



Newsletter

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

every child. one voice.®

September 2012

President's Letter



Get in the Groove

It's time to establish healthy at-home routines for school days, such as consistent waking times and getting-ready patterns. Decide on a regular homework time, and create a comfortable, quiet work space. Set bedtimes that allow elementary-age children to get 10 to 12 hours of sleep; teens should get 8.5 to 9.5 hours.

PTA Activities That Involve Families

Usually, it is not lack of interest that keeps parents from becoming involved in their child's education. Often there are barriers in the way. The Parent Teacher Association (PTA) can help identify these barriers and work to lower them. Some barriers are lack of time, parents feeling like they have nothing to contribute, lack of childcare, and accessing transportation. Many parents would like to play a more active role in their child's education, but they don't know how; therefore, PTA leadership should develop a strong parent and family involvement program to fulfill the following objectives:

- Create a school climate that is open, helpful, and friendly.
- Design more effective forms of communication to reach families. Get every family involved, not simply those most easily reached.
- Pay special attention to parents who work outside the home, divorced parents, and culturally diverse families. Develop flexible meeting times and volunteer hours.
- Recruit and train parent leaders to be involved in decision making, governance, and advocacy.

Don't forget that our entire board is here to help you. We are just a phone call or e-mail away!

Cherie Dimar

President

SBDM

Check to see if your school's parent representative election for the School-Based Decision Making (SBDM) Council takes place in the fall or spring. If your school elects parents in the fall, appoint a chairman and start the process. See the *Kentucky PTA Parent SBDM Handbook* for more information.

Kentucky PTA Kids' Day



Kentucky PTA Kids' Day was established in 1985 to set aside one day just for students. The goal is to send the message to each student that he or she is a special and unique individual who is respected and loved. Kentucky PTA Kids' Day also makes the public aware of the educational and personal needs of children and the role they play as our most important resource.

Celebrate Kentucky PTA Kids' Day on **Tuesday, September 25**, and then tell us about what you did to make the students at your school feel special. If you can't celebrate on the official day, hold a Kentucky PTA Kids' Day event when it fits in your calendar.

For ideas on how to celebrate Kentucky PTA Kids' Day, go to www.15thdistrictpta.org or www.kypta.org.

You can also contact me, the 15th District PTA Office, or the Kentucky PTA Office. Have fun and be creative as you plan ways to make your school's students feel special!

Heather Wampler
First Vice President



**PTA members aave 25%
on Papa John's Pizza
online orders!**

How Should the Treasurer Handle Fundraising Receipts and Expenditures?

When a PTA is planning a fundraising activity that will involve large amounts of money, **the treasurer should arrange to deposit the money in the bank as soon after the conclusion of the project as possible.** The chair of the activity should be responsible for seeing that the treasurer receives all revenue immediately after completion of the activity. The treasurer and another person should count the monies received, and both should sign a statement verifying the amount. A receipt should be given to the chair for the entire amount. **Even if the project is a continuing one, the money should be deposited daily in the PTA's bank account.**

Night deposits and 24-hour banking can and should be used as needed. When necessary, the treasurer should contact

local police authorities beforehand and ask for an escort to the bank. If the treasurer contacts the bank about the night deposit in advance, he or she will be given a lock bag to place in the night depository. **Never deposit any money in anyone's personal account or in the school account, and never leave the money in the school building or in someone's home.**

All checks that are to be deposited should be marked "For Deposit Only" to the _____ PTA, Account #_____, and signed by the treasurer with his or her title. A stamp with this information may be secured at the time the account is opened. Duplicate deposit slips should be made so that the treasurer will have a copy to retain for the record.

To keep accurate records, the treasurer should be given itemized bills, sales slips, etc., from the fundraising activity to **pay by check.** These expenses should never be paid with the cash from the activity.

Within a few days of the conclusion of the activity, the treasurer or fundraising chair should complete a detailed report of all receipts and expenditures and the profit from the project. That report should be presented to the board/executive committee and the membership at the meeting following the activity.

