



Hawaii State PTSA

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Aloha mai kākou,

The Hawai'i State PTSA Board of Officers and Directors are excited to be a part of the Hawai'i Public Schools returning to the pre-COVID environment academically, socially, physically, etc. We continue to set an example for our keiki as parents, teachers, community leaders and mentors with optimistic and focused goals. As we learn to embrace the smallest accomplishments, together we will succeed.

The 2023-2024 school year is a year to continue with innovation, build relationships and critical thinking skills. I encourage each one of you to continue to be resilient and to logically question changes that affect all Hawai'i's haumana (students). Is this change for all children? If your keiki has transferred or graduated from a public school, we challenge you to continue your support with a school's PTA/PTSA and continue to be involved and continue beyond the PTA's 125 years of existence.

As the youth and adult mental health is a concern across globally, we need to listen to our keiki and makua by also observing their behaviors. There are many challenges in the area of youth and adult mental health. We need to mentor and guide the 'ohana to seek help and provide resources. Through listening with our ears and not judge individuals, we would provide a positive outcome and potentially reduce unsafe and violent situations. Every child and parent's life should be cherished and taken cared of.

PTA's mission is the **make every child's potential a reality by engaging and empowering families and communitiies to advocate for all children.** Never has this mission been more relevant than today. Since reopening the schools and focusing on educating the haumana, our concern is helping the haumana who could not learn in a virtual-or-hybrid environment. Today's keiki showed they are resilient and able to persevere through tough life changes. We need to provide the financial, emotional, spiritual, and academia for the haumana and kumu.

No matter what position you take on any issue, the key is that you feel that your voice is heard. We need a voice at the table where decisions are being made about our haumana. **PTA offers that voice!** Each day, at the local, state, and national level PTA members are advocating for all keiki. The goal for this year is to further provide opportunities for families to be engaged in their students' educational experience. As we begin the new school year, we are pleased to continue to introduce a few old and new tools to help you in your efforts to increase family engagement, advocate for youth mental health assistance, and child nutrition. These resources include:

Membership Campaign - National PTA has put together an awesome membership campaign to help increase awareness of the importance of PTSA and assist you in communicating the value to potential members. These *tools* are so exciting and include marketing materials that offer great visuals to enhance your digital and in person membership campaigns. Please take the time to check it out at www.pta.org/home/run-your-pta/. You will need to create an account.





Voter Voice – We have taken a baby step in improving communication to the PTA/PTSA members by using the Voter Voice software. Our first year, we built the database with the local unit members' email addresses then we are utilizing this platform to communicate to our members about legislative issues and a venue to submit testimony to our Hawai'i representative in Washington D.C. campaigns. This tool will allow PTA members to have a voice as we navigate critical issues impacting students, families, and schools related to the COVID-19 pandemic. Sign up for, alerts at www.hawaiistateptsa.org/advocacy.html.

Leadership Training – During this month and September, we offer leadership training session via Zoom and one in-person on Hawaii Island. Should your school PTA need further assistance, please contact me or the region directors on each island. This year, we will be offering monthly talk stories focusing on specific areas like membership and the Treasurer and President responsibilities. At least two of the State Board officers/directors will be responding to your questions. I encourage you to join the State Board even if you just want to talk stories. The date and time will be posted on our website.



Contests – (Contest details are located at www.hawaiistateptsa.org/awards.html)

- ❖ VoterVoice Challenge is designed to promote the VoterVoice tool, this contest encourages local units to procure and provide e-mail addresses from its members. Many local units have submitted your members' e-mail address with your membership rosters. In order to successfully reach our members across the state, we will upload your members' information to the VoterVoice program.
- ❖ Our annual **Membership Increase Challenge** offers areas of 10% Membership Increase, Highest Percentage Increase, and the Highest Membership Count. Every voice matters when advocating for our keiki, so we created an incentive to encourage your school's PTA to reach out and offer people to join your PTA.
- ❖ The **Membership Idea Challenge** is What is your plan for your membership drives this year? It is a good idea to look to other units to see what they are doing to increase membership and find something that works best for your school. We want you to share your ideas!



Learning Opportunities – Be sure to check out the Local Unit Leader PTA Kit which has resources, as well as a simple to use templates and tools that makes it easier for individuals interested to become a PTA leader or enhance your role as a PTA leader. The kit is available online to PA members at www.ptakit.org. Please view THRIVE for the available e-learning courses at www.pta.org. We recommend that you challenge yourself and other board members to take these online courses to enhance your board's effectiveness.



PTA Programs – Last year, Hawaii was fortunate to have three National Reflections Arts Program winners. Be sure to review the program information and deadlines located at www.hawaiistateptsa.org/reflections.html. The local unit will need to register with the National PTA AND the Hawaii State PTSA to participate. There are many other National PTA programs offered by visiting www.pta.org/programs/ that may best fit your community needs.

On behalf of the Hawaii State PTSA Board of Officers and Directors, I'd like to take this time to recognize and mahalo you for your continued service and being a huge part of your local PTA/PTSA unit. Hawai'i's keiki are blessed that you unconditionally spend your precious time volunteering for the school's administration, haumana, and makua. Your time and efforts are sincerely appreciated to fulfill the PTA's mission **to make every child's potential a reality!**

Mahalo nui a me e mālama pono (Thank you very much and take care),

Patti Rabacal

2023-2025
President

