



Hawaii State PTSA

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Aloha,

First and foremost, we hope you and all of our PTA ohana are safe and healthy.

As we enter the 2020-2021 school year, one thing is certain... things are going to be different. It will be different for our students, teachers, parents and guardians, as well as our PTAs and PTSAs. While there is a lot of uncertainty on what the school year will look like and how we will be supporting the needs of our students, what is certain is that the need for support has never been stronger. Now more than ever our students need PTA and PTSA advocates in their corner.

PTA's mission is to **make every child's potential a reality by engaging and empowering families and communities to advocate for all children.** Never has this mission been more relevant than today. Families and educators across our state and nation have concerns about safely reopening schools and educating students. No matter what position you take on this issue, as parents and educators, 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 students. PTA offers that voice. Each day, at the local, state and national level PTA members are advocating for all children.

The goal for this school year is to provide opportunities for families to be engaged in their students' educational experience. As we begin the new year, we are pleased to introduce a few new tools to help you in your efforts to increase family engagement and provide a voice for Hawaii's students. These resources include:

New 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/membership-campaign.



VoterVoice – The past few months have taught us that there is a need for a better communication tool to reach out to PTA and PTSA members. To that end, we have signed up for VoterVoice, a grassroots advocacy platform, which allows our PTA network to be alerted to an issue, matched to their elected official, and guided through a message sending process. Additionally, it provides us the ability to send messages, disseminate a survey, and create informational 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.



Leadership Training – Due to current public health restrictions, at this time we are working on taking our leadership trainings to a digital format. Keep an eye out for more information to follow, which will be posted on our website www.hawaiistateptsa.org. To ensure that you do not miss out on essential information, please make sure that your PTA/PTSA has completed our local unit contact form, available at: www.hawaiistateptsa.org/online-local-contact-form.html.

Contests – (All contest details can be found at www.hawaiistateptsa.org/awards.html)

- Our brand new **VoterVoice Challenge**...Designed to promote the new VoterVoice tool, this contest encourages local units to procure and provide email addresses from its members. Many of you already submit your members’ email addresses with your membership rosters. In order to successfully outreach to our members across the state, we will need to upload these contacts into the VoterVoice program.
- Our annual **Membership Increase Challenge**...10% Membership Increase, Highest Percentage Increase, and Highest Membership Count. Every voice matters when advocating for our keiki, so we created an incentive to encourage you to reach out and ask people to join your PTA.
- The **Membership Idea Challenge**... What are your plans 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 to hear your ideas!



Learning Opportunities – Be sure to check out the **Local Unit Leader PTA Kit**, which is chock full of resources, as well as simple to use templates and tools, making it so much easier for you in your role of PTA leader. The kit is available online to PTA members at: www.ptakit.org. And, view the **E-Learning courses** available at www.pta.org on PTA related topics. We recommend that you challenge each of your board members to take these online courses to enhance your board’s effectiveness.

PTA Programs – Last year, Hawaii was fortunate to have two National Winners of the **Reflections Arts Program** and we hope to see more Hawaii winners this year. Be sure to review program information and deadlines on our Reflections page at www.hawaiistateptsa.org/reflections.html. Also, be sure to check out the many other PTA programs by visiting www.pta.org/programs/ and look for those that would best fit your community’s needs.

I Matter Because...

2020-2021



On a final note... As we navigate this new normal, it will be our combined efforts that ensure the best outcome for the students of Hawaii. On behalf of the Hawaii State PTSA Board of Directors, I’d like to take this time to recognize and thank you for being a part of your local PTA/PTSA unit and for volunteering your time and efforts to fulfill the PTA’s mission to **make every child’s potential a reality**.

Mahalo for all that you do for Hawaii’s keiki,
Liz Sager