

# Council Clippings

Monthly Newsletter of  
St. Joseph PTA Council



Volume 28, Issue 3

November 2012



## Presidents

### Corner...

Missouri PTA Convention was the celebration of 100 years of child advocacy. PTA began in a time children were too hungry to learn, were forced to work at a young age and there was no justice system for troubled children. PTA has advocated for breakfast and lunch in schools, child labor laws, and a juvenile justice system.

The convention kicked off with workshops and All Conference Speaker, National PTA President Betsy Lander's. Betsy shared her message on Today's PTA, Membership, Advocacy and the new NPTA website. She also spoke of the current cuts to education or sequestration of 1.2 million dollars to education. Betsy related to us the best by telling us she also shops at Walmart and she started out just like each of us as a chairman in the local unit.

Many ideas were exchanged and gathered by attendees. Improving membership, advocating for our children, and officer training. One powerful message was "throw open your doors and welcome ideas and other people into your group," give new members or volunteers tasks to complete to get them involved.

Membership is always a big topic, ideas I heard this weekend...send Oprah or Michelle Obama an email or two with your membership application attached...on the high school level partner with other clubs by becoming a member and working together...have a PTA 1/2 price game and ask to be able to speak before the game or during half-time to promote PTA...

Promotion and marketing will help your PTA grow, do not forget to publicize your activities.

Have a great month!

Brigitte Lindstrom  
SJPTA Council President

## St. Joseph PTA Council Request/confirmation Form For Button Machine

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_ Telephone # Home \_\_\_\_\_

Organization \_\_\_\_\_ Work \_\_\_\_\_

Project or function \_\_\_\_\_ Email \_\_\_\_\_

Date & Time Requested \_\_\_\_\_

Number of Components Needed \_\_\_\_\_ Send request to:  
(Plastic Cover, Shell, Pin Back=1 Component) Jena Kirschner  
10489 SE State Rt. A  
St. Joseph, MO 64507  
816-244-1687

Signature \_\_\_\_\_

Title \_\_\_\_\_

[jena.kirschner@sjsd.k12.mo.us](mailto:jena.kirschner@sjsd.k12.mo.us)  
Or at TMC 816-671-4390

Send Bill To:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Make Checks Payable to:**  
**ST. JOSEPH PTA COUNCIL**

For Council Use Only

Button Machine reserved for \_\_\_\_\_ Check out date \_\_\_\_\_  
Date \_\_\_\_\_ Signature \_\_\_\_\_  
Confirmation Sent \_\_\_\_\_ Check in date \_\_\_\_\_  
Signature \_\_\_\_\_

Number of Components Issued \_\_\_\_\_  
Number Returned \_\_\_\_\_ Date \_\_\_\_\_  
Number Used \_\_\_\_\_ @ \_\_\_\_\_ Total Due \_\_\_\_\_

Confirmation  
Your Request for the Button Machine is confirmed for \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

Clarence J. Carpenter Memorial Fund Board  
Treasurer's Report  
Sept. 17, 2012

Beginning Balance July 1, 2012	\$1,430.95
Total Deposits/July & August:	\$1,000.18
Interest for July	\$0.08
Interest for August	\$0.10
Hofheimer trust donation	\$1,000.00
Total Disbursements/July & August	\$2,431.13
	\$0.00

Balance on hand as of September 1, 2012      \$2,431.13

Bank Midwest Money Market Acct.	
Beginning Balance July 1, 2012	\$15,439.10
Interest for July	\$1.90
Interest for August	\$1.97
Money Market Ending Balance	\$15,442.97

Total Balance as of Sept. 1, 2012      \$17,874.10

Thank you for all of your continued support of the Clarence J Carpenter  
Memorial Fund Board. You donations allow us to continue  
to help those students in need.

