

## **Friday Workshops April 7, 2017**

**Convention Orientation-** Is this your first time to convention? Looking for a refresher? Come learn how to make the most of your experience

Presenter: Carolyn McCarty Southern Region Director

### **Money Matters 101 (University Course)**

PTA Money Matters 101 covers all of the basic financial information needed to ensure a successful PTA experience including how to prepare a budget, conducting an audit, fundraising, managing money and bank accounts, electronic banking, treasurers' financial reports, accountability to members and the government and how to protect your 501©(3) tax exempt status

Presenter: Gayle Guzik, Illinois PTA Trainer, Doctoral Degree

### **PTA 101: Road to Success (University Course)**

This course is designed to give PTA leaders the keys they need to help their PTA be the best it can be. Useful tips on the PTA way are presented to better prepare you for your PTA journey

Presenter: Brenda Diehl, Illinois PTA Leadership Development Director

### **Kids and the Tech Trends of Today: Creating a Safe Digital Culture**

Technology is unavoidable. Our students depend on it for their education, social interactions and entertainment. As parents, we hope there will be a balance. How can our kids stay socially connected online but not overuse technology or engage in risky behaviors? Liz Repking is the founder of Cyber Safety Consulting and a parent of 3 (18, 15, and 12) with a finger on the pulse of parents' technology concerns. Repking will address the social media issues that affect students and examine how kids are interacting online. Participants will learn the positive and negative implications of technology and strategies for parents as well as working with students within the school environment. Join us and gain an understanding of the challenges of a hyper digital world.

Presenter: Liz Repking Founder of Cyber Safety Consulting

### **Making First Impressions That Last**

You only have one opportunity to make a first impression. In this workshop we will discuss the importance of making your own best first impression, putting the best face forward on behalf of your PTA, and how to help children make a great first impression. We will also discuss how to engage with others and share your story through the many resources available from National PTA.

Presenter: Joan Scovic, Illinois PTA Cultural Art Director

### **Working Together as Partners - Relationships Matter**

Have you ever been concerned about a school district policy/procedure that impacts your child or the operations of your school PTA (i.e. food/allergy policy, emergency response, etc.)? How do you go about partnering with the school district to learn more and to engage in the conversation? Learning to work together and forming trusting relationships between parents and educators supports student success. This session will focus on the importance of strong relationships between school/district staff and parents, including the PTAs. You will be provided strategies for making connections with district staff in order to create lasting and productive partnerships. It's all about relationships and supporting the education of every child. This session will include time for idea sharing among attendees.

Presenter: Erika Krehbiel, Chief Communications Officer Glen Ellyn School District 41

### **Advocacy 101: the Basics**

Participants will learn the basics of advocacy; the ways in which PTA advocates; and how they can be active in this role on the local level. Examples will be given for group evaluation.

Presenter: Lisa Garbaty, Illinois PTA Legislative Advocacy Director

### **History and Value of the PTA**

This workshop provides an overview of the History of the National PTA and the Illinois PTA. The rich history of the PTA is rarely known and it should be.

Presenter: Brenda Diehl, Illinois PTA Leadership Development Director

### **Parent Engagement and National PTA's School Of Excellence**

Learn how we took a struggling PTA and turned it around in one year. We were a school with no budget, low attendance, a huge language barrier with our Hispanic population, and a non-existent parent engagement. We accomplished major progress with our school – engaged the Hispanic population, worked on the road to success for School of Excellence award, tripled our membership, and had well attended meetings.

Presenter: Greg Hobbs and Kreitner PTA

### **What's Your Story? Bullying ... same story, same pranks, but different time.**

Our stories and experience make us who we are and each one of us has our own story. PJ story begins when she was a fourth grade student who was bullied which made her not want to go to school. She became hooked on reading, developed a passion for research and later became an educator and author. Her story led to the writing of the Belden Boy stories which integrate the six traits of good writing and are tied to the Common Core Standards. PJ will help you find your story.

Presenter: PJ Harte-Naus Author and Educator

### **Grant Writing 101**

Where to find grant opportunities, keys to writing grants, important things to look for in grant documents, etc.

Presenter: Carolyn McCarty Southern Region Director

### **Planning Your Year-round Membership Campaign**

Looking for ideas to breathe new life into your membership campaign? Want to see how you can bring new members into your PTA throughout the school year? Attend this workshop and learn how to plan a cohesive membership campaign; utilizing PTA and other resources, ways to involve your PTA board and staff, use of various media for outreach, marketing, networking, and idea sharing. We will also briefly touch on the benefits of membership: National and State including time for idea sharing for local unit membership benefit programs, events, and resources. PTA membership handouts/resources will also be available. Come join us!

Presenter: Julie Holdeman, Illinois PTA Membership and Marketing Director

### **Raising Healthy Teens in a Digital Age: Drug Abuse Prevention**

Teens have access to thousands of peer and media messages daily. They need social-emotional skills and scientific information they can trust to inform their decision making. Studies show that youth are more influenced by their families than any other source. You may not think they're listening, but they are.

Presenter: Robert Crown Center for Health

**Resolutions - from Issues to Solutions**

Participants will be walked through the process of creating a Resolution. Then they will break out into teams to create their own resolution based on materials provided.

Presenter: Lisa Garbaty, Illinois PTA Legislative Advocacy Director and Wendy Powers, Illinois PTA Resolutions Director

**SCREENAGERS- Documentary Screening**

Award-winning SCREENAGERS probes into the vulnerable corners of family life, including the director's own, and depicts messy struggles, over social media, video games, academics and internet addiction.

Through surprising insights from authors and brain scientists solutions emerge on how we can empower kids to best navigate the digital world.