Note: Copied from National PTA *Money Matters Quick Reference Guide*

Have You Filed Your IRS 990 Yet?

Once your Financial Review has been completed, you need to file the Internal Revenue Service (IRS) 990. There is no need to wait until November to do this—you should complete this as soon as your Financial Review is completed.

Every PTA unit must file its 990 form with the IRS by November 15 of each year. What must be filed this year depends on the organization's financial activity. All PTAs are required to submit Form 990s, regardless of annual income. To find out what form of the 990 you need to file, check out the *Money Matters Quick Reference Guide*. You can review this quick reference guide in the paper copy, which is in the PTA Official Kit that each local unit receives, or you can access the information on the National PTA's Web site at www.pta.org/local_leader/1443.htm. I am here to assist you with this or any other financial/treasurer matters, so please don't hesitate to contact me!

Theresa Mayfield
Treasurer

Changes in the Volunteer Records Check Process

Dear Parents:

Thank you for all that you do for the Jefferson County Public School (JCPS) District! Our students benefit greatly from the support of volunteers who are committed to their success.

Effective July 1, 2012, the Kentucky Administrative Office of the Courts (AOC) will charge \$10 for each volunteer criminal records check. The Jefferson County Board of Education (JCBE) will pay this fee for district volunteers. In light of this newly imposed AOC fee, the following changes in the volunteer records check process have been instituted:

- **JCPS volunteers will no longer be required to have an annual background check.** If it is brought to the attention of the district that a volunteer **has plead guilty to or is convicted of drug or sexual offenses or any felony offense, they will be required to submit to a criminal records check and their volunteer status may be terminated.**
- Volunteers who submitted records checks and were cleared for the 2011-12 school year will not need to resubmit a records check for the 2012-13 school year or for any year hereafter, except as provided in number 1 above.
- The volunteer records check requirement does **not** apply to volunteers who provide assistance with single or sporadically scheduled school events **and** who are not responsible for supervising children at those events. For example, an individual who speaks to a class or organization on a one-time or sporadic basis **and** who does not supervise students would not be required to have a criminal records check.

If you have not completed a Volunteer Records Check Form and you plan to volunteer on a regularly scheduled and/or continuing basis or if you will have supervisory responsibility for children at a school site or on a school-sponsored trip, please complete the Volunteer Records Check Form at your child's school. This form is also available on the JCPS site at www.jcpsky.net. You may enter your information directly into our system using this online form. Again, thank you for your support of our students.

Speaking Up for Children—An Advocacy Training for PTA/PTSA Members Presented by Kentucky PTA

Special visit to the Capitol at 1 p.m. on Thursday (Optional)

Thursday, November 1, 2012, 6–10 p.m.

Friday, November 2, 2012, 9 a.m.–2 p.m.

Kentucky PTA • Office 148 Consumers Lane • Frankfort, KY 40601

The \$50 registration fee includes the following: Materials, dinner on Thursday, lunch on Friday, one night's lodging (two in a room). Register early—Limit 25 people per session. Deadline: **October 24, 2012**

The confirmation, location, and complete agenda will be sent to members who have signed up after the registration deadline. Make checks payable to Kentucky PTA. Send to Kentucky PTA, P.O. Box 654, Frankfort, KY 40602-0654.

Name:	_____
PTA Position:	_____
PTA/PTSA Name:	_____
Address:	_____ City: _____, Kentucky ZIP _____
Phone (h):	_____ (w): _____ (cell): _____
E-Mail:	_____
Person to Contact in Case of Emergency:	_____
Relationship:	_____ Phone: _____

Back-to-School/Back-to-PTA Conference—New Format and New Material Being Presented

Thursday, September 20, 2012, from 8:30 a.m.–2:30 p.m.

Register now for the 15th District PTA Back-to-School/Back-to-PTA Conference, which will be held on **Thursday, September 20**, at JCPS Gheens Academy. The sessions will be from **8:30 a.m. to 2:30 p.m.** Join us for a full day of workshops that are designed to help get you prepared. Vendors will also be at the conference, so if your school is looking for a fundraiser, we have the people here for you to talk to.

