



Welcome back! School is back in session, officers are meeting to generate new ideas and goals for the year, and children are beginning the process of a new year to meet their fullest potential. The new school year is a great new beginning to go out to build your membership, participate in PTA programs, and hit the ground running for your PTA!

We all used the summer months to reenergize ourselves to begin the new year with a huge bang. Already this year, several PTAs have requested additional membership cards, we have trained over 100 PTA leaders throughout the state, and unveiled a new program for West Virginia. And all of this happened in three weeks!

With the great momentum that we have started, we can continue with enthusiasm to build our membership and every PTA can participate by increasing membership. This year, West Virginia PTA is investing in all of our local units through the 2014-2015 Membership Incentive Campaign. Through building your membership there are two possibilities for your PTA to be recognized and receive cash awards. The first is to have the largest increase of the percentage of member over last year within your region. West Virginia PTA will be honoring the PTA in every region with the greatest percentage in membership growth.

Secondly, West Virginia PTA will be awarding the largest PTA in West Virginia with a \$200 cash prize and the *new* West Virginia PTA Traveling Membership Trophy. I have heard from PTAs in Parkersburg, Martinsburg, Wellsburg, and Charleston that want to win this great new award! The challenge has started!


As you build your membership, remember the following two items: First, ask *everyone* to join your PTA, including parents, grandparents, aunts, uncles, community members, and anyone you can think that will support your PTA. The first step is simple: *just ask!* Anyone can join PTA...not just those with children at your school. Finally, take the step and ask last year's members to *renew* their PTA membership for this year! By asking your membership to recommit their support of your school, PTA, and community, your membership will grow and flourish!

As you prepare for the new year and look for new programs to begin, be sure to look within PTA for the programs that are offered at the state and national levels. Reflections, PTA's signature arts enrichment program, is a great way to include the arts in the lives of children and within the classroom. Students can participate in the program through visual arts, music composition, dance choreography, literature, photography, and film production. Think of great ways to infuse these categories to meet the content standards that our teachers are required to meet.

Additionally, I am very proud to announce that West Virginia PTA has released our newest program, Student Recipe Challenge. This year, West Virginia PTA will be rolling out our healthy lifestyles program that will honor students that participate by submitting their unique recipe for this program. More information will be coming out soon!

As we begin a new year, let us look at our goals and continue to build our membership, our leadership, and our future! Have a great year!

All the best,


Justin Raber
President

West Virginia
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Join PTA members from around
West Virginia for the

92nd Annual West Virginia PTA Convention

April 17-18, 2015 • Parkersburg



Leadership Development • Business • Awards
Networking • Vendors • and more!

For more information: www.westvirginiapta.org/convention



New PTA Store!

Purchase PTA items at our *new* store!

West Virginia PTA now offers a great new store for you to purchase PTA branded items! Through the store, you can also purchase custom items for your PTA/PTSA. Shop today! Visit the new PTA Store!

Membership Growth is Key! Strive to win the 2014-15 Membership Awards!

The 2014-2015 Membership Incentive Campaign is going strong! Today is a great day to continue growing your membership through asking new parents, teachers, administrators, and community members to support your PTA by joining. Don't forget to ask last year's members to renew their membership this year!

Through your hard work, you will be recognized at the 2015 West Virginia PTA Convention for membership growth!

[To learn more, go to www.westvirginiapta.org/campaign](http://www.westvirginiapta.org/campaign)

Share your news with us!

Publicize your PTA in the West Virginia PTA Bulletin

Did you know that you can submit articles to the West Virginia PTA Bulletin? We want to hear from you and the great work your PTA is doing. Did you increase your membership or have a great fundraiser? We want to hear about your success! You can submit your articles to the West Virginia PTA Bulletin at any time! Please share today!

[Email: bulletin@westvirginiapta.org](mailto:bulletin@westvirginiapta.org)

School happenings!!!



Fairplains Elementary School PTA is Growing! We have 79 members through many back to school activities, including our first week of school, and Open House/Ice Cream Social! I believe this is the 1st time we had 79 members in 1 week's time.

The fantastic staff and families at our school had a wonderful kick off week with many wonderful "WOW" happenings; from the first day Jungle theme to Saturday's Ice Cream Social, including the book fair - and Candyland in the gym!.

As a parent and a PTA officer of Fairplains Elementary - these things were AWESOME for our kids!