If you have not yet made your donation you can mail them to  
Lori Prussman, Treasurer  
2504 Ashland Ave.  
St. Joseph, MO 64506

**Council Clippings Article Assignments for December 2012**  
**Articles are due November 10, 2012**

❖ <i>Presidents Report</i>	❖ <i>Character &amp; Spiritual</i>
❖ <i>Regional Director article</i>	❖ <i>American Education Week Report</i>
❖ <i>Founders Day</i>	❖ <i>Legislation</i>
❖ <i>Bylaws</i>	❖ <i>Salute to Schools</i>
❖ <i>Spelling Bee</i>	❖ <i>Parent Involvement</i>

**All articles must be emailed to Lori Prussman at**  
**[aokmom@hotmail.com](mailto:aokmom@hotmail.com), subject: CLIPPING ARTICLE .**  
**Thank you for getting your articles to me in a timely manner.**

After serving children for almost twenty years, Lori Prussman was honored with the Women of Excellence Award for Volunteerism from the YWCA St. Joseph.

Lori's volunteer leadership work has included one-to-one work with students, parents, teachers and the community. She has been a mentor to many, and put many long hours into training future leaders of St. Joseph. Her other leadership roles include St. Joseph PTA Council, a co-chair for the Community PACT Committee, and most currently the State PTA Board of Managers.

Lori's volunteer career began when her daughter entered school at Hyde Elementary. The knowledge she gained while working at Hyde with the children, gave her a passion for children across the community. That passion has carried on and given her the ambition to lead the PTA Council as President two times.

Lori, congratulations on your award!

St. Joseph PTA Council

## Family Engagement

Submitted by: Charisse Giseburt

The following excerpts are from an article published in *Educational Leadership*, May 2011, Volume 68 by Larry Ferlazzo titled "Involvement or Engagement?"

### What's the Difference?

To create the kinds of school-family partnerships that raise student achievement, improve local communities, and increase public support, we need to understand the difference between family *involvement* and family *engagement*. One of the dictionary definitions of *involve* is "to enfold or envelope," whereas one of the meanings of *engage* is "to come together and interlock." Thus, involvement implies *doing to*; in contrast, engagement implies *doing with*.

A school striving for family involvement often leads with its mouth—identifying projects, needs, and goals and then telling parents how they can contribute. A school striving for parent engagement, on the other hand, tends to lead with its ears—listening to what parents think, dream, and worry about. The goal of family engagement is not to serve clients but to gain partners.

It's not that family involvement is bad. Almost all the research says that any kind of increased parent interest and support of students can help. But almost all the research also says that family engagement can produce even better results—for students, for families, for schools, and for their communities (Ferlazzo & Hammond, 2009).

### Expanded Possibilities

Consider the methods your school uses to invite parents to participate. Invitations for parent involvement often come through one-way forms of communication—notes home, automated phone calls, or requests for assistance for a particular project. In fact, the dictionary's first definition for *communication* is "an act or instance of transmitting." Invitations for parent engagement, on the other hand, tend to come as a result of *conversation*, a word whose Latin root means "to keep company with; to live with."

Family involvement and engagement are not mutually exclusive; most schools pursue both. But when you think about your school's efforts, you'll probably see a clear direction. Does your school tend toward *doing to* or *doing with* families? Does the staff do more talking or more listening? Is the emphasis on one-way communication or on two-way conversation? Is your school's vision of its community confined to the school grounds, or does this vision encompass the entire neighborhood?

Some people see power as a finite pie: If you get more, that means I have less. The vision of family engagement described here, however, views power in a different way. As families move from being school clients or volunteers to being leaders in education improvement efforts, they gain more power. As a result, the whole pie gets bigger, and more possibilities are created.

Schools can help create those expanded possibilities.



Have you heard about this great FREE program – NFL PLAY 60?  
Information can be found on their website: [www.nflrush.com/play60/](http://www.nflrush.com/play60/)

### WHAT IS NFL PLAY 60?

NFL Play 60 is the NFL Football League's campaign to encourage kids to be active for at least 60 minutes each day in order to help reverse the trend of childhood obesity.

There are many ways you can join the PLAY 60 movement. You can get involved through school programs, contests and community events.

### 1. How Can I Get My School & My Children Involved With NFL PLAY 60?

The two in-school programs in conjunction with NFL PLAY 60 are the **PLAY 60 Challenge** and **Fuel Up to Play 60**.

The easiest way to join the PLAY 60 movement is to encourage your students to get at least 60 minutes of physical activity every day. For tips, instructional videos and more, visit [www.NFLRUSH.com/PLAY60](http://www.NFLRUSH.com/PLAY60).

