

A Word from President Nora Brown

Zooming Into Membership!

Please join Colorado PTA as we highlight PTA Success stories, membership tips, and ideas to grow your PTA.

February 10, 2021

6:30 PM

*** Register in advance for this meeting:**

<https://pta.zoom.us/meeting/register/tJIld-CrrTorEtFgwIY87UiPKbQbNwET-A7dv>

We hope to see you there!

Did your PTA have a slow start in 2020? If yes, it's never too late to start serving your community. Begin the new year with a new membership drive. Check out the [mini-webinar on Virtual Membership Campaigns](#) as a way to begin anew. It is full of ideas on how to run a membership campaign in the virtual world.



Dear Colorado PTA Members,

We know how challenging this year has been for families, and we want to support you. We have been working with our PTA/PTSA's to help with training, resources, and information; and have joined with other state advocacy organizations to speak up for our families, students, and schools. Vaccination roll out is exciting, and we hope that this fall will bring us back to a normal school year. We are already addressing what that may look like and how we can start identifying and recovering from COVID-19's impact.

It is important that we continue to be careful and curtail the spread of this virus. Mitigation is our best hope to keep our communities safe and our schools functioning. We are joining with other statewide education groups asking everyone to pledge to continue to take safety precautions so we can get through this quickly and safely. Please join us [and Take the Pledge for Colorado Students](#). We can help control COVID-19 and get our students back to school and begin to heal our communities and economy by working together.

As you all know, school funding is based on enrollment. During this crisis, reported enrollment figures have declined by 3.3%. Typically, the state would reduce funding mid-year based on lower enrollment. We are asking legislators to maintain funding at the level passed in the 2020 session. This is not the time to cut funding to our schools. COVID has increased costs for our schools and to cut funding now would create hardships for our districts. Help us by signing the [Great Schools, Thriving Communities' petition](#) and make your voice heard!

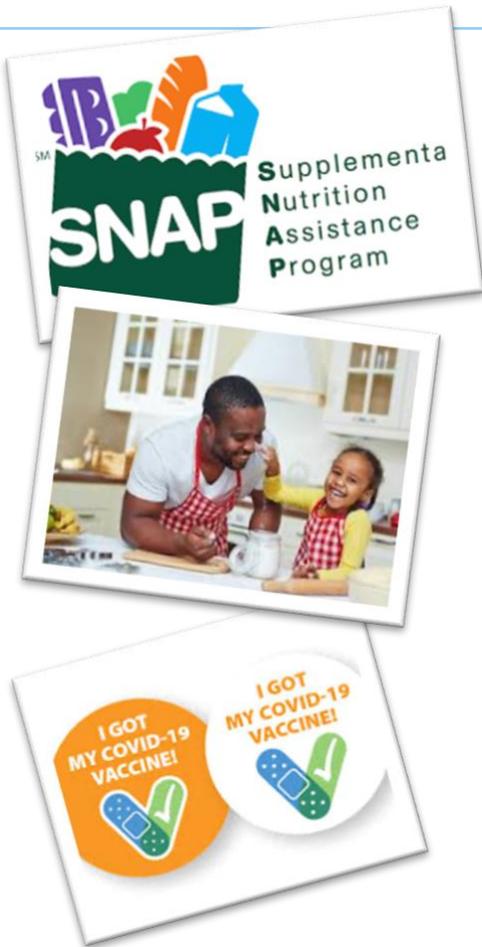
Are you ready for some new ideas and connection with other PTA leaders? We are! We will be hosting a virtual convention April 17-18. We are planning lots of exciting workshops and speakers to kick next year off in high gear! Join us and invite others – what a great way to experience the CO PTA Convention from your home at a low price (members are only \$30/person or 2 for \$50)! Do you know a business who would like to be a convention sponsor? Contact our office for details!

Thank you for continuing to support your PTA/PTSA. Now more than ever, it is important to be engaged, supportive, and heard. We can get through this – together!

Together we are PTA: for every child – one awesome voice!

Nora Brown
Colorado PTA President





Health, Wellness, and Safety Committee meets 10:30 a.m. to 12 p.m., on the 2nd Wednesday of the month (excluding December). Join us by conference call. Click [here](#) to learn more about this committee, or send an email, HWS@copta.org

Health and Nutrition

With so many Coloradans experiencing hunger due to the pandemic, and with high unemployment and rising grocery prices, it's crucial to connect them with the available food resources and nutrition programs. SNAP, the Supplemental Nutrition Assistance Program, is one of the strongest tools to address hunger, because it gets funds directly to families and individuals to help purchase healthy food. Learn more at COFoodFinder.org or [Bit.ly/38hrIRU](https://bit.ly/38hrIRU).