Submitted by Amanda Davis

Mill Creek Intermediate PTA in Bunker Hill sponsored the 3rd Annual P.I.E. (Parents in Education) Contest on Thursday, September 11, 2014.

In promoting the importance of family engagement not only in the school, but also in the home as well, the PTA has sponsored this pie baking contest to encourage families to spend an evening together in the kitchen making a homemade creation for the competition. This year, the PTA opened the contest to Homemade Pies and Cookies! To judge the entries, it was a "penny a vote", and the entry with the most votes wins with all money raised to support PTA activities for the school year. Thirty (30) students and even a teacher participated in the event this year and over 60 people turned out to taste and vote for their favorite. Parents of these students were all smiles and were so proud of what the children had done. Also, students from Musselman High school volunteered to help serve these tasty creations. Congratulations to Kristina Sloan who received 1st place winner in the teacher division. Student division winners were: 3rd place: Trevor Kirsch, 2nd place: Alexie Griffith, and the 1st place winner was Ellie Sloan. Congratulations to all the students for doing such a great job. Mill Creek Intermediate PTA is so proud of you!



Pictured from left to right: Trevor Kirsch, Alexie Griffith, Ellie Sloan and Kristina Sloan.

Two West Virginia Schools Receive the 2014-2016 National PTA Schools of Excellence

CHARLESTON, W.Va. — The West Virginia Board of Education (WVBE) on Wednesday honored two West Virginia Schools for being recognized by the National Parent Teacher Association (PTA) as National PTA Schools of Excellence for 2014-2016. Lubeck Elementary PTA from Wood County and Johnson Elementary PTA from Harrison County were among 170 schools across the nation to receive the designation based on their achievements in building strong family-school partnerships.



From L to R – Justin Raber, West Virginia PTA President; Gayle Manchin, WVBE President; Rose Rosanna, Johnson Elementary PTA President; Vicki Huffman, Johnson Elementary Principal; Seanna Pugh, Johnson Elementary PTA Vice President; Jennifer Bell, Johnson Elementary PTA Treasurer

“The efforts of these schools to engage and involve families are making a substantial, positive impact on student success and well-being, and we are pleased to recognize their hard work and achievements with the National PTA School of Excellence designation,” said Otha Thornton, president of National PTA. “As a new school year gets underway, it is an important time for schools nationwide to commit to partnering with families to ensure students have the support they need to succeed throughout the year.”

Research shows that when families and schools work together, student achievement increases, schools improve and communities grow stronger. Being recognized with the National PTA School of Excellence designation demonstrates the schools’ leadership nationwide and their commitment to partnering with families to support student success and continuous school improvement.

“Lubeck Elementary PTA and Johnson Elementary PTA are true examples of what can be accomplished when schools and families work together to address barriers and open up new ways for families to support student success,” said WVBE President Gayle Manchin. “The National PTA School of Excellence awarded these West Virginia schools for achieving a high level of engagement and making substantial improvements.”

Two West Virginia Schools Receive the 2014-2016 National PTA Schools of Excellence Con't



From L to R – Justin Raber, West Virginia PTA President; Tracy Fling, Lubeck Elementary PTA President; Gayle Manchin, WVBE President

“Our two schools honored as PTA Schools of Excellence meet the highest standards for family-school partnerships which ultimately bring higher standards to the school and community to ensure that every child can meet their fullest potential,” added WV PTA President Justin Raber.

The National PTA is comprised of millions of families, students, teachers, administrators, and business and community leaders devoted to the educational success of children and the promotion of parent involvement in schools. PTA is a registered nonprofit association that prides itself on being a powerful voice for all children, a relevant resource for families and communities and a strong advocate for public education. Membership in PTA is open to anyone who wants to be involved and make a difference for the education, health, and welfare of children and youth.

For more information, contact Liza Cordeiro in the Office of Communication at (304) 558-2699.



MEET YOUR BOARD OF MANAGERS

Every edition of the bulletin will highlight members of the West Virginia PTA Board of Managers for your information and to get to know this years Board officers



Justin Raber currently serves as the West Virginia PTA President. He brings a number of years of experience to the West Virginia PTA governance through his work with PTA and various other organizations. Prior to becoming President, Justin served PTA in a number of positions, at the council, state and national levels. Nationally, Justin has served as an At-Large member of the National Council of States, as a member of the Committee on Diversity for two terms, and has presented at a number of National PTA Conventions. Additionally, Justin has previously served on the Wood County Council PTA Executive Committee and the West Virginia PTA Board of Managers as youth member, membership chair, and president-elect. Justin has chaired the West Virginia PTA membership/extension committee, awards committee, and the strategic planning committee.