The NFL partnered with the American Heart Association to offer the **PLAY 60 Challenge**. The materials for this six week activity challenge are available online at: [www.heart.org/nflplay60challenge](http://www.heart.org/nflplay60challenge)

In conjunction with National Dairy Council, the NFL also encourages schools to sign up for the **Fuel Up to Play 60** program. You can learn more about getting your school involved at: [www.futp60.com](http://www.futp60.com).

You could also hold a local **NFL Punt, Pass and Kick (PP&K)** competition at your school for any kids ages 6-15. PP&K is the NFL's oldest grassroots program and has touched millions of kids around the country. For more information, visit [www.nflppk.com](http://www.nflppk.com).

Another option is to start an **NFL FLAG** league at your school. Kids ages 5-17 can participate and the NFL in partnership with USA Football holds regional and national competitions for three divisions: co-ed 9-11, boy 12-14 and girls 12-14. For more information, visit [www.nflflag.com](http://www.nflflag.com).

Be sure to also keep an eye out for our various NFL PLAY 60 grant opportunities that are available throughout the school year. Information will be posted on [www.NFLRUSH.com/PLAY60](http://www.NFLRUSH.com/PLAY60) when these opportunities are available.

**Let's work together to get our children healthier! Healthier children are happier children and do better in school!**

Submitted by: Lisa Little, Health, Wellness & Safety Chairman

## Reflections

Hopefully, you have all kicked off your Reflections Program!!

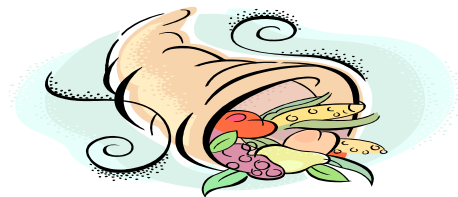
Several units have contacted Council regarding log in issues, deadlines, and entry questions. I recently attended the 100 Year MO PTA State Convention in Kansas City, Mo. and found the answers we were ALL looking for...

1. To register your school, you must enter a password. This password must be typed and spaced like this exactly: The Magic Of A Moment.
2. A child may enter as many categories as many times as he/she wishes, NO LIMITS.
3. All artwork will still be physically sent in to State. Missouri PTA has not yet completely converted to the all online process at this time. This means the page in the Reflections Toolkit saying you must enter them on a DVD in certain formats is not yet valid for our state. The artwork will need to be prepared and packaged as it has been in the past.

Hoping this information is helpful and please contact me if you have any questions or concerns.

ALL ENTRIES are due in the Fine Arts Coordinators room (9) at WEBSTER LEARNING CENTER office by 4:00pm December 18th.

Submitted by Tara Shryock, Reflections chair



## Membership Notes

Now is the time to double check the amounts you have deposited and paid to MO PTA for memberships.

\*Look at each deposit that includes membership-Check that the amount deposited divided by membership dues fee equals the number of memberships sold. Example-\$400 deposited/\$5.00 per membership=80 memberships sold

\*If your deposit includes business memberships, they will need to be figured separately at the rate your unit charges. Example-\$500 deposited/\$6.00 per membership=80 individual and \$20.00 for 2 business membership each \$10.00.

\*Figure the breakdown of membership to State/National & Local portion of each deposit. Note this on each deposit voucher. Example-80 memberships x State/National part \$4.25=\$340.00 80 memberships X Local part of membership (.75 if you charge \$5.00, 1.75 if you charge \$6.00)=\$60.00 or \$140.00 income to your unit.

Add the State/National portion of all membership deposit. This should equal the amount that you sent to MO PTA for memberships.

These numbers are so very important and should be checked for accuracy.