You can also help promote SNAP enrollment to Coloradans, with a special focus on those who may be eligible for the first time. A toolkit that includes sample posts and video links can be downloaded from this link: [SNAP Outreach Campaign Toolkit](#)

[Cooking Matters YouTube](#) - Educational videos for parents, full of helpful tips on how to get their young children eating and excited about healthy foods.

[Exploring Foods Together](#) - Great book of activities for kids up to middle school that expose children to different foods and make it more fun to try new things. These activities will keep kids busy and make meal times more fun and less of a fight.

[Stretching Food Resources](#) – Tips for how to get the most out of your food budget. Tips include how to store fresh foods so they don't spoil and create meals that even picky eaters love!

[Cooking Matters Kid Handouts](#) - Each issue has a theme, focused on healthy eating and cooking.

Covid-19 Vaccination Information (in English and Spanish):

<https://covid19.colorado.gov/press-release/colorado-adds-new-data-to-covid-19-vaccination-dashboard>

National PTA Tools

Share how your PTA has championed diversity & inclusion for a chance to WIN \$1,000!

National PTA is [now accepting applications](#) for the 2021 Jan Harp Domene Diversity and Inclusion Award.

The Jan Harpe Domene Diversity and Inclusion Award recognizes PTAs that best demonstrate outstanding achievement in the areas of diversity and inclusion, as well as efforts to end discriminatory practices.

This award will be presented to one state PTA, one district/council/region PTA and one local PTA at the 2021 National PTA Convention & Expo in June.





Colorado PTA Legislative Committee

The Colorado [PTA Legislative Committee](#) normally meets on both the 2nd and 4th Mondays from January through April, during the session of the State Legislature (Colorado General Assembly), and on the 2nd Mondays during the other months. Currently, the legislature is set to meet for only 3 days in January beginning on the 13th and recess until February 19 at the earliest. Check the Colorado PTA calendar to see if the legislative committee will meet on January 25, February 8, or the 4th Mondays of months following April.

Anyone interested in joining in on meetings of the committee who is not already receiving messages about them should contact Evie Hudak, Public Policy Director, at legislative@copta.org to receive announcements from the committee. PTA members who attend 3 or more meetings

per year are entitled to vote at the meetings. Every PTA Council should have a Legislative Chair and every PTA local unit should have an Advocacy Liaison – these are the people who automatically receive information from the Legislative Committee with the agenda, minutes, and other relevant committee information.

At the December 14, 2020, meeting, the committee finalized its proposed list of Legislative Priorities for 2021, which are recommended for adoption by the Colorado PTA Board of Directors. These priorities, as well as COPTA’s Legislative Platform and the Resolutions and Positions passed by the state and national PTA, guide the committee in consideration of bills that are introduced in the Legislature.

Get Involved, Sign and Share!

[Great Schools, Thriving Communities Petition:](#)

Now is not the time to cut funding!

This year, COVID has caused a 3.3% reduction in public school enrollment. In normal times, the state has often reduced funding mid-year for districts that have lower enrollment than anticipated. But these times are not normal.

While the number of children in school -- in-person and remote -- has declined, school costs have most certainly not. In fact, keeping our students and teachers safe and supported costs more now than ever.

As supporters of public education, we are asking you to maintain school funding at the level you passed in the 2020 legislative session. COVID may have reduced enrollment, but it has increased costs. Let our districts serve our students.

Results of the Special Session

The Legislature had a Special Session in early December to consider measures to help the state deal with the pandemic. PTA took positions on nine bills. Here are our positions and the outcomes of the bills:

- HB20B-1001, Grants to Improve Internet Access in P-12 Education – SUPPORT – passed.
- HB20B-1002, Emergency Relief Programs for Child Care Sector – SUPPORT – passed.
- HB20B-1008, School District Contract Physician for Pandemic – MONITOR – lost.
- HB20B-1009, Prohibit Reduction of School Funding FY 2020-2021 – SUPPORT – lost.
- HB20B-1014, Tax Credits for Costs of COVID-19 Closures – OPPOSE – lost.
- HB20B-1016, Tax Credits for Costs of COVID-19 Closures – OPPOSE – lost.
- HB20B-1018, Tax Credits for Costs of COVID-19 Closures – OPPOSE – lost.
- HB20B-1022, Tax Credits for Costs of COVID-19 Closures – OPPOSE – lost.
- SB20B-006, Remote Instruction Family Stipend Program – OPPOSE – lost.