In 2013, Justin was appointed by Governor Tomblin to be a member of the Appalachian Regional Comprehensive Council Advisory Board for a five year term. Additionally, he has served on the West Virginia Teacher of the Year selection committee, West Virginia Service Personnel of the Year selection committee, a member of the Re-Imagining Instruction Time committee, 21st Century Community Learning Center's Advisory Board and grant review committee, Local School Improvement Policy committee, and the County Board Member Training Standards Review committee, and several other state-wide committees. Justin served as the 2014 Virginia PTA Annual Conference Parliamentarian.

In addition to PTA, Justin attends the West Virginia University College of Law, working towards completing his *Juris Doctor* degree in 2015. He currently is a member of the Entrepreneurial and Innovation Law Clinic where is practicing as a student attorney under Rule 10. Within the Clinic, Justin is able work with guiding clients through the process of patent and trademark filings, establishment of new business ententes, and working with tax-exempt organizations to obtain exempt status.

Additionally, Justin is the Director of Operations/Associate at Carr Law Offices, PLLC, located in Parkersburg. Justin holds a degree from West Virginia Wesleyan College in Communication Studies and Political Science. Justin is also active within the Parkersburg community as a member of the Stout Memorial United Methodist Church, a past annual telethon member for the Wood County Society, and has presented at the Eastern Communication Association convention.

Justin holds a West Virginia PTA Honorary Life Membership and was awarded the 2013 National PTA Shirley Igo Advocate of the Year Award.



Janelle Sperry currently serves as the West Virginia PTA Vice President. She has been extremely involved in her community and has been a PTA member for 8 years. She has served on the West Virginia PTA Board of Managers for 3 years and has chaired the Scholarship Committee, Bylaws Committee, and has served as Co-Convention Chair. She has assisted with the PTA

Reflections program and coordinated workshops for its Special Artist's Division. Janelle attended the 2012 National Legislative Conference to gain support for the Family Engagement in Education Act, attended the 2013 National PTA Convention, and recently presented workshops on the importance of family engagement for school administrators.

On the local level, Janelle secured over \$34,000 in grants for her local elementary school. With her supervision and volunteer efforts, an outdoor educational science center was built, the school received a library makeover, and the outdoor track and basketball court were blacktopped.

She has served as the Technical Director for the Berkeley County Schools Scholarship Program for 23 years raising over \$150,000 in college scholarships for graduating seniors. She has served on the R. S. Dispanet Scholarship Committee for 13 years, and is the Historian for the Morgan Historical Cabin Committee. Janelle currently serves as the Vice President of the Musselman Middle School PTSA and Vice President of Berkeley County Council PTA. Previously, she served as President and Secretary of Bunker Hill Elementary and President of Mill Creek Intermediate Schools. She has also volunteered with the South Berkeley Youth League, Salvation Army, Red Cross, Children's Home Society, and Special Olympics.

In addition to her involvement in PTA, Janelle is a branch partner and mortgage specialist with Alcovia Mortgage and has been in the mortgage industry for 20 years. Even though she has a business background, including a Bachelor of Science Degree in Accounting from Shepherd University, her passion is working with children. She has received numerous awards for her PTA involvement including Berkeley County Schools Outstanding Volunteer of the Month, Berkeley County Council Presidential Leadership Award, Bunker Hill Elementary School Outstanding Parent Award, WV PTA Eastern Region Star Volunteer Award, and a West Virginia PTA Honorary Life Membership.

In 2012, Janelle was named a White House Champion of Change and was honored at the White House for her dedication to children and PTA. You can also view her White House Blog here:

<http://www.whitehouse.gov/blog/2012/08/09/parental-involvement-schools-key-our-childrens-success>

Janelle resides in Bunker Hill, West Virginia with her husband, Will, and daughter, Elizabeth.



National PTA and Schwan's Home Service Unite to Empower PTAs With Online Fundraising Network

Discount through Schwan's Cares™ Fundraising Network offered to PTA members

ALEXANDRIA, Va. (May 6, 2014) — With a shared commitment to giving back and making a difference, National PTA® and Schwan's Home Service, Inc., through its [Schwan's Cares™](#) Fundraising Network, have joined forces to offer a new fundraising opportunity for PTAs across the country. To celebrate the parents and teachers working hard to positively impact families, schools and communities, Schwan's Home Service also is offering a special new-customer discount to individual PTA members.