Submitted by Shelly Baker, Council Treasurer

---

**"It is not always the same thing to be a good man and a good citizen."-Aristotle**

Submitted by Jacy Atkins

## To attend or not to attend, that is the question

Thanks to the St Joseph PTA Council, I was given the opportunity to attend the 97<sup>th</sup> Annual MO State PTA Convention in Kansas City MO. Friday evening started off with registration followed by the first of 5 workshops (various ones to choose from at the time of registration). Since I am a Treasurer for TMS, I knew this workshop would give me guidance while I fulfill the second part of my term. After the workshop, we were blessed to have the National PTA President, Betsy Launder, welcome us during All-Conference workshop. As this was my first time attending the convention, I wasn't sure what to expect. However, thanks to the MO PTA Board of Managers (equivalent to what we would consider our exec board) they made this first timer, as we are affectionately known as, feel welcomed and appreciated.

Saturday, I started the day off with a First Timers breakfast with Immediate-Past President Wendy Jackson. While we ate, she went over what we could expect for the rest of the convention and answered any questions we had. Following breakfast, I attended the second workshop. Due to the presenter failing to show up, Donna Petiford lived up to her duties as current president and stepped in and presented an entirely different workshop. Using the slides from the Legislation and Advocacy workshop that would be presented on Sunday by someone else, Donna was able to glide right through this presentation since Advocacy for Children is her passion. Due to the fact I consider myself on the quiet side; this is not a workshop that I probably would have ever chosen to attend. But thanks to Donna's passion, I came away from the workshop with a better understanding of how things are done from the National level all the way to our local level. Once this workshop was over, we gathered for General Meeting A, followed by lunch and then an afternoon of networking with everyone from the Board of Managers, Council Presidents and vendors. Then once again, we had another workshop. I chose one on bullying, as my daughter had been bullied a couple years ago at the bus stop. This workshop was probably the best one that I attend the whole weekend. Part of Dr Glenn Berry's workshop focused on the "Ten Elements of Best Practices in Bullying Prevention & Intervention", in which he laid out a 10 step process to reduce bullying. Will this plan happen overnight or over the course of a year?? NO, it is a continuous plan that needs to be followed year after year!! Although I know the school district has a plan in place, I would be curious to see the results of a student survey about bullying—do they know someone being bullied, have/are they being bullied, etc. And finally, we wrapped up the evening with our 100<sup>th</sup> year dinner celebration, which included everything from a fashion show, accomplishments of past presidents, video presentation and of course BIRTHDAY CAKE!!! Oh, don't forget the dance afterwards; all though I didn't stick around for that, I'm pretty sure the PTA was making more noise than the wedding reception across the hall.

Sunday, I started the day with the next workshop (#4 for those keeping track). This was part 2 of the Treasurers workshop which included a discussion on AIM insurance and taxes. Jacqui Allen, an AIM insurance rep, discussed the various insurances they offer and why they might be important to us. She also explained the reason for using a gift letter when giving money to the school. This could include anything from playground equipment to money for field trips. Did you know about the last one?? Me either!! You can bet next week I'm going to use AIM's gift letter and give it to my school. Following the workshop, we had General Meeting B, followed by lunch and lastly the fifth and final workshop for the weekend. This final workshop was on building your own website.

So, if you are still reading this, then you must actually find it somewhat interesting. Brigitte Lindstrom and Lori Prussman asked that I write an article for clippings on my experience at convention. Well, actually I think they said a small paragraph. As you can tell, its several paragraphs long, but when I started writing I wasn't really sure what they were really looking for. So I thought to myself, what prevents other schools from attending (besides the obvious—money and time)? I would guess they don't really know what to expect so they just don't go. So, it is my sincere hope that you have a better understanding of what happens at convention. If you have any questions about what I wrote in this article feel free to contact me. I will do my best to answer any questions you have regarding the workshops I attended or just about the convention in general. While this was a 3 daylong event, if you are still hesitant consider attending a regional or leadership conference first to get your feet wet. These are usually a Sat only or maybe a Fri night/Sat morning event. Although, I think you will truly enjoy attending Convention and it is an experience like no other. So mark your calendars now for the 2013 State Convention in Springfield MO on Oct 18-20<sup>th</sup>.