# Saturday Workshops

## **Convention Orientation**

Is this your first time to convention? Looking for a refresher? Come learn how to make the most of your experience

Presenter: Carolyn McCarty Southern Region Director

## **Money Matters 201 (University Course)**

Pre-requisite for this course is Money Matters 101. This course will take you more in depth into some of the legal issues you may encounter as a 501 (c) (3) association, including an IRS audit, PTA as a contractor or employer, regulations surrounding games of chance (gaming fundraisers), corporate sponsorships, vendors, U.S. Postal regulations, copyrights, lobbying, school tax referenda, and more.

Presenter: Rich Guzik, Illinois PTA Trainer, Doctoral Degree

## **Presidents Course (University Course)**

The PTA President's Course is designed to help make president the easiest job in the PTA. The course provides the opportunity to obtain knowledge and skills that will help the PTA President to set an example and lead with confidence

Presenter: Brenda Diehl, Illinois PTA Leadership Development Director

## **Got Kids, Get Involved**

Understanding the vital role of parent involvement in your student's/child's life. Using your PTA involvement to empower your children to excel in and out of school. Building your child's foundation for a lifetime of success.

Presenter: Jerry Criss, Mr. Positive, Past Illinois PTA Board Member

## **Morning Motivation – Today You Inspired Me**

Everyone has a story to tell. Steve shares his story about his own life struggle including overcoming addiction which has led to his strengths. How his passion for his family, faith, sobriety, baseball, running, meeting people and helping people have made him an inspiration to those around him. And you too will walk away feeling inspired.

Presenter: Steve Lutz, Father, Marathon Runner and Life Coach

## **Tips and Tricks for PTA Communication and Publicity**

With our constantly changing digital landscape, there are more opportunities than ever to communicate and publicize news and information about your PTA. In this workshop we will cover everything from social media to websites to newsletters, and most ideas are free or very low cost! We will also discuss the amazing resources available from National PTA. This workshop is perfect for presidents, newsletter editors, corresponding secretaries, publicity chairs, and anyone else whose role involves PTA communication.

Presenter: Joan Scovic, Illinois PTA Cultural Arts Director

### **Engaging Parents and Families in Grassroots Advocacy**

This advanced advocacy workshop focuses on creating a larger grassroots network, utilizing social media and working with elected officials to work to achieve PTA's mission

Presenter: Shannon Sevier, National PTA Vice President Advocacy

### **Inside the Sausage Factory: Understanding How Springfield Works**

If you ask a lot of PTA members of a certain age how a bill becomes a law in Illinois, they'll recall the old Schoolhouse Rock cartoon, "I'm Just a Bill." While the song covers the basics for the US Congress, the process in Illinois is a bit more complicated. In this workshop, you'll learn how the Illinois General Assembly really works and how your PTA members can be successful advocates. We'll share real world experience on what goes on in Springfield and how PTA advocacy has made a difference for the children of Illinois.

Brian Minsker, Illinois PTA President Elect

### **Make your school more inclusive for every student!**

Fostering a safe, inclusive learning environment for every child is key to allowing all students, individually and collectively, to reach their full potential. Explore the issues- from the student's perspective, and what we can do- as teachers and parents. Engage in meaningful discussion of the issues and how we can help embrace family diversity, understand bias-based bullying and teach empathy.

Presenters: John Hickey Northern Illinois Council PFLAG and Gail Hanson PFLAG Dupage

### **Preventing Theft in Your PTA**

Participants will learn information focused on preventing theft, fraud, and embezzlement in their local PTA.

Presenters: Gayle and Rich Guzik, Illinois PTA Trainers, Doctoral Degree

### **The Typical Stages that Create Strong teams**

Research has shown that groups form and reform every time a change in the team dynamic occurs. While we review these typical team stages we will discuss the approaches that create stronger partnerships and more productive teams in each phase. Just because we volunteer together doesn't mean that we get the most out of our team work. We'll explore where teams get stuck and how to get the best from teams in each phase.

Presenter: Erica Nelson D41 School Board President/President of Nelson Development

### **Analyzing your Membership for Retention and Growth**

Help grow your membership and volunteers. Retaining members can be challenge let alone growing your membership. Attend this workshop focusing on ways to evaluate your membership along with ideas and strategies to help keep accurate helpful records that will be beneficial now and in the future. We will discuss various ways to reach out to past members for renewals and encourage new people to join your PTA. Community and business memberships will also be discussed. Expanding your PTA membership can grow your support, volunteer base and bring new life and energy into your PTA

Presenter: Julie Holdeman, Illinois PTA Membership and Marketing Director

### **Building a PTA Board**

This workshop would provide guidance to local unit leaders on building a board. It will cover: leading by example; encouragement; recruitment; diversity, etc.

Presenter: Brenda Diehl

**PTA and the Working Parent**

Strategies for building, strengthening and improving your PTA. Connecting with the community and making the PTA the center point of your school and community.

Presenter: Jerry Criss, Mr. Positive, Past Illinois PTA Board Member

**Raising Your Voice for Special Needs Students**

Participants will explore ways to advocate within the education system and to local, state, and federal government officials on behalf of special needs students. Participants will consider diverse advocacy tools that take into account key federal policies

Presenter: Shannon Sevier, National PTA Vice President Advocacy

**Want Collaboration? Learn to Manage Conflict**

Based on an article of the same title, this workshop focuses on accepting disagreement and conflict as part of the team process. To effectively collaborate, we have to be able to listen to each other and understand needs and interests while asserting our interests as well. Learn effective strategies for managing conflict and improving collaboration. This is about *not making the easy work too hard!*

Presenter: Erica Nelson D41 School Board President/President of Nelson Development