"Across the country, PTAs are a powerful voice for children, a relevant resource for families and communities, and a strong advocate for public education," said Otha Thornton, president of National PTA. "We are pleased to join forces with Schwan's Home Service in using their *Schwan's Cares™* Fundraising Network to support PTAs in raising funds that help schools improve; communities grow and prosper; and make a difference for education, health and welfare of all children."

For more than 60 years, Schwan's Home Service has been delivering more than 350 high-quality frozen foods right to families' doors. In addition to making it easier for families to create delicious home-style meals, Schwan's Home Service, through the *Schwan's Cares™* Fundraising Network, helps schools, sports teams and other community groups raise funds via an online platform that allows consumers to donate money by simply ordering from [Schwans.com](#).

Through this partnership, Schwan's Home Service will:

- Contribute between 20 and 40 percent of each total purchase to the buyer's preferred local PTA for all purchases made through a PTA campaign on the *Schwan's Cares™* Fundraising Network. Additionally, after the initial campaign period, PTAs can earn 5 percent on purchases for up to one year.
- Coordinate the processing and fulfillment of all purchases made through a PTA campaign, delivering food orders directly to campaign supporters' homes.
- Offer PTA members a new-customer discount of \$5 off \$25 or \$10 off \$50 on their first *Schwan's®* purchase.
- Offer \$25 off \$75 on any PTA member's first purchase during the month of May.

"We are honored to be working with National PTA and to have the opportunity to bring seamless and hands-free fundraising to parents and teachers across the country," said Jason Von Bank, managing director of *Schwan's Cares™* Fundraising Network. "Together, we can raise awareness and money for great causes within PTA throughout the entire year."

For more information about the fundraising opportunities and discounts available to PTA members through Schwan's Home Service, visit PTA.org/benefits.

Reprinted from National PTA's Back to School Kit

Strategies to Promote PTA

How to Get Started

As membership chair, you should plan and promote events for parents, students, and the general community where you can showcase your school—as well as encourage attendees to join PTA or renew their membership.

When planning your promotion efforts, be sure to consider all of the following:

- Date of the event being promoted
- Your budget (funds to pay for advertisements, make copies, offer door prizes, etc.)
- Your audience (business leaders, parents of schoolchildren, students, etc.)—Who you want to involve affects how you deliver the message.
- Your goals—Measurable goals will help you determine if the event has been successful.
- Promotion activities—Include how you intend to let people know about the event or activity (marquee signs, fliers in the backpack express, posters in merchant windows, paid advertisements in a local newspaper, etc.).
- Evaluation—After the event, you should record final expenses, attendance, and whether the desired outcomes were reached (this measurement allows your PTA to see if the event should be duplicated or modified in years to come).

The Marketing Plan

A marketing plan includes the following components:

- Desired outcomes. Clearly define what should happen if the marketing plan is successful. Establish no more than five desired outcomes. All the desired outcomes should be measurable and should reflect your unit's goals for membership growth and retention.
- Strategies. Choose a target audience that your unit can reach, and clearly define the benefits of membership for the target audience. Then identify ways to reach the target audience, and show that the benefits of pursuing these members outweigh the costs.
- Action plan and budget. Lay out the project tasks and timelines, as well as the amount of money and volunteer time budgeted for each task.
- Measurement and evaluation. Define how success will be measured (e.g., the number of new male members) and establish a way to evaluate the outcomes (e.g., desired number of members recruited below/at/above budget).

Promotion Methods

It is very important to get the word out about your PTA and what a valuable group it is. The methods you use to promote PTA can be formal or informal; they can include phone calls, website banners, public service announcements (PSAs), e-newsletters, or social media. The most important part of your message is the invitation to join PTA.



EXPLORE the Arts!

PARTICIPATE in PTA Reflections

Theme: "The world would be a better place if..."

Reflect on the theme. Create an original work. Be recognized.

ART CATEGORIES:



Dance Choreography



Music Composition



Film Production



Photography



Literature



Visual Arts

Deadline for entries: February 1, 2015

For details, contact: Betty Straka, Special Committee Chair
reflectionsprogram@westvirginiapta.org

Start your Reflections Program today!



