



*everychild.one voice.*

# Iowa PTA Annual Report

*June 1, 2008 – May 31, 2009*

Since 1900, Iowa PTA has worked to promote the health, education and welfare of children and youth in homes, schools and communities, and to develop partnerships between parents, educators and the general public.

## PTA Mission and Purposes

The National PTA was created to meet a profound challenge: *to better the lives of children*. It continues to flourish because PTA has never lost sight of the goal to change the lives of children across our nation for the better. The beliefs on which PTA operates are stated in its Mission.

### **PTA Vision**

Making every child's potential a reality.

### **PTA Mission. PTA is...**

- A powerful voice for all children,
- A relevant resource for families and communities, and
- A strong advocate for the education and well-being of every child.

### **PTA Values**

*Collaboration:* We work in partnership with a wide array of individuals and organizations to accomplish our agreed-upon goals.

*Commitment:* We are dedicated to promoting children's health, well-being, and educational success through strong parent, family, and community involvement.

*Accountability:* We acknowledge our obligations. We deliver on our promises.

*Respect:* We value our colleagues and ourselves. We expect the same high quality of effort and thought from ourselves as we do from others.

*Inclusivity:* We invite the stranger and welcome the newcomer. We value and seek input from as wide a spectrum of viewpoints and experiences as possible.

*Integrity:* We act consistently with our beliefs. When we err, we acknowledge the mistake and seek to make amends.

### **The Purposes of the PTA**

- To promote the welfare of children and youth in home, school, community, and place of worship;
- To raise the standards of home life;
- To secure adequate laws for the care and protection of children and youth;
- To bring into closer relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth; and
- To develop between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social, and spiritual education.

## **Service and Support for PTA Units and Councils**

Iowa PTA serves PTA leaders and members throughout Iowa, presenting workshops and offering printed and video resources, electronic newsletters and a website to assist PTAs in the important work they do on behalf of children.

### ***Iowa PTA Leadership Training***

Training is a very important part of becoming an informed and effective PTA leader. Training adds value in the form of personal and professional development and provides the opportunity to network with other PTA leaders.

Iowa PTA provided leadership training events at various locations during the year. Included were topics such as:

- History and mission of PTA and benefits of membership
- Board roles and responsibilities
- Bylaws
- Effective meetings
- PTA finance and fundraising
- Programs and publications from National and Iowa PTA
- Creating an effective school volunteer program and encouraging PTA membership

## **Iowa PTA State Convention**

**The 109<sup>th</sup> Annual Iowa PTA Convention** was held April 3-4, 2009 at the Iowa Speedway in Newton. The convention theme was “Ready...Set...Go! Race 4 Students, Membership, Success.”

Iowa PTA was honored to have the National PTA Secretary-Treasurer, Betsy Landers, as the keynote speaker. When Landers was president of Tennessee PTA, she led that organization in working with the State Board of Education and several legislators to write what would become the Parent Involvement Act, using the PTA’s National Standards for Parent/Family Involvement as a model. Now Tennessee law, the Act mandates that all school districts in the state have a written parent involvement policy. Though her involvement is now at the national office, Landers is quick to point out that the real power of PTA lies at the local level. “It’s the parents who dedicate themselves to improving their children’s education, PTA members who are committed to advocating for all children – those are the people who make a real difference.”

Convention delegates also enjoyed a message by Ron Mirr from the Iowa Parent Information and Resource Center (PIRC) on the importance of the relationship between PIRC and Iowa PTA. Funded by the federal government, PIRCs help implement parent involvement policies, programs, and activities to improve student academic achievement and strengthen partnerships among parents, teachers, principals, administrators, and other school personnel in meeting the education needs of children. Iowa PTA and the Iowa PIRC work cooperatively to support and strengthen parental involvement in Iowa schools.

The legislative program and amendments to the bylaws were adopted by the convention delegates. PTA members and leaders were able to choose from a wide variety of workshop topics designed to inspire them to fulfill their commitment to children. Other events included ceremonies to recognize scholarship recipients and to honor the accomplishments of PTAs for membership.