Submitted by Lisa Holmes; 2<sup>nd</sup> VP, St Joseph PTA



## Our Children Magazine Goes Digital

### National PTA's flagship magazine expands readership with free digital editions

**ALEXANDRIA, VA. (August 28, 2012)** –Until this week, readers of *Our Children* have been local, state and national PTA leaders who receive a printed magazine and have to make copies of articles they want to share with others. All that has changed with the [first issue of Our Children for the 2012-2013 school year, now available online](#). "For more than 100 years *Our Children* has been an important benefit for PTA leaders working on behalf of families, students and their schools," said Marilyn Ferdinand, Editor-in-Chief of *Our Children Magazine*. "We are extremely pleased to provide the same practical information to *any* parent, educator or interested community member who has access to the internet. The digital *Our Children* is an example of how today's PTA is empowering parents and families to accomplish great things for all children." Every issue as it appears in print is available in a digital edition at an open-access location: [www.PTA.org/pta\\_magazine.asp](http://www.PTA.org/pta_magazine.asp). The digital version will include all the same content as the print version and will feature some extras, including:

- Extra content, videos and audio;
- Easy-to-navigate page arrows and a table of contents with live links to each article;
- Social media sharing capabilities; and
- Live URL and e-mail links that, take readers to additional content.

The first digital *Our Children*—our popular Back-to-PTA Handbook of the great resources available from National PTA –includes a video of author Wes Moore, a dynamic speaker who electrified attendees in June at the 116<sup>th</sup> Annual National PTA Convention and Exhibition in San Jose, California. Upcoming issues of *Our Children* will focus on fundraising, technology in education, education reform and teacher appreciation.

[www.pta.org](http://www.pta.org)



## **NPTA -Parent Guide on the Common Core State Standards . Posted in National News**

National PTA Releases Parent Guides on the Common Core State Standards for English, Math Grades K-12 Guides Help Parents Better Understand Common Core Implementation Process

The National Parent Teacher Association (PTA) announced that they are releasing guides on the Common Core State Standards for parents.

The Parents' Guide to Student Success will empower parents to work with state and district leaders to ensure that the Common Core State Standards are implemented effectively in schools across the country.

Now that more than 40 states have adopted the Standards, at least 86 percent of students across the country will be taught to the new standards in the coming years. National PTA is releasing one guide for each grade, K-8, and two guides for high school in English language arts and mathematics. There are a total of 11 guides.

National PTA has supported the Common Core State Standards Initiative since 2009. Created by teachers, parents, education experts, and others from across the country, the Standards provide clear, consistent expectations for what students should be learning at each grade in order to be prepared for college and career.

"As the Standards are implemented within the next few years throughout the country, a key part of the work will be to help parents talk about and understand how the Standards can be used to improve their children's chances for success. These Guides will help parents do just that," said National PTA President, Charles J. "Chuck" Saylor.

PTA leaders will play a pivotal role in working with state and district education leaders as they create plans to implement the Standards. Tens of thousands of local PTAs nationwide are receiving the Guides this week to encourage parent leaders to have conversations about how PTA can partner with education leaders on the implementation of the Standards.

The Guides include four key components:

- Key items that children should be learning in English and math in each grade;
- Activities that parents can do at home to support their child's learning;
- Ways parents can build stronger relationships with their child's teacher; and
- Tips for planning for college and career (high school guides only).

The Guides are available in English and Spanish online at [PTA.org/parentsguide](http://PTA.org/parentsguide).

"By providing these one-of-a-kind guides to families, we're fulfilling the legacy of PTA. We're empowering parents to stay ahead of the curve and take action for their children's success," said Saylor.

Since December 2009, National PTA has educated and trained parents about the Common Core State Standards in eight states: Florida; Georgia; Minnesota; Mississippi; New Jersey; North Carolina; Ohio; and Washington. National PTA plans to engage additional states and select school districts as this work moves forward.

## **10 Things Schools/Teachers Wish Parents Would Do**

1. Establish a daily family routine, including healthy eating and sleeping habits.
2. Build their child's self-esteem by expressing interest in the child's schoolwork and affirming the child's worth through positive messages.
3. Communicate openly with the school and contact the school when they are aware of issues concerning their child's school success.
4. Set high and realistic standards for their child.
5. Check on homework regularly and ask questions about their child's work.
6. Read or talk with their child. Connect everyday experiences to what is being learned in school.
7. Express high but realistic expectations for their child.
8. Use community learning opportunities. Expose their child to the library, museums, the theater, concerts, etc. Encourage their child to join clubs, scouts, after-school sports or fine arts, and other community programs.
9. Monitor out-of-school activities and set expectations for appropriate behavior.
10. Model learning at home by playing games, reading newspapers or magazines, and discussing current events.



