



Newsletter

15th District Office • 319 South 15th Street • Louisville, KY 40203 • (502) 485-3535

December 2013 and January 2014

President's Letter

It is a great time for Parent Teacher Associations (PTAs) to do a midyear evaluation. The following are a few items you will want to assess:

- Have you met your membership goals? Start planning a membership campaign for January—new year, new opportunities!
- Your budget may need to be amended because your fundraiser did much better than you predicted or because the cost of something is going to be more than you initially thought.
- Evaluate your upcoming projects and programs to be sure you are helping to increase student achievement and success.
- Are you using your newsletter, Web site, or social media to inform your school community about the things your PTA has accomplished or is planning?

Do not forget that the middle and high school registration and application period for the 2014-15 school year goes through **Friday, January 10, 2014**. Any students who have moved; who are new to the district; and who are interested in an optional program, magnet program, magnet school, or high school Professional Career Theme may apply. For more information on middle and high optional programs and magnet programs and schools, contact the Jefferson County Public Schools (JCPS) Optional, Magnet, and Advance Programs Office at **485-3323**. For general information or questions, contact the Student Assignment Office at **485-6250** or visit www.jcpsky.net/Showcase/index.html.

The holiday season is upon us, so be sure to take some time to celebrate with your family. Best wishes for a healthy and happy new year!

Heather Wampler
President
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Take Your Family to School Week Is February 17-21

National PTA's Take Your Family to School Week encourages PTAs and school leaders to provide opportunities for families to engage in their child's learning and overall well-being in the school environment. **Take Your Family to School Week is February 17 through 21, 2014**, and the theme this year is "Supporting Student Success," which will address the risks associated with dropping out of high school. AXA Foundation—the philanthropic arm of AXA Equitable—is a proud sponsor of Take Your Family to School Week. In addition, National PTA, in partnership with Safe Kids Worldwide, has created a downloadable Take Your Family to School Week Toolkit. Visit www.pta.org for ideas and resources you can use to strengthen family engagement in your school and to download the toolkit.

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.
- A strong advocate for the education and well-being of every child.



PTA Membership Is Everyone's Responsibility



15th District PTA Honorary Chairman Phillip David March and Membership Vice President Aneeka Ferrell showing off the 2013-14 membership poster

PTA membership is not just the responsibility of the vice president of membership in your local PTA. It is the responsibility of all PTA board members and volunteers. Each time you come into contact with a non-PTA member, you have an opportunity to share your PTA story, resources, and reasons why PTA is an instrumental tool in advocating for all children. Whether you are in a school learning environment, at a community event, or working as a volunteer at a school activity, you have an opportunity to provide potential members with the reasons why PTA is a strong advocacy group that has withstood the test of challenging times and remains

instrumental in advocating for the education, safety, and well-being of all children. It is not just the responsibility of the PTA membership chair to encourage potential members to join PTA. It is the responsibility of everyone who has a vested interest in a child's success, both academically and personally, and the success of PTA. No matter what your PTA board position is, remember to encourage PTA membership and make it your responsibility to inform, engage, and empower potential members to make a small investment in becoming a PTA member. Because of the size of PTA, it is able to partner with businesses and negotiate special discounts, fundraising opportunities, and other valuable benefits exclusively for PTA members. Visit pta.org to find out about these terrific benefits. Be sure to know what they are so that you can share them with prospective PTA members. Phillip David March, 15th District PTA honorary chairman, has been traveling throughout the communities to share his PTA story while encouraging stakeholders to join the PTA. It's a small investment in your child's future that is worth the money spent. He is making PTA membership his responsibility. Both Phillip David and I are traveling to schools and sharing with families PTA's mission, vision, and goals in order to increase membership for the 15th District. How about making PTA membership your responsibility as well? **Together Everyone can Achieve More!** That's why when we work as a TEAM and make membership everyone's responsibility, we have the **best** results.

Aneeka Ferrell
Second Vice President of Membership
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Children's Advocacy Day at the Capitol



Children's Advocacy Day at the Capitol began in 2004 as an effort to unite advocates from across the state to raise their voices on behalf of children's safety, health, education, and economic well-being. Hundreds of advocates from more than 50 counties

now gather at the capitol in Frankfort every year to ask legislators to invest in children.

