. Form a partnership with a local business for fundraisers. Please look out for the Zooming into Membership Series and the Leadership University to improve your operations. National PTA has a new membership campaign and additional resources at [www.pta.org](http://www.pta.org). The first membership challenge is to get 50% of your membership as of June 30, 2020, by September 30, 2020. The winner will receive a \$250 grant! If you want to be part of the membership committee, email me at [brianjohnsonpta@gmail.com](mailto:brianjohnsonpta@gmail.com) or [membershipvp@michiganpta.org](mailto:membershipvp@michiganpta.org).

## PTA For Your Child with Our All New Membership Campaign

[pta.org/home/run-your-pta/membership-campaign](http://pta.org/home/run-your-pta/membership-campaign)

To bring the campaign to life, they have developed a suite of materials and resources, including a campaign toolkit, visual assets, collateral materials, an implementation checklist and overview video.



### Don't miss this "ZOOMing Into Membership" online event!

Monday, August 24 at 7 PM – 8 PM  
Event Tickets:

[pta.zoom.us/meeting/register/tJAKfqTqTwrHNXkgGpBks0UpekF0tYff19q](https://pta.zoom.us/meeting/register/tJAKfqTqTwrHNXkgGpBks0UpekF0tYff19q)

Join National PTA Membership and Field Service Representative, Nore Walton, Michigan PTA Vice President of Membership, Brian Johnson, Membership Committee Members, Diversity, Equity, and Inclusion Chair, Jennifer Johnson and Hillside Elementary School PTA (Farmington Hills) in the first in a series of exclusive "MEMBERSHIP GROWTH SEMINARS". "ZOOMing into Membership" will focus the spotlight on Local Units across the state that have increased their membership so that you, too, can learn how to increase membership in your PTA!

# Important Dates to Remember

<b>Unit and Council Renewal and Officer Updates</b> in MemberHub (for 2020/21 this deadline is extended to Oct.1st)	<b>Begins June 1, 2020</b>
<b>Submit Board of Directors</b> <b>Speaking/Visit Requests for Fall 2020</b> <b>and Founders' Day Schedule</b>	<b>September 15</b>
<b>990 filing date with IRS (for most Units/Councils)</b>	<b>November 15</b>
<b>Standards of Affiliation (SOA)* deadline</b> <b>(Dues, Audit, Budget, Copy of 990, Officers, Bylaw,</b> <b>Insurance)</b>	<b>December 1</b>
<b>Submitting Board of Directors</b> <b>Speaking/Visit Requests for Spring/Summer 2021</b>	<b>January 15</b>
<b>Submitting Resolutions for</b> <b>consideration at Convention</b>	<b>March 1</b>
<b>Fran Anderson Scholarship</b> <b>Deadline</b>	<b>April 1</b>
<b>Michigan PTA Awards Deadline</b>	<b>April 15</b>

**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**

2019-2021



**PRESIDENT**  
Kathy Carter  
Lincoln Park



**VP OF OUTREACH & SUPPORT**  
Tracey Troy  
DeWitt



**VP OF STUDENT INVOLVEMENT**  
Jennifer Johnson  
Berkley



**VP OF MEMBERSHIP**  
Brian Johnson  
Berkley



**TREASURER**  
Dianna Sharpe  
Southfield



**SECRETARY**  
Liz Jarvis  
Livonia



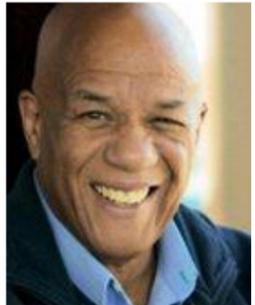
**VP OF ADVOCACY**  
Marcy Dwyer  
Royal Oak



Tanya Pitkin  
Northville



Jennifer Garland  
Farmington



Richard Powell  
Southfield



Carin Meyer  
Northville



Beth Hulett  
Farmington

Meet the Michigan PTA  
Board of Directors

## Helpful Resources For PTA Leaders During the Pandemic

[pta.org/home/family-resources/coronavirus-information](https://pta.org/home/family-resources/coronavirus-information)

[commonsensemedia.org/resources-for-families-during-the-coronavirus-pandemic](https://commonsensemedia.org/resources-for-families-during-the-coronavirus-pandemic)

[cdc.gov/coronavirus/2019-ncov/community/schools-childcare/index.html](https://cdc.gov/coronavirus/2019-ncov/community/schools-childcare/index.html)

[pbs.org/parents/coronavirus-resources-for-parents](https://pbs.org/parents/coronavirus-resources-for-parents)

## Connect With Michigan PTA!

Website: [michiganpta.org](https://michiganpta.org)

Facebook Page: [facebook.com/everychildonevoice/](https://facebook.com/everychildonevoice/)

Facebook groups 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*

Although Michigan PTA does not have a physical office and no staff at the moment, volunteers are still available to help answer questions. How you can reach us:

734-975-9500

P.O. Box 510535  
Livonia, MI 48151

President- Kathy Carter  
[president@michiganpta.org](mailto:president@michiganpta.org)

Secretary- Liz Jarvis  
[secretary@michiganpta.org](mailto:secretary@michiganpta.org)

Treasurer- Dianna Sharpe  
[treasurer@michiganpta.org](mailto:treasurer@michiganpta.org)

VP of Outreach & Support- Tracey Troy  
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VP of Membership- Brian Johnson  
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VP of Advocacy- Marcy Dwyer  
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