## Convention Experiences...

- Motivation
- Education
- Rich History
- Appreciation of Leaders
- Networking
- Skill Building
- Strengthening Relationships with Council
- Friends...building relationships with new friends
- Bigger Picture of PTA
- Understanding the Future Vision
- Pride in my Council

These are just some of the words that come to mind when I reflect back on my Convention experience. It was a great experience to really see the larger part of PTA; the State and National picture as well as being able to talk with other Units and Councils in Missouri. I would encourage each and every one of you to attend a leadership opportunity with PTA. I was able to see our very own Council members receive honors from MO PTA just for caring about children.

Everyone at the Convention had a common bond...they all cared about children, their children, my children, and children they will never meet. This makes me wonder what to do from here. We have all been to trainings, and we leave and then think "So Now What". I challenge all of us to think about what our legacy to MO PTA is into the next 100 years? Is it membership, motivation, and growth? Is it further appreciation of our local leaders? Is it building skills, and being a local leader? Is it merely seeing the bigger picture and encouraging others to become leaders? What is YOUR legacy?

Submitted by Nici Hayes, Membership Coordinator



## Regional Director's Report

Wow, what a convention!!! Thank you all who took the time out of your busy schedule and attended our State PTA convention. It was wonderful visiting with not only all the people from St. Joe, but also visiting with others from across the state. Convention is a really busy time, but also a lot of fun for those attending.

The celebration on Saturday night was wonderful. It was awesome to see so many past State Presidents. Some I had not seen in a very long time. We have such a rich history. I was glad that we got to celebrate it.

We had many wonderful workshops that helped give valuable information to those attending so they could go back and share their new knowledge with their units.

It was a special treat to have our National PTA president attend and also do several workshops and presentations. Betsy was very inspirational!

Well enough about convention. I want to take a few minutes to talk to you about nominating committee. I know you are thinking, what it's only November why are we even thinking about nominating officers for next year now!

Please check your bylaws for details about your nominating committee. It will be in Article VII: Officers, section 8. Nominating committee must be elected by the general assembly. They must start meeting as a committee and put together the list of potential officers.

First, you must know what positions are available. Do you have anyone who is termed out in their position? Are they willing to continue in another role? Please don't just shuffle officers and never add anyone new. We must always be bringing in new people who may have a fresh perspective.

Come prepared. If you know someone that would be interested and would be a great candidate have their contact information ready so they can be easily called.

It is best to be completely honest with potential candidates. They need to know what the office duties are and what would be expected of them. No one likes to be surprised to find out there is more to the position than what they were told. A good leader will see strengths and weakness of each person and try and put people in a position that suits them. Place people in a position that they would enjoy. A happy volunteer is more likely to be active. We want everyone to be successful!!!

Once the committee has filled the positions and come up with a slate of officers they must be presented to the general assembly. They must set out for a period of time (check your bylaws for that time frame) and then you will need to hold your election in March. Each year we must report our election results to the State PTA by March 31<sup>st</sup> to remain in good standings with MO PTA.

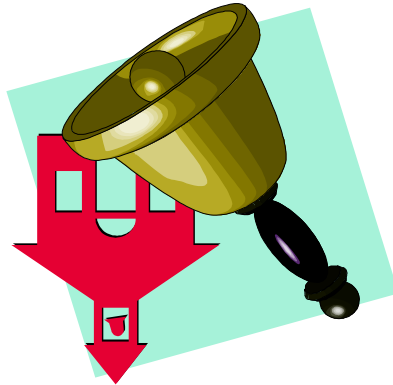
Please note that we are only filling the elected positions. Chairman are appointed by the new executive board.

I wish you continued success!!!

Lori Prussman  
Pony Express Regional Director

NOTICE FOR PARENTS

## SIGNATURE REQUIRED



US PERSONS WILL SIGN

St. Joseph PTA Council  
PO Box 8716  
St. Joseph, MO 64508