The tenth Annual Children's Advocacy Day is scheduled for **Thursday, January 16, 2014**. Last year, the event brought close to 1,000 advocates to Frankfort. Elected officials, social workers, teachers, judges, doctors, public health experts, therapists, members of the military, seniors, and children came together to rally on children's issues from the Blueprint for Kentucky's Children agenda. If you are interested in joining and being an advocate for children, check out the Web site at <http://kyyouth.org/childrens-advocacy-day-at-the-capitol> for more information and registration.

Board Trainings

It's not too late to schedule a board training. A team of several 15th District PTA board members will come to your school and present a general overview of the roles and responsibilities of the officers. We will help you understand your bylaws and address fundraising issues. Perhaps your PTA would like suggestions about recruiting volunteers and involving more parents in the school. To schedule a PTA board training, contact Cherie Dimar at **693-8104** or 15thdistrictpta.5thvp@gmail.com. Please give us three dates that are convenient for your board, and let us know if you want any special topics covered. We look forward to hearing from you.

We would like to acknowledge the PTAs from the following schools for having board trainings.

Cane Run Elementary	Atkinson Academy
Engelhard Elementary	Watson Lane Elementary
Portland Elementary	Frost Middle
Jacob Elementary	Valley High

Cherie Dimar
Fifth Vice President, Board Trainings

ABCs of Male Involvement

What does your PTA look like? Do men make up half of your PTA members? Leaders? Volunteers? If they don't, do you know why? Do you know why men are important to PTA?

Studies show that students perform better when both parents are involved in education. Men and women think differently and bring different perspectives to PTA. PTAs are more vibrant and more appealing to everyone when both men and women help run them.

PTA wanted to know what men value about PTA and see as obstacles to membership. Therefore, in 2004, we polled our active male leadership and left lots of room for personal responses. About 2,700 men responded—98 percent of them were PTA members, and a large majority had students in school. Their responses helped us come up with the ABCs of male involvement.

A = Ask

Nearly half the men polled said they were not asked to join PTA. As with every sales pitch, asking for their membership is the strongest tool you have to get men involved in PTA.

Understand that sending a form through the backpack express or a flier on the PTA table at a school open house is not a very effective “ask.” A real “ask” is personal and powerful. Show enthusiasm, and draw on your experiences. Don't apologize for asking, and be prepared to say what your PTA is doing to help their child. Most important, make the message meaningful to men.

According to the survey, men join “to work to improve the school to benefit [their] child.” Here are some comments from survey participants:

- “Be active in your child's life.”
- “Be involved with your child.”
- “Help your child.”
- “PTA benefits your child.”
- “PTA membership is good for your child.”
- “PTA supports your child.”
- “PTA involvement shows your child you are interested in school and education.”
- “PTA involvement shows you support the school and teacher.”
- “Education is important.”

The overall message should be that your child benefits when you join PTA.

More than 90 percent of survey participants said their wives or significant others were already members and greatly contributed to their involvement with PTA. Yet, overall, only 50 percent of women claim that their spouse is a member.

An obvious strategy for getting more men to participate is to encourage their wives to ask them. You can also modify your membership form to include spaces for the names of moms, dads, grandmothers, grandfathers, and so forth. This step can serve as a reminder that anyone can join PTA. You could also offer membership incentives, such as a drawing for a local spa treatment for every mom who recruits a male family member to join.

Ask for partners. Male community members participate in various organizations and activities, such as Kiwanis, YMCA, and Little League. The men surveyed also suggested that PTA invite male speakers from typically male organizations to speak at PTA meetings about what their organizations do—and then ask for the same invitation to their groups. PTA leaders can contact these organizations to initiate joint projects, such as fundraisers, blood drives, and teen nights. Through such partnerships, you can demonstrate PTA's value to men and gain a valuable opportunity to ask them to join.

B = Bend

One size does not fit all in meeting the needs of PTA members, particularly men. Unless your unit is brimming with male PTA members, what you are doing is not working. Therefore, it is essential that you bend—that is, be flexible in your actions and thinking. The top reason men in our survey gave for not joining PTA was time. In fact, general membership surveys that the PTA does regularly all say that time is the top reason why all survey participants do not join PTA. But what does time have to do with signing up as a member, paying dues, and carrying a membership card? Most people think that to belong to PTA means they have to volunteer.

Be flexible when signing up new members by differentiating member from volunteer. Members who do not volunteer show support for PTA's work, increase the morale of volunteers, add strength to PTA's voice at

local school board meetings, provide funds to help PTA do its work, and so forth. Members can and do emerge as volunteers. But members and volunteers are two different things.