Join fathers, grandfathers, male teachers, mentors, and PTA MORE (Men Organized to Raise Engagement) Alliance experts at the **fatherhood networking event of the year!**

Featuring workshop sessions for today's fatherhood leaders, designed to:

- Provide resources to get men involved in your PTA, school, and community
- Provide ways to create diverse male engagement
- Create awareness of fathers' rights to help children be successful
- Create successful PTA male membership drives
- Build school programs to increase male engagement

2nd Annual

2014 National PTA[®] Male Engagement Conference

October 24 - 26, 2014 | Atlanta, Georgia
Embassy Suites Hotel | Atlanta Airport

• Expert-led sessions
• Multiple workshops

• 3 Days of networking
• Keynote speakers



Registration Information

Registration opens in **April 2014!**
Space is limited – Register Early.

Conference Registration: \$119
Special Hotel Room Rates: \$84 King per night (plus tax)
\$84 Double per night (plus tax)

To learn more and register for the conference, visit PTA.org/MEC2014.
For hotel reservations, contact **1-800-EMBASSY** (362-2779)
or 1-404-767-1988. **Group code: NPTA**

National PTA | Male Engagement Conference
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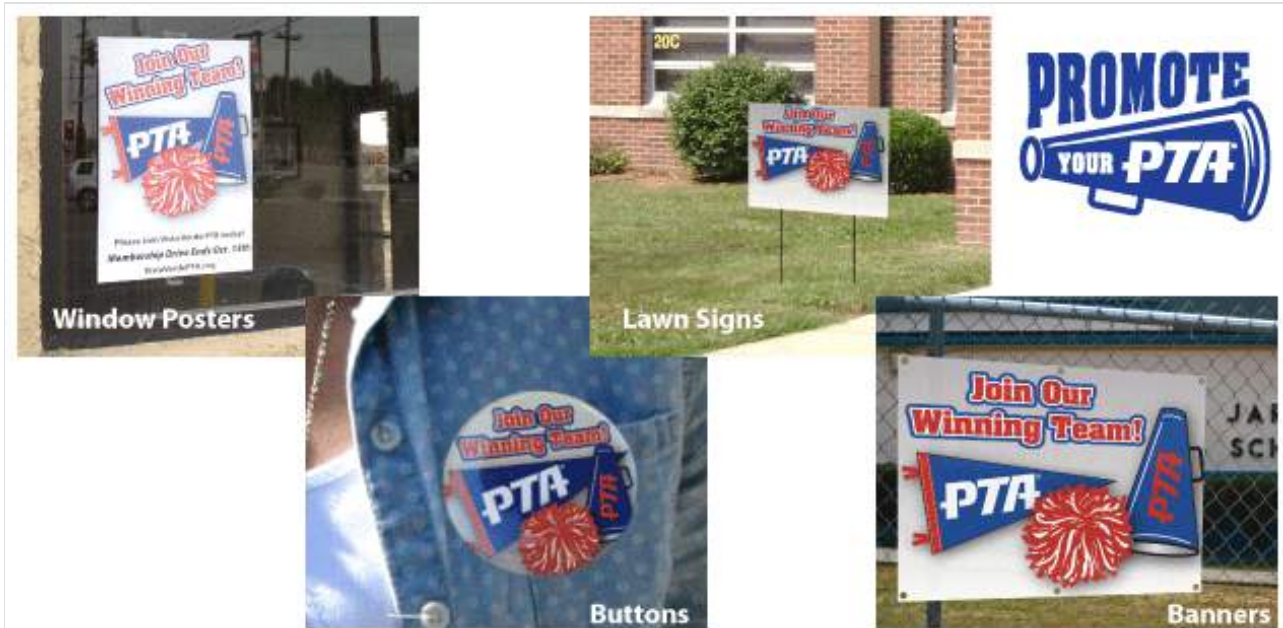


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West Virginia PTA Merchandise Store

www.shopPTA.com

Visit our store and see so much more!



Promote Your PTA (& PTSA) *With our coordinated marketing materials*

While the significance of a PTA has never been more important, it seems harder and harder to find new members. It used to be as simple as passing around a clipboard on the first day of school to gather all new volunteers needed. Today, however, a PTA or PTSA unit must be more savvy to acquire and maintain healthy membership totals.

We created the "Promote Your PTA" section of our eCommerce store with coordinated PTA marketing materials to help. When your PTA unit sets out to advertise for new members they can utilize professionally created posters, lawn signs, buttons and more.



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