



## PRESIDENT'S MESSAGE

Dear PTA Family,

### National PTA Convention Highlights



The COPTA group visiting the U.S. Capitol for the NPTA Legislative Conference.

Summer always seems to fly by – does it feel that way to you? As July begins, we are already gearing up for the new school year. For some of our units, school starts at the end of this month! July is the perfect time to wrap up any remaining tasks from the 2021-22 year and work on planning for 2022-23. For most of our units, this includes completing your annual financial review and submitting your unit's newly elected officers! Please reach out if you need help with these or ANY items- we are here to support you!

Colorado PTA recently attended the National PTA Annual Convention held in combination with the National PTA Legislative Conference. We had an amazing day at the Capitol meeting with Colorado legislative offices and learned so much as we attended workshops and other networking opportunities throughout the week. We also represented YOU as we voted for members of the National PTA Board of Directors and NLRC, and changes to the National PTA Bylaws. We heard from several phenomenal speakers including a remarkable educator, the First Lady - Dr. Jill Biden!!! Below are just a few photos from our experience!

Finally, we want to recognize Bromwell PTA (Denver) and Swanson Elementary PTA (Arvada), which have been awarded with grants through National PTA to implement their Diversity, Equity, and Inclusion action plans! We applaud you for the work you have done and can't wait to hear more about how your plans impact your schools and communities.

Best of luck to each of you as you embark on the new school year! Please let Colorado PTA know how we can help! As always, thank you for all you do to make every child's potential a reality!

*Staci Ruedy*



First Lady Jill Biden addressing the NPTA Convention



# Membership Matters

## Amplify Our Voice through Membership

What You Need to Know about Zooming into Membership—Q&A:

*Q: What is Zooming into Membership?*

A: Zooming into Membership (ZIM) is a series of regularly scheduled, membership-focused videoconference events where attendees can share and celebrate membership growth success. The ZIM toolkit will provide your PTA with everything you need to host your own Zooming into Membership series. Hosting these events is a great way to build a community of volunteer leaders among all levels of PTA leaders who support and celebrate each other. Most importantly, ZIM is a way to grow PTA membership.

*Q: Who can host a Zooming into Membership events?*

A: ZIM events are hosted by state, region, district and council PTAs who want to grow PTA membership and connect with leaders of the PTA they serve.

*Q: Who can present at Zooming into Membership events?*

A: The featured presenter(s) at each ZIM event should be one or more local PTA leaders. You should select a leader from a PTA that is growing, engaging members and community, and demonstrating PTA value. In addition, to show the value and connectedness of all levels of PTA, ZIM events should include membership tips and resources from national, state, region, district and council PTA and, when possible, these tips should be presented by PTA leaders from those levels.

*Q: Who would attend a Zooming into Membership event?*

A: The primary audience for Zooming into Membership is local PTA leaders. If a state PTA hosts the event, region, district and council leaders will also benefit from attending.

*Q: How long do Zooming into Membership events last?*

A: The ideal ZIM event takes about 45 minutes. Events will never last more than an hour.

*Q: What happens during a successful ZIM event?*

A: Your ZIM event should foster an affirming, interactive sharing of ideas and celebration of membership success. Membership tips and resources are shared and “experts” from all levels of PTA assist and learn from each other during a fast-paced exchange of ideas.

*Q: Is Zooming into Membership a training event?*

A: No. ZIM is not a meeting or a training event. ZIM attendees should not be in listen-only mode for most of the event, they should be engaged in sharing ideas, and asking questions.



*Q: What are the primary objectives and goals of Zooming into Membership?*

A:

1. Membership growth.
2. An increase and enhancement in the connections among PTA leaders at all levels of PTA.
3. Growing a community of PTA leaders focused on growing membership.
4. Increasing awareness of the value of PTA.