Men not only want to know if membership equals volunteering, but almost half of the men surveyed said they would volunteer if their roles and expectations were clearly defined. For these survey participants, PTA membership and volunteering are not social activities—these men want results.

Men also want to join organizations that reflect their preference in programs and will volunteer for programs that use their skills. Can your PTA bend to accommodate men's preferences? Can you clearly define roles, differentiate volunteer from member, state expected outcomes, and create programs that appeal to men?

Create activities that appeal to men. When survey participants were asked how to motivate other men to be involved, highly ranked was “activities or events aimed at dads.” Suggestions for such activities included building projects, family events, and helping with children directly. Building projects could include classroom or school beautification and upgrades. Helping with children events could include bike rodeos, book fairs, lunch buddies, career days, Reflections, dad clubs, and father/daughter dances. Fun family events include barbecues and cookouts, carnivals and fairs, proms and homecomings, talent shows, family movie nights, entertainment assemblies, and ice cream socials.

C = Communicate

“C” stands for *communication*—the centerpiece of any effort to attract new members. What needs to be communicated? At every opportunity, communicate the value of PTA, the value of membership, the need for members, and the need for men.

Our survey asked men how to communicate effectively with them. Their number one answer was male-oriented advertising. It is important to understand that men do not necessarily respond to “parent” as meaning “male” or “dad.” They see it as any parent who is handling the family/school stuff, and often this is the mom. Therefore, communicate to dads (not parents) that they are welcome by addressing

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ABCs of Male Involvement

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letters, announcements, and other communications to “moms and dads.” Highlight opportunities and activities specifically for men.

What Men Want

Men told us they want fewer meetings and meetings held at convenient times. They want clear agendas, results-oriented meetings, and quick and effective meeting communication. Men prefer bulleted lists and reports, summary points, e-mail communication before and after meetings, and quick updates and reports.

When asked about meetings and communication, some men commented on their surveys that they wanted “less bickering at meetings,” “reduced emphasis on fundraising,” and “better communication between board members, and in general.”

What Everyone Wants

People want to join an organization that is meaningful and successful. Does your PTA communicate its successes? Can your potential member pool differentiate what you do from what your school does? Be ready to communicate what things your school, children, and community would not have without PTA.

Communicate your successes at every opportunity, and thank volunteers and members, both male and female, for making positive things happen for their children and school. End all activities, such as carnivals, fun runs, and other events, by letting nonmembers know that they can show their support and appreciation for these kinds of activities by joining PTA.

Finally, let moms, dads, and all family members know that the biggest payoff of PTA membership and involvement is the success of their children in school and in life. There is no greater gift children can get than to know that their parents and family care enough about them to get involved.

Deborah Walsh and Marilyn Ferdinand
Deborah Walsh is PTA national membership/extension supervisor. Marilyn Ferdinand is editor of Our Children magazine.

Kentucky PTA Awards

The following Kentucky PTA award nominations are due by **February 15, 2014:**

- \$500 Student Scholarship: This award is given to deserving high school seniors who plan to attend a Kentucky university or college and pursue a degree in education.
- \$500 Teacher-Member Scholarship: This award is given to Kentucky teachers who are working toward their master’s degree or Rank I.
- \$500 Parent-Member Scholarship: This award is given to a PTA or Parent Teacher Student Association (PTSA) parent member who is working toward a degree in education or the health field at an accredited Kentucky public college or university.
- Christa McAuliffe Rising Star Award: This is given to students who have successfully worked to improve their grades, attendance, attitude, character, and/or self-esteem.

The following Kentucky PTA awards are due by **March 15, 2014:**

- Outstanding Classified Personnel
- Penguin Award for Outstanding Male Involvement
- Outstanding Membership Campaign
- Outstanding Local Unit Newsletter
- Outstanding School Nurse
- Outstanding Local Unit Web site
- Volunteer Participation
- Outstanding Volunteer
- Outstanding Programs and Projects
- Outstanding Educator

These award applications can be found in the *Kentucky PTA Leaders’ Notebook* or online at www.kypta.org.

Kentucky
PTA[®]
everychild. one voice.

15th District PTA Awards

Self Esteem Award applications are due to Heather Wampler, 15th District PTA President, by **February 15, 2014**. This award application can be found in the *Kentucky PTA Leaders’ Notebook* or online at www.kypta.org.