Membership Matters

PTA for Your Child Resources

Today, PTA's role is more important than ever in connecting parents, teachers and administrators, and supporting critical school needs. We want every family in our schools to join PTA, because we can do more together than apart.

The NPTA's new membership campaign—PTA For Your Child—is designed to engage and excite new members and existing members by making the work of the PTA more visible and highlighting the value and impact of PTA.

To bolster your membership recruitment activities, they have developed a suite of materials, including a campaign toolkit that outlines how to effectively communicate the value of PTA membership, a suite of dynamic visuals and collateral materials, and a campaign rollout checklist.

Watch our recorded webinar where we'll introduce the new membership campaign. During the webinar, we will summarize the research used to develop the campaign, provide an understanding of the campaign theme and approach, and review the messaging and visual assets. [Watch the webinar here](#) and access the [Membership Campaign Training Module](#)

Who is PTA?

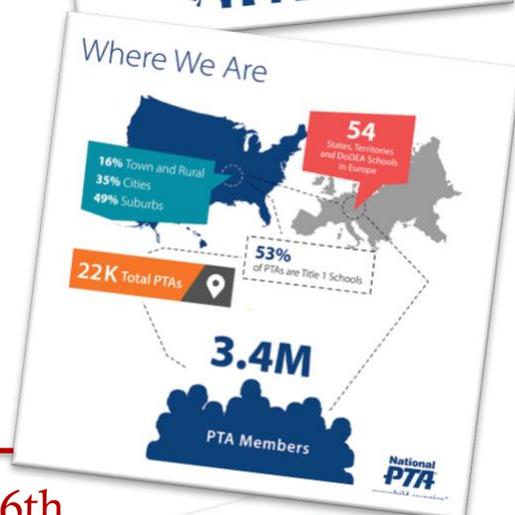
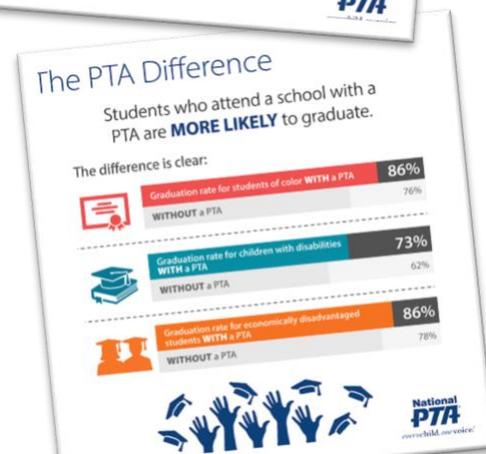
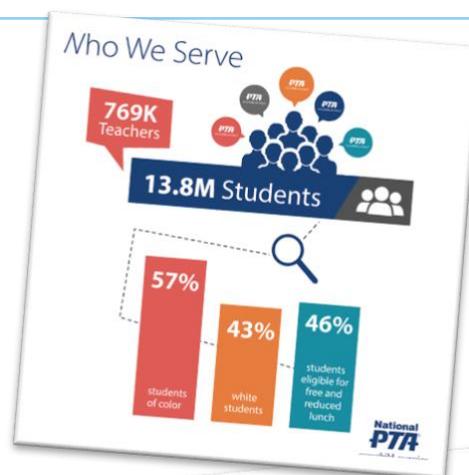
What does National PTA look like?

Did you know that PTA/PTAs serve 13.8 million students in the US? Of those students, 57% are children of color, 43% are white, and 46% are on free/reduced lunch.

Did you know that in 2018-19, there were 21,237 PTA/PTAs? Of those, 53% were Title 1 schools, 71% are elementary schools, 16% are middle schools, 11% are high school, and 2% are other.

Did you know that the average number of members per PTA/PTSA is 157; the median number is 96.

Visit [National PTA's website](#) to learn more.



Invitation to the Reflections Showcase Jan. 26th

The virtual showcase will feature select artists and recognize all participating artists from the 2019-2020 Reflections year.

We'll be celebrating [on National PTA's YouTube Channel](#). The event will start a pre-show at 6:45 p.m. EST, and will officially begin at 7:00 p.m. EST.

This is an open invitation. Please [share this event](#) with your friends and family and celebrate with us!

[RSVP](#) to tell us you'll be attending and we'll send you an art activity and event reminder so you don't miss a moment of the excitement.

Get inspired! [View our Facebook Live from last year's event](#).

Email Reflections@PTA.org with any questions.

