



Hawaii State PTSA

PO Box 459

Pearl City, HI 96782

Phone: 808-943-2042

Email: histateptsa@gmail.com

Aloha mai kākou,

2020 will be remembered by many as challenging and adapting. We wish to keep our keiki, ‘ohana, and school faculty and staff safe while moving forward in providing face-to-face education. As we continue to learn and embrace the opportunities that has blessed us, we ask for everyone’s grace and be kind to each other.

As we enter the 2021-2022 school year, we are continuing this COVID journey together and realized people are resilient with change and survival. While we continue with the uncertainities on providing education for all keiki, we will need to review and support the needs of our haumana (students) , faculty, and staff and need to stand strong. Now more than ever our hauman 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 – Last year has 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. Sign up for alerts at www.hawaiistateptsa.org/advocacy.html.



Leadership Training – During the month of September, we are offering leadership trainings via Zoom. 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 SIX 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.



On behalf of the Hawaii State PTSA Board of Directors, I'd like to take this time to recognize and thank you for your continued service and 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 nui a me e malama pono (Thank you very much and take care),
Patti Rabacal