This year, the following district awards will be presented at our Awards Banquet:

- Outstanding Classified Personnel
- Outstanding Local Unit Newsletter
- Hall of Fame Educator
- Outstanding School Nurse
- Outstanding Volunteer
- Outstanding Local Unit Web site
- Outstanding Male Involvement/Participation
- Volunteer Participation
- Outstanding Membership Campaign
- Special Projects/Programs

Local PTA/PTSA presidents will receive award applications in December. The deadline for 15th District PTA awards is March 1, 2014. Please remember that applications for state and district awards are separate.

Feel free to e-mail me at heather.mcgovern@jefferson.kyschools.us for any additional information or with any questions you may have regarding the 2013-14 PTA Awards.

Heather McGovern
Awards Chairperson

15th District PTA Evangeline J. Sansome Scholarship

All senior high school students attending a JCPS school are encouraged to apply for this need-based scholarship available through the 15th District PTA, 319 South 15th Street, Louisville, KY, 40203.

Students' needs and desire to further their education will be considered along with their academic standing. This scholarship is applicable to any type of training or schooling necessary to prepare for a chosen career. Some restrictions will apply. This is for tuition only.

The value of the scholarship will be determined in April. For the last few years, we have provided scholarships valued at \$1,700 each.

Students may download the application from our Web site at www.15thdistrictpta.org in mid-November or see their senior counselor.

If you have questions, you may call the 15th District PTA Office at **485-3535** and leave a message for Kathleen Helm, scholarship chair, or e-mail me with questions at iheartpta@yahoo.com.

The qualifications for the 15th District PTA Evangeline J. Sansome Scholarship are as follows:

- Graduating seniors attending a JCPS high school whose PTSA is a unit of the Kentucky Congress of Parents and Teachers and has paid national, state, and district dues sent via U.S. mail and postmarked by March 15, 2014; the school's PTSA's by-laws must be current and updated as well.
- The student must be a member of his or her school's PTSA. The PTSA must meet the above requirements.
- This scholarship is need-based. Tax records will be required. The essay will

require you to state why you need this scholarship. **This scholarship is for tuition only.**

- Grade point average (GPA) (minimum of 2.7)/Transcript, three letters of recommendation from school, church, community leaders, employers, etc., are required. One letter of recommendation must be from the student's current high school principal or senior counselor. The scholarship application will be due at the end of **March 2014**.

Kathleen Helm
Scholarship Chairperson

Family Engagement in Education Act

On July 11, 2013, the Family Engagement in Education Act of 2013 (S. 1291/H.R. 2662) was introduced by U.S. Senators Jack Reed (RI), Christopher Coons (DE), and Sheldon Whitehouse (RI) and Representatives Glenn Thompson (PA) and Carolyn McCarthy (NY). This important legislation is intended to inform comprehensive reauthorization of the Elementary and Secondary Education Act (ESEA). Research shows that family engagement in a child's education increases student achievement, improves attendance, and reduces dropout rates. The Family Engagement in Education Act of 2013 seeks to target capacity-building and technical assistance for effective family-engagement strategies by promoting district flexibility in order to identify programming that works best for individual communities.

Research shows that family engagement in a child's education increases achievement, improves attendance, and reduces dropout rates. The Family Engagement in Education Act of 2013 encourages state and school district flexibility to identify programming that works best for individual communities.

The Family Engagement in Education Act will:

- Target federal resources while promoting state and local decision making. While the current statute provides structure for family-school partnership at the local level, the only state-based infrastructure to assist with implementation of this provision, the Parental Information and Resource Center (PIRC) Program, was defunded in fiscal year 2011. This has left school districts without access to the expertise needed to ensure appropriate use of federal resources and effective family-engagement strategies. This legislation aims to utilize a small portion of Title I administrative funds (.3 percent) to systemically embed family engagement at the school, Local Educational Agency (LEA), and State Educational Agency (SEA) levels.
- Allow each SEA to use discretion over its family engagement funding to re-establish a state-based infrastructure for capacity-building and technical assistance, localized capacity-building for high-need school districts, and internal SEA capacity-building. Required activities would depend on the size of the state.

- Allow for qualifying LEAs to reserve 2 percent of their Title I-A allocations to implement family-school partnership strategies, with increased flexibility to implement results-driven district-level programming.
- Promote state-based infrastructure for capacity building and technical assistance in family engagement in education. Each state will use a portion, as determined by the SEA, of its family engagement funding to establish a Statewide Family Engagement Center through a competitive process, as designed by the SEA.