New Iowa PTA officers were elected. The Executive Committee members for 2009-2011 are:

***Claire Leonard***, President  
***Karen Rowan***, First Vice-President  
***Liz Mink***, Secretary-Treasurer  
***Pam Dunlap-Johnson*** – Vice-President for Leadership  
***Stacy Bredbeck*** – Vice-President for Legislation  
***Jennifer Austin*** – Vice-President for Membership

## Parent and Community Involvement

An important part of the mission of the PTA is to encourage parent and public involvement in the public schools of this nation. *Parent Involvement Schools of Excellence* is a certificate program designed to recognize schools that uphold the highest standards in parent involvement, based on National PTA's National Standards for Parent/Family Involvement Programs. The certification process also assists schools in documenting how they meet the parent involvement requirements in the No Child Left Behind Act.

Iowa PTA is proud to announce that Iowa schools have received National PTA's *Schools of Excellence Certification* – the gold standard for parent involvement.



<b>Greenwood Elementary</b>	<b>Des Moines</b>	<b>Certified 2007</b>
<b>Eisenhower Elementary</b>	<b>Davenport</b>	<b>Certified 2006</b>
<b>Hubbell Elementary</b>	<b>Des Moines</b>	<b>Re-certified 2008</b>
<b>Perkins Elementary</b>	<b>Des Moines</b>	<b>Certified 2007</b>
<b>Pierce Elementary</b>	<b>Cedar Rapids</b>	<b>Certified 2003</b>
<b>Clive Elementary</b>	<b>West Des Moines</b>	<b>Certified 2003</b>
<b>Westridge Elementary</b>	<b>West Des Moines</b>	<b>Certified 2003</b>
<b>Windsor Elementary</b>	<b>Des Moines</b>	<b>Certified 2007</b>

To better celebrate PTAs for implementing the National Standards for Family-School Partnerships, the Parent Involvement Schools of Excellence Certification has merged with the Phoebe Apperson Hearst-National PTA Excellence in Education Partnership Award to create three new levels of recognition:

- ***Outstanding Family-School Partnership Award*** – For exemplary implementation of the National Standards, one local PTA will receive a monetary award of \$2,000.
- ***Family-School Partnership Award of Excellence*** – For representing the best in one of the six National Standards, six local PTAs will each receive monetary awards of \$500.
- ***Family-School Partnership Award of Merit*** – For demonstrating commitment to building partnerships, all local PTAs that apply will receive a certificate of recognition.

## Communications

Iowa PTA emails news, reminders and tips to PTA officers monthly. Four times each year, Iowa PTA creates the electronic bulletin, ***One Voice***, which is emailed to all PTA officers. ***One Voice*** contains articles and information essential to PTA leaders in Iowa. Current and past issues of the bulletin and newsletters are also posted on the Iowa PTA website.

## H. L. Taylor Scholarships

The Iowa PTA Scholarship Program, known as the H.L. Taylor Scholarship, is designed to recognize and award academic achievement. In 2009, three graduating seniors from Iowa high schools were each awarded \$500 scholarships to assist with tuition at an Iowa college or university.

**Iowa PTA salutes the following 2009 H.L. Taylor Scholarship recipients:**

*Devin Cummins, Newton*  
*Alex Koolbeck, Cedar Rapids*  
*Rachel Kem, Davenport*

## **Advocacy**

*Every Child. One Voice.*

As advocates for children, PTA members speak before governmental bodies and other organizations that make decisions affecting children and youth. Iowa PTA conducted a variety of legislative activities throughout the year. The purpose of those activities was to gather information, to relay legislative information to PTA members and other advocates, and to provide opportunities for PTA members and advocates to contact legislators on a regular basis.

**Legislative Program:** The information in the Legislative Program pertains to issues concerning the health, education, and welfare of children and youth and is the document upon which all legislative activity of the Iowa PTA is based. The Legislative Program was approved by delegates at the annual convention. Members of the Iowa PTA Board of Managers work throughout the year to inform legislators and congressmen of the PTA position on important children's issues and to urge them to support appropriate legislation.

**Legislative Network:** The Iowa PTA Legislative Committee sends regular updates to PTA leaders and other individuals registered on the Iowa PTA Legislative Network. Those updates provided information about issues being addressed at both the state and federal level and instructs members how to contact their legislators and congressmen. The legislative updates and the Iowa PTA website provided PTA members with the tools they needed to be effective advocates for children.

**Capitol Visits:** During the legislative session, PTA members were encouraged to go to the State Capitol building to visit with their legislators. When requested, Iowa PTA Board members were on-hand to help first-time visitors through the process. It is an opportunity for legislators to hear from parents about children's issues and to learn what is happening in their district.