Workshops topics will include: Bullying Awareness, Bylaws, Common Core State Standards/Kentucky, Membership, Newsletters, President, Programs, Reflections, Secretary, Standing Rules, Treasurer, and How to Manage Your Time.

We hope that all officers and chairs, both new and returning, will attend. The cost is \$5 a person (\$10 at the door), which includes registration, conference materials, and meals. This is a legitimate PTA expense and can be included in the budget. The reservation form and a check made payable to 15th District PTA are due in September. Checks are nonrefundable.

Send reservations to: 15th District PTA, c/o: Back-to-School/Back-to-PTA Conference
319 South 15th Street, Louisville, KY 40203

Name of PTA/PTSA:	_____
Total Number of Guests:	_____ x \$5= _____
Names of Attendees:	_____



Calendar of Events

September

- 15 Submit membership dues payment to Kentucky PTA Office. (Membership Award for Early Bird)
- 20 Back-to-School/Back-to-PTA Conference at Gheens
- 25 Kentucky Kids' Day

October

- 8 Parent-Teacher Conferences
- 15 Membership Dues Payment Required
- 16 Jefferson County Board of Education (JCBE) Candidates Forum at VanHoose Education Center, 6-9 p.m.
- 25 Deadline for Reflections Program Entries to the 15th District PTA Office
- 26-27 . . Middle and High School Showcase of Schools

November

- 1 Deadline to submit Warren H. Proudfoot Award/Outstanding School Board Member
- 1-2 Kentucky PTA Advocacy Training
- 15 Submit membership dues to Kentucky PTA.
File 990 Tax Form with the Internal Revenue Service (IRS).

December

- 4 Reflections Awards Ceremony and Celebration, Gheens, 6:30 p.m.

Take the PTA Diversity Challenge

It's the beginning of a new PTA school year, and I'm sure most PTAs and their new and prospective members are preparing for the challenge of another school year. What is the challenge, you ask?



Ivelisse Castro, National PTA representative, and Aneeka Ferrell, 15th District PTA diversity consultant

The answer is the diversity challenge. The diversity challenge is the task to create inclusive PTA boards that embrace diverse and inclusive PTA members. Creating, at all levels, an inclusive environment reflective of the populations PTA seeks to serve is important. Incoming PTA board members must develop strategies to educate and equip current and prospective

PTA members and leaders to foster inclusion and diversity at all of levels of the association (National PTA, 2012). Remember to target membership efforts in underserved areas and communities. By creating materials and resources to market and promote the benefit of PTA to underserved areas, your PTA creates a sense of

inclusiveness among existing and prospective members. According to National PTA (2012), by developing and implementing innovative PTA membership models that engage diverse families and communities, your PTA is building a network of diverse PTA members while bridging gaps among families within your local schools and communities.

This summer, I had an opportunity to begin obtaining additional skills and expertise to assist me in my local and district PTA roles as I continue to transition through the diversity challenge. By attending the Kentucky PTA Convention, I took steps to attain essential tools and resources to help me and my PTAs during this challenge. I had an opportunity to collect materials from the National PTA service representative, Ivelisse Castro, in the area of diversity and inclusion. The resources I received were beneficial and necessary tools to help my PTAs be effective. So I ask you, will your PTA be successful at the diversity challenge? What strategies will your PTA use to be diverse and to "make sure all are counted"? Take the diversity challenge—I'll be checking on you to see how well you did!

Aneeka Ferrell
Diversity Consultant

References: National PTA 2012

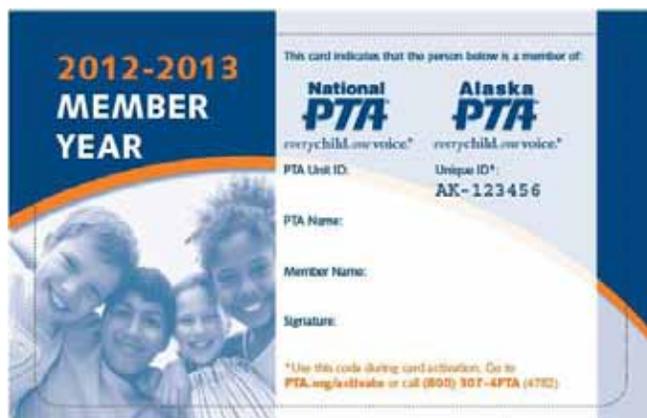
Plan to Attend the Board of Education Candidates Forum

The 15th District PTA will host a Board of Education Candidates Forum on **Tuesday, October 16**, from 6 to 9 p.m. at the VanHoose Education Center.