Provides Localized Services to High-Need School Communities to Promote Student Achievement and School Improvement

Any state with an annual Title I-A allocation greater than 60 million dollars will use a portion, to be determined by the SEA, of its family engagement funding to establish at least one Local Family Engagement Center through competitive process, to serve the highest-need areas of the state, as determined by the SEA. Increased localized assistance will enable individual schools

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Family Engagement in Education Act

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and school districts to implement culturally competent programs and services designed to promote familial engagement in student learning and school governance best suited to address the needs of the local community.

Prioritizes Family Engagement as Key Academic Support and Driver of School Improvement

Current law requires LEAs to partner on family engagement but provides no research-based best practices on how to do so. The Family Engagement in Education Act strengthens the language of Title I, section 1118, to promote family engagement with research-based principles of practice that drive

individual student success and school improvement. Improvements to section 1118 seek to remedy this omission, maintain local flexibility to identify and implement what works, and promote responsible use of federal dollars to meet statutory intent.

National PTA Takes Action Network Support Effective Family Engagement Policy

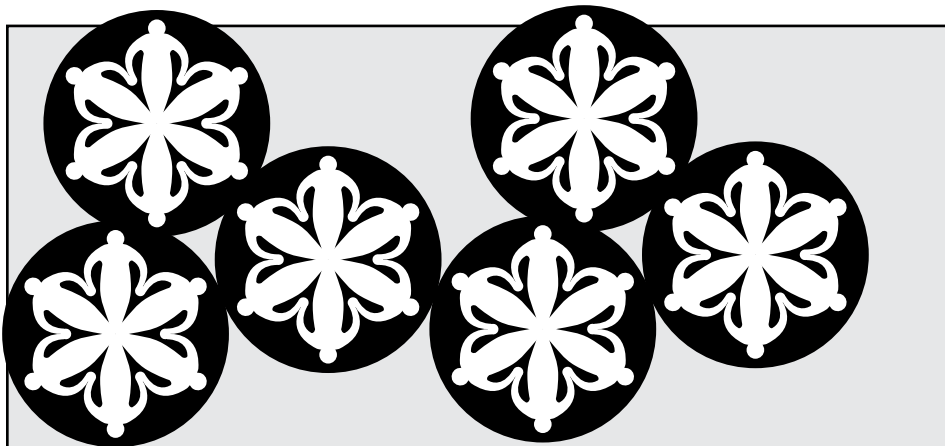
Ask your members of Congress to cosponsor the Bipartisan Family Engagement in Education Act of 2013. Go to <http://capwiz.com/npta2/issues/alert/?alertid=62739616>.

Brian Wampler, Legislative Chairman



What's Happening in Your PTA/PTSA?

We would love to hear about your PTA/PTSA! We want to toot your horn and share your excitement about your membership drives, successful programs, etc. Please send us the particulars so that we can share them in future newsletters. Type your story/news in a Microsoft Word document using Times New Roman font, and e-mail it as an attachment to Autumn Neagle at 15thDistrictPTA.4thVP@gmail.com. If you have photos to share with your story, please send them as well in JPEG format. We are looking forward to hearing from you and sharing your many good ideas and successes!



Service Project Ideas

Raising money for PTAs can be hard. Furthermore, it is the PTA's position that children should not be used as fundraisers. So what's a PTA to do? Combine projects or services that will benefit students and families and that will raise money as well. Fundraising activities should be planned and budgeted for purposes that further PTA work and beliefs. A fundraising event should reflect the principles of the association and have educational, social, or recreational value.

Recommended service projects include the following:

- Book fairs
- Car washes
- Bake sales
- Festivals/Carnivals
- Theme dances
- School pictures
- Talent shows
- Rummage sales
- Spring Fling
- Yearbook
- Plays or musical productions
- Dinners
- Ice cream socials
- Arts/Crafts sales
- Student directories
- T-shirt sales
- Chili suppers
- School store (back-to-school items sold)
- Young Author's dinner theatre



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Congratulations!

Congratulations to Laukhuf Elementary PTA for being awarded the Healthy



Lifestyles Energy Balance 101 Grant for National PTA. This grant provides local PTAs with tools and resources to use in partnering with schools and

engaging families to address an everyday healthy lifestyle practice known as Energy Balance. They were 1 of only 25 schools to receive this grant nationwide. We look forward to hearing how this grant helped their school.

Congratulations to the Brown School, Foster Traditional Academy, and Laukhuf Elementary which have just completed the first level of the National PTA School of Excellence. We wish them good luck as they move to the next round.