## **Reflections**

*A PTA Tradition of Excellence in Programming Since 1969*

The Reflections Program is a National PTA program promoting Arts in education with over 500,000 students nationwide participating each year. Reflections challenges students to create original works in visual arts, photography, literature, music, dance choreography and film/video production based on a selected theme. The theme for 2008-2009 was "Wow!" PTA schools throughout Iowa participated in the Reflections program involving more than 2,000 students from all grade levels. A Reflections Ceremony to honor the state winners was held on April 18, 2009 at the Iowa Historical Museum in Des Moines. Entries that were awarded 1<sup>st</sup> Place, 2<sup>nd</sup> Place or Honorable Mention at the state level were on display during the ceremony. Families of the students were invited to attend the recognition and awards ceremony. 1<sup>st</sup> Place entries were sent on to the National PTA competition. Iowa PTA congratulates every student and adult who participated in making the Reflections program a success.

## **Iowa PTA Website**

*[www.iowapta.org](http://www.iowapta.org)*

The Iowa PTA website ([www.iowapta.org](http://www.iowapta.org)) continues to be a valuable resource for PTA leaders, members, and the community. The site contains all of the instructions and forms for PTA units and councils to transact business, including sections on programs, leadership, advocacy, and membership. For those interested in learning more about PTA, the website has information about what PTA does and how it can benefit their school and community. For information about Iowa PTA, the website contains the most recent Annual Report, a history of Iowa PTA (founded in 1900), and the programs and services it offers.

## **Collaborations**

Iowa PTA Board members serve on a variety of committees, task forces and coalitions across the state to provide input and to gather information about issues concerning children and youth. Joining forces also allows these organizations to pool resources to accomplish a goal. Some of the organizations Iowa PTA has worked with this past year are:

**Des Moines Register Academic All-Star Program**  
**Iowa Department of Education**  
**Iowa PIRC – State Team**  
**Iowa Teacher of the Year Selection Committee**

## **PTA Councils**

A Council is a group of PTA/PTSA units organized under the authority of Iowa PTA for the purpose of leadership training and coordination of the efforts of the local units in their city or community. The Council promotes communication and cooperation among member units and increases the capacity for service because of their united strength. Councils enable local units to collaborate on projects that an individual unit could not accomplish alone. They provide support and assistance to the local units within their area. Iowa PTA proudly acknowledges the four Councils in our state and the service and leadership they provide:

**Cedar Rapids City PTA – Kim Vogel, President**  
**Clinton City PTA – Maribeth Bousman, President**  
**Des Moines Council, Amy Keiderling, President**  
**Newton Council – Kathy Ellis, President**

## ***On Behalf of Children...***

The Iowa PTA Board of Managers works on behalf of Iowa children and schools. Some of the activities of Iowa PTA board members last year included:

- Representing Iowa PTAs on the National Council of States (a National PTA committee)
- Assisting PTA Councils with leadership training in their communities as requested
- Contacting Iowa Legislators and Congressmen concerning children's issues
- Attending National PTA Leadership Conference
- Attending National PTA Emerging Minority Leadership Conference
- Attending the National PIRC Conference
- Relaying PTA information and positions to the media
- Contacting PTAs to provide support, answer questions and assist as needed
- Attending PTA Founders Day activities around the state as requested
- Attending National PTA State President's Summit
- Serving on the Department of Education Technology Advisory Committee
- Providing bylaws assistance to PTAs

*Financial information for fiscal year 2009 is not yet available.*

## Iowa PTA Membership

*(June 1, 2008 through May 31, 2009)*

**Total Membership: 13,338**

**Number of PTA Councils: 4**

**Total Number of PTAs and PTSAs: 177 units**

# IOWA PTA BOARD OF MANAGERS 2008 - 2009

**President**  
Johanna Bobenhouse

**First Vice President**  
Karen Rowan

**VP Legislation**  
Stacy Bredbedk

**VP Membership**  
Claire Leonard

**Immediate Past President**  
Kim Winterhof

**Bylaws Chair**  
Heidie Bates

**Scholarship Coordinator**  
Tammy Koolbeck

**Secretary-Treasurer**  
Liz Mink

**Executive Director**  
Alda Helvey

**Cedar Rapids City PTA**  
Kim Vogel

**Clinton City PTA**  
Maribeth Bousman

**Des Moines Council**  
Amy Keiderling

**Newton Council**  
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