Parents and the general public are invited to come and hear the views of the school board candidates. This forum will be open to the public, and a moderator will be present. The public may submit questions in person at the forum or send questions in an e-mail to **KY15thDistrictPTA@gmail.com**. We also plan to air this event on Insight Channel 98.

We believe that we, as PTA parents and community members, best demonstrate our role as child advocates by becoming educated about candidates for public office and their positions on legislative issues that are important to children and public schools. By exercising our democratic right to vote, we are able to give children a voice. Remember that Election Day is **Tuesday, November 6**. **Note: The 15th District PTA does not endorse any candidates.**

2012-13 PTA Membership Card— New Look, New Process



ATTENTION PTA MEMBER

Your membership card must be activated in order for you to be registered as a member and access membership resources and benefits.

Go to **PTA.org/activate**
or call **(800) 307-4PTA (4782)**

ACTIVATE YOUR CARD TODAY!

Activate your card and receive a
SPECIAL OFFER
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Activate today and save now with **OfficeMax**. Get a coupon for **\$10 off your next in store purchase of \$50 or more** when you activate your PTA card online. Print the coupon and save on school supplies, office essentials, and technology. Restrictions apply. See coupon for complete details.

OfficeMax

Frequently Asked Questions

As with any new process or initiative, in order to be successful, National PTA needs the help of every PTA leader to support and promote the 2012-13 new membership card. It is our goal to get the membership card in the hands of every dues-paying member, to encourage members to activate their cards, and to develop ways of communicating PTA's value and relevancy throughout the nation.

National PTA, along with LifeTouch, has invested in this new, higher-quality membership card. Our research indicates that PTA's relevancy and message are not being clearly communicated at every level in the PTA network. We want to share data collected from the card activation process with PTA leaders and develop tools, training, reports, and communication techniques that will effectively deliver PTA's mission and message. This new and improved card is a first step of many that will spark new interest, new members, and new energy into today's PTA. In the months ahead, National PTA will develop marketing materials and a membership message to help spawn membership growth, including ideas on best practices of membership card distribution and activation.

What Does Membership Card Activation Do for PTA and the Member?

- It provides members with a coupon for school supplies from Office Max and for a Hertz car rental. These coupons have a value that in many cases pays for the cost of joining PTA and then some.

- It gives PTA members a reason to activate their card on the PTA Web site, where they can also see all of our programs, benefits, resources, and tools to help their child succeed in school.
- It provides all levels of PTA with contact information for individual members. This information is vital for communicating our message across the nation, uniting and mobilizing members around education issues.
- It provides members with the awareness that they are part of a local, state, and national network that stretches far beyond their local PTA.
- The higher quality membership card indicates that a card-carrying PTA member chooses to belong to an association invested in quality. It gives the member a reason to keep the card with them and includes information to remind them about the mission and purpose of PTA and how to contact us.

Front of Card

The image below shows the front of the new membership card, with the card on the left surrounded by a "carrier." The member card itself is perforated so the member can separate it from the carrier and keep it with other IDs. The right of the card contains information about how to activate the card and the details of the \$10 Office Max coupon. The card shows a photo of children, the National PTA and state PTA logos, and several data fields that members can personalize

Card Sheet

Member cards will be distributed in sheets, with four cards on one sheet and

with perforations that separate each card and carrier.

Front of Card—Writing

The new cards have a clear, light coating to improve durability. The information on the blank fields can be hand-written on the card, using a ballpoint pen or pencil. The blank fields include the PTA Unit ID, PTA Name, Member Name, and Signature. About half of local PTAs distribute cards and assign leaders to hand-write the personal information or allow the members to hand-write the information themselves.