WAVE 3's Dawne Gee and Lauren Jones with CAP Interim Director Barbara Fisher and 15th District PTA President Heather Wampler



WAVE 3's Lauren Jones with Jefferson County Board of Education (JCBE) member Chuck Haddaway

CAP



As the cold wind starts to blow, we think about those families who may not have the warm coat and gloves that we have to protect ourselves. This is one of the reasons why the Clothing Assistance Program (CAP) is here and is so important. We are here to help those families in need with gently used coats, scarves, and hats.

We were very lucky to have some wonderful help from the community in the beginning of November. Wear It Forward Coats for Kids is a communitywide effort to help stock our coat room for families. At the time of this printing, the drive is in progress, so we don't have numbers of how many coats, scarves, hats, and other winter items were donated.

We want to thank the following for getting the word out about this event: WAVE 3 News, 84 WHAS, and 97.5 WAMZ. We also want to thank all of the companies that provided a drop-off location for the items and incentives. Thank you to Krispy Kreme, the Paint Spot, UofL Women's Basketball and Volleyball Teams, Class Act Federal Credit Union, Business First, Babyology, Louisville YMCAs, Sam Swope dealerships, and Wal-Mart. We also want to thank Highland Cleaners and Packaging Unlimited. We will still need gently used clothing, including winter items, since the need in our community is great. Please consider a clothing drive at your school to help.

CAP Schedule

Calendar of Events

December

- 10.....Reflections Awards Program
- 15.....Kentucky Membership Payment Due

January

- 15.....Kentucky Membership Payment Due
- 16.....Children's Day at the Capitol

February

- 15.....Kentucky Membership Payment Due
Self Esteem Award Application Due to the 15th District PTA
Kentucky Scholarship Award Application Due to the Kentucky PTA
- 17-21...Take Your Family to School Week
- 17.....PTA Founders Day

March

- 1.....15th District PTA Awards Applications Due to the 15th District PTA
- 15.....Kentucky Membership Payment Due
Kentucky PTA Awards Applications Due to the Kentucky PTA
- 2815th District PTA Evangeline J. Sansome Scholarship Due

DECEMBER

3	Laukhuf Elementary, Portland Elementary, and Schaffner Elementary
4	Rutherford Elementary, Western HS, and Wheatley Elementary

JANUARY

7	Anchorage School, Carrithers Middle, and Central High
8	Bowen Elementary and Crosby Middle, Thomas Jefferson Middle
9	Brown School, Cochrane Elementary, Greenwood Elementary
14	Dupont Manual High, Fairdale Elementary, Lincoln Elementary
15	Audubon Traditional Elementary, Wilt Elementary
16	Coral Ridge Elementary, Lassiter Middle, Wheeler Elementary
21	Auburndale Elementary, Ballard High, Frayser Elementary
22	Academy @ Shawnee, Chenoweth Elementary, Kenwood Elementary
23	Bloom Elementary, Dunn Elementary, Roosevelt-Perry Elementary
28	Byck Elementary, Foster Elementary, Tully Elementary
29	Frost Middle, Zachary Taylor Elementary
30	Jefferson County Traditional, Norton Elementary, Slaughter Elementary

FEBRUARY

4	Indian Trail Elementary, Jacob Elementary, Westport Middle
5	Hartstern Elementary, Kerrick Elementary, Olmsted Academy North
6	Iroquois High, Shelby Elementary, Price Elementary
11	Brandeis Elementary, Farmer Elementary, Luhr Elementary
12	Eastern High, Semple Elementary, Stopher Elementary
13	Cane Run Elementary, Kammerer Middle, Southern High
18	Butler Traditional High, Engelhard Elementary, Hite Elementary
19	Barret Traditional Middle, Breckinridge-Franklin Elementary, Stuart Middle
20	Chancey Elementary, Fairdale High, Watson Lane Elementary



Sorted Material
Deliver Immediately

23823 PTA Newsletter Dec/Jan 11/13 lg

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Kentucky PTA
www.kypta.org
Phone: 226-6607

National PTA
www.pta.org
Phone: (703) 518-1200 or
800-307-4PTA (4782)

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www.facebook.com/group
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Kentucky PTA
www.facebook.com/?sk=2361831622#!/
group.php?gid=116874298952

National PTA
www.facebook.com
/parentteacherassociation

For additional information about the PTA, please go to Kentucky PTA at www.kypta.org or National PTA at www.pta.org.