

Parent Group Leaders

Fall Leadership Training

October 28, 2019

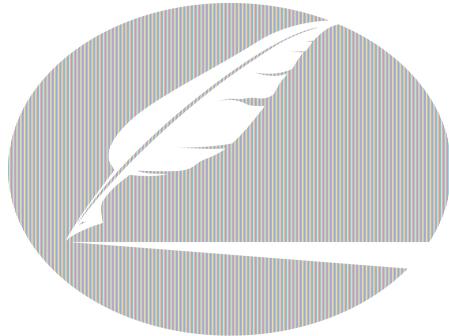
Working together to:

- Collaborate effectively
- Establish consistency
- Create partnerships



On Leadership

- **All of us are leaders.** Leadership is merely influence over the actions of others.
- **Listen first.** Leaders who don't listen will eventually be surrounded by people who have nothing to say.
- **Value people.** People don't care how much you know until they know how much you care. People who know you care will follow you into even the toughest challenges.
- **Avoid positional thinking.** The people you lead are teammates, working together towards a common goal. Value the experiences and expertise of others and allow your own thinking to be flexible.
- **Have fun and find the joy.** Others will key off of your demeanor. Always keep positive and find a way to have fun.



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- Superintendent's committee comprised of members of all stakeholder groups including certificated staff, education support professionals, parents, principals, central office administrators, governing board members and community members.
- Meet twice monthly during the legislative session to review legislation and take positions on bills
- Provide direction to district lobbyists
- Send information to their database members about legislative issues including information advocating a position on pending legislation.
- Parent groups can help by signing up parents to get Community Legislative Network alerts on pending legislation.
- subscribeCLN@gmail.com to get updates and alerts





Paradise Valley Support Organizations

United Parent Council
15032 North 32nd Street
Phoenix, Arizona 85032
Email: upcmail@hotmail.com
Website - <http://www.pvupc.org>





Raises funds to support PVUSD exclusively; 501(c)(3) non profit - not a district department

Funding Highlights from 2017/18 School Year

- PSAT testing for PVUSD's 2500 sophomores
- District-wide teacher mini-grants awarded to 19 teachers at more than a dozen schools
- Educational field trips for 19 Title I schools in PVUSD
- Out-of-school time educational enrichment and academic intervention opportunities for high-need students in 4 Title I schools
- Supported PVSchools Fine Arts Festival and STEM education
- District-wide employee retirement and 25-year service recognition event
- Incentives awarded to teachers for professional development
- Hospitality for Bagels with the Board, Business Advisory Council, and Minority Student Achievement Network Middle School Equity event
- Door prizes for annual new certificated employee event

Stacey Huscher, Executive Director

Connect with us today on our website at www.pvsef.org and

Like us at www.facebook.com/pvsef.org



WHAT DO WE DO| WHO WE ARE

PARENTS WORKING TOGETHER TO ENHANCE THE PVSCHOOLS EXPERIENCE FOR OUR CHILDREN

WHAT WE DO

ADVOCATE

For Students

EDUCATE

Parents and Community

COLLABORATE

With PVUSD and other

Education Organizations

WHAT IS IN IT FOR YOU?

- **We Support You**
 - Provide resources
 - Provide education
 - Provide a voice
 - Provide information
- **Monthly Access to Superintendent**
- **Give Input on District Programs (via committees)**
 - Policies | Procedures | Curriculum
- **Support Measures that Provide Funding for District**
- **Support Education Legislation**
- **Support Awareness of and Communication with Legislators**
- **We Foster Accountability District|School|Teacher|Parent**