Front of Card—Printing and New Templates for Data Merging

About half of local PTAs prefer to preprint the member's custom information on the card directly, using a template that merges data onto the card. There is a template that accommodates the new format of the card and that lines up the information so that local PTAs can mail-merge member data (from a Microsoft Excel file) onto the template (a Microsoft Word file). The card stock can be fed through most typical ink-jet printers. This template can be found on pta.org in the Running a PTA section. Just Between Friends (JBF) also has a template available to merge member data onto the new card.

Please note: Because the new cards have a light coating to improve durability, once a sheet of cards is heated and imprinted through the printer, it needs about two minutes for the ink to cool and set. After that time, the card can be handled and distributed.

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Reflections



Want to have a great program in your school? Participate in the National PTA Reflections Program. It is a program designed to enrich students in the areas of visual art, music, photography, literature, film/video production, and dance choreography. The theme for this year is "Magic of the Moment"

Each student may enter in any of the six art areas. Challenged students can enter in each area in the challenged category.

- Literature
- Musical Composition

- Photography
- Visual Arts
- Dance Choreography
- Film/Video Production

Each student enters in one age category:

- Primary—Preschool Through Grade Two
- Intermediate—Grades Three Through Five
- Middle/Junior—Grades Six Through Eight
- Grades Nine Through Twelve
- Special Needs—Ungraded

Local PTAs can submit entries to the district by **October 25, 2012**.

One entry per grade in each category—Music, Photography, Visual Arts, Literature, Dance Choreography, and Film/Video Production—is permitted.

Example: A PTA can submit one entry in third grade, fourth grade, and fifth grade (which is the Intermediate category) in the category of Music. It can also submit one entry in preschool, kindergarten, first grade, and second grade (which is the Primary category) in Music and so forth.

Please note: Every entry must have a consent form signed by all parents who have a child involved (e.g., if an entry has several students in a photograph, dance, and/or film, each student's parent must sign a consent form). No entry can be sent on to state without these consent forms. Also, please read instructions carefully about the student entry form, electronic copy of artist statement on a CD, and packing information.

Packets of information and forms were sent out to all PTAs, principals, art teachers, Reflections chairmen, FRYSC coordinators, music teachers, English teachers, technology teachers, and dance/PE teachers during August.

Make the Reflections Program a part of your PTA program. For more information, call Sharon Whitworth at **485-7450**.



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How do I activate a card?

To activate the card, the member will need an Internet connection to go to the online activation page at pta.org/activate. The on-screen instructions outline the process, which fields members are required to complete, and which fields are optional. Once the card has been activated, the member will be sent an e-mail with a link to a printable PDF coupon that they can redeem at any OfficeMax retail store.

Member Card Activation—Confirmation E-Mail

Once members activate their card, they will receive a subsequent e-mail message in the e-mail account they provide on the card activation page. This e-mail message will contain a link to the Office Max Coupon, a link to the Hertz coupon, and the

current login and password to the members only areas on pta.org, how to contact PTA's customer service center, and a statement with a link to PTA's Privacy Policy. It will also have a message to remind them about their membership benefits, encouraging them to visit pta.org for resources, training, and programs to enhance their PTA experience.

What if I do not activate my member card? Am I still a member?

Yes, membership card activation is not a required step to be considered an active member. Once members pay dues, they should be given their membership card and the local unit should communicate that they are a member of PTA during the 2012-13 membership year. If

members activate their card, it gives us a way to collect membership contact information, gives the member coupons with discounts on school supplies and a rental car as a benefit, and gives the member exposure to our online resources that will enhance the value of their membership. As an added benefit to all levels of PTA, this membership data can be used to communicate to the member throughout the year, using a message that reinforces the value of membership.

For more information, visit the following link: http://pta.org/Membership_Card_-_FAQs.pdf.

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www.15thdistrictpta.org



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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.php?gid=113211276603

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.