*Q: What are the responsibilities of the Host PTA (district, council, region or state PTA)?*

A: While a team can be created to handle ZIM tasks, the Host PTA board must ensure accountability and follow-through, as well as cooperation among your PTA board members. Frequent cancellations or rescheduling cause loss of momentum and diminish the effectiveness of Zooming into Membership. Here are several key items the Host PTA is responsible for:

- Provide a Zoom-type platform to conduct the ZIM events. Look for a platform that allows customized registration.
- Hold at least three ZIM events, evenly and strategically spaced.
- Designate one “lead” for the project—preferably not the PTA president—and ensure that person has decision-making ability. Then create a team of PTA leaders with varying skills to support ZIM efforts.
- Create, approve and support a calendar and a communications plan to promote the events using a variety of Host PTA communication channels (i.e., website, newsletters, Facebook, Twitter, etc.).
- Ensure multiple members of the Host PTA participate in each ZIM event.
- Define “success” and how success will be evaluated and determine what membership data is available to benchmark local PTA growth, and what outcomes will be tracked.
- Assess perceived value of the ZIM events.

*Q: Will National PTA help provide support if my region, district, council or state PTA commits to Zooming into Membership?*

A: Yes! Upon request, National PTA will answer questions, review your presentation and offer suggestions, and share ideas from previous successful ZIM events. National PTA will also provide National PTA resources and tip slides for your PowerPoint and, if given at least two weeks’ notice, provide a staff member to present the National PTA slides during your Zooming into Membership events. To seek help, contact the Membership Outreach Team at [MOT@PTA.org](mailto:MOT@PTA.org).

## Membership Committee Information

As we are preparing for the new school year, now is the time to recruit your Membership Committee. Here are some tips:

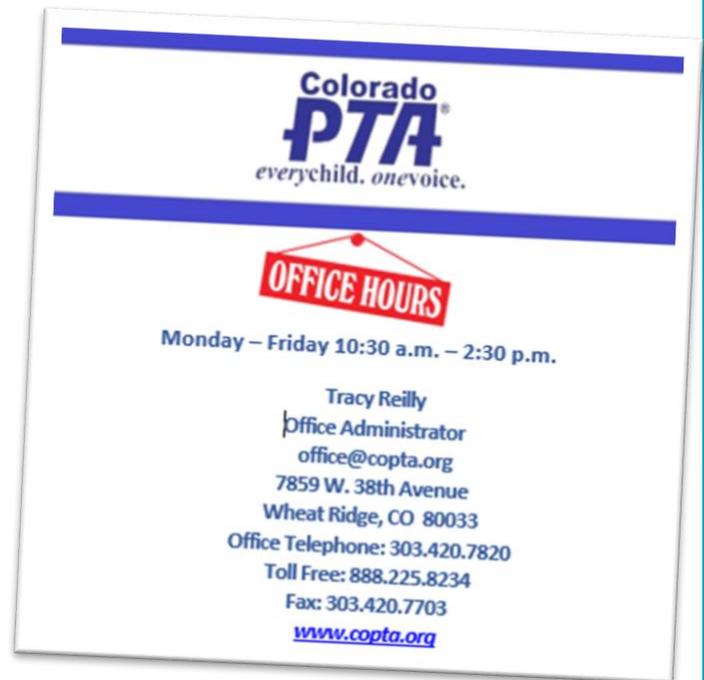
- Gather 2–5 current members who are passionate about your PTA unit and have them make some plans to recruit new members when school starts. This might mean having a table at registration or Back-to-School Night or creating/updating a page for MemberHub. Because schools are continuing to do things remotely, have them be creative and think outside the box in regard to reaching out to the incoming parents.
- “Zoom into Membership”\* is a tool offered by National PTA. It offers a way for a local unit to host a meeting and invite members who might not be able to attend a meeting in person. Sometimes a new member just doesn't have the time to attend an in-person meeting because of child care or other conflicting issues.
- If current members are not interested in helping with membership, there are other committees that a local unit might have. They could help with recruiting and managing the member volunteers or part of the fundraising committee. of PTA.