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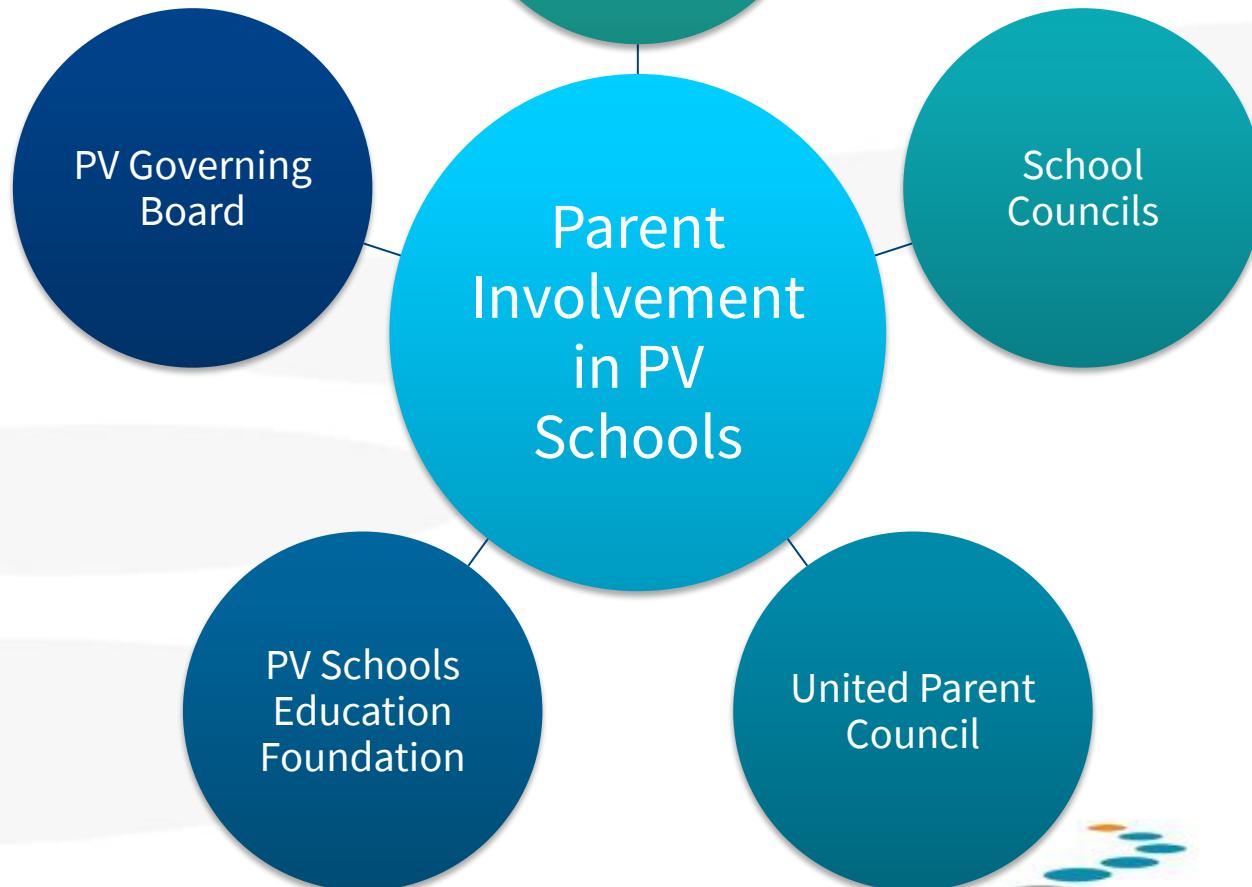
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PARENT INVOLVEMENT IN PV SCHOOLS



- Parents are using online resources when choosing a school.
- Help us spread the word about your amazing school!
 - <http://www.greatschools.org/>

4 Main Purposes for Bylaws

- **Consistency** - Rules and policies that have been documented in the form of bylaws can be applied consistently so that emotion and personalities do not get involved.
- **Efficiency** - Your bylaws include procedures for decision making so that your PTO can conduct all its business according to the rules and as efficiently as possible.
- **Protection** - Strong bylaws help protect the group from internal conflict, financial risk, and keeping the focus on the mission.
- **Legitimacy** - A strong set of bylaws is a sign that the Parent Group takes itself seriously. Bylaws give the members assurance of the mission, structure, and policies of the group. Besides, the IRS requires bylaws if your PTO files for 501(c)(3) status.

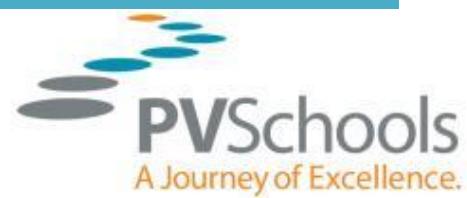
Definition of bylaw. 1 : a rule adopted by an organization chiefly for the government of its members and the management of its affairs.

Bylaws are not a static document and should reflect how your PTO does business.



School Councils

Lora Herbein at: lherbein@pvschools.net
Director of Student Services - Elementary
602-449-2240



School Councils

Shared Decision Making: An inclusionary process where people affected by the decision are involved in the process

Principal's Role:

- Share ownership of school
- Develop vision for school aligned with district
- Facilitate school council decision-making process
- Involve those affected
- Participate & be a resource
- Support decisions

School Council Members' Role:

- Understand the vision and mission of the school
- Understand the role of the principal
- Participate and actively increase knowledge
- Understand role in the process
- Learn to work for consensus
- Support decisions

School Council Key Expectations

- School Council meetings take place at least once per month
- Members are selected by the representative groups
- Members are responsible for soliciting input from their representative groups
- Agenda items should be solicited from School Council members in advance
- School Council members should receive a copy of the agenda in advance (earliest possible if they need to gather input from representative groups)
- Agendas are publicly posted at least 24 hours in advance
- Minutes are recorded promptly and easily accessible on websites and in newsletters.
- Identify specific areas for School Councils to be decision-making bodies, not just advisory in nature



Finance for Parent Groups

Vanessa Shapiro at: vshapiro@pvschools.net
Director of Finance and Budget
602-449-2033



Basic Cash Handling Guidelines

All monies must be safeguarded. Money must never be kept in classrooms.

PTO/PTA/Booster Club Funds - [LINK](#)

- The PVUSD Tax Identification Number (TIN) may not be used to establish bank accounts for parents, employee, or student groups. Monies collected for the PTO/PTA/Booster or other parent group should be deposited at a financial institution with its own account and TIN or SSN.
- PTO/PTA/Booster Club money may be held in school safe in a sealed envelope marked for the group.
- PTO/PTA/Booster Club money may not be handled by district personnel. This means parents handle PTO/PTA/Booster Club money and district employees handle district money – students may handle Student Activity funds.

Basic Cash Handling Guidelines

PVUSD Funds

- Individuals handling District cash must be bonded – this means non-district personnel (parents) cannot handle PVUSD money.
- All Student raised funds must be deposited into the Student Activities Account.

Fundraising

- PVUSD's TIN may not be used for fundraising purposes by any parent group.
- Guidelines for combined Student/Parent fundraising may be found online at www.pvschools.net by putting in the search window PVUSD Student Activity Manual.

Gifts and Donations Form - [LINK](#)

Tax Credit - [LINK](#)

GASB 39 Report - [GASB 39 Report Form](#)





Volunteers and School Advertising

Dr. Michelle Otstot at: motstot@pvschools.net
Director of Human Resources - ESP
602-449-2185

Michele Anderson at: micheleanderson@pvschools.net
Director of Marketing and Communications
602-449-22297



Volunteers - Human Resources

- Four Types:
 - Visitor (ie. lunch, conferences, concert)
 - Site Volunteer (working with students supervised, parent/grandparent- ie. centers, classroom celebration)
 - Chaperones/Community Volunteer/Coach (working with students unsupervised, off-campus)-- ie. field trip, coaching)
 - VIP- Volunteer in Paradise -Marisha Geraghty, VIP Coordinator
- Online Application (Chaperone, VIP)
- 3-Year Approval
- School Liaisons - Administrative Assistants

District Branding Information

- Any outside entity, including PTOs/PTAs/PTGs and Booster clubs that wish to represent PVSchools and/or any of the sub-brands (e.g. school or program brands) **must** conform to the established guidelines. Examples include: websites, multimedia, and any and all print or digital collateral in which PVSchools or our individual sub-brands are being represented.
- Please speak with your school principal to request files and ensure you are using the approved District and/or individual sub-brands for use. Each school has access to the School Brand Identity Guidelines and JPEG and PNG files **via a shared Google Team Drive called 'Marketing Brand Central'**. This same guidelines also applies to use of the school mascot. Only the approved version of a school mascot may be used.
- Please note that if you don't like the school mascot, you aren't authorized to change it or use an older version that you like better.
- If you plan on including the school mascot in school spiritwear, you must include the District approved school monogram OR approved mascot and it must conform to the established school brand identity guidelines.
- High-Resolution artwork for professional printing can be obtained by contacting the District's Marketing and Communications office.

Schools Brand Identity Guidelines - [LINK](#)

District Brand Identity Guidelines - [LINK](#)

Contacts:

**Jeopardy La Rue, Digital & Social Media Specialist, or
the MarCom office at 602.449.2076**



School Advertising - What's Acceptable

- PTO/PTA sponsored fundraisers
 - Can advertise the sponsor's business.
 - If it isn't a sponsored fundraiser, you are not permitted to advertise the business on school property.
- Collecting business memberships at schools and doing advertising in return
 - PTO/PTA can advertise on their own newsletters, website, or on a banner during a PTO/PTA sponsored event.

School Advertising - Required Disclaimer

- It is the recommendation from Valley Schools Insurance Trust (VSIT), that all PTO/PTA's/Boosters use the same disclaimer language that we request our vendors use on flyers for the District's Flyer Partnership program (*managed through the Marketing and Communications Dept*) to limit liability risk to the District.
- Even though PTO/PTA's/Boosters should all have their own insurance (COI) on file with Community Ed, the disclaimer noted below should be added to all signage (posted or distributed) to provide an added layer of protection and to ensure consistency across the board.

Disclaimer:

The Paradise Valley Unified School District neither endorses nor sponsors the organization or activity represented in this material. The distribution or display of this material is provided as a community service.

Thank you for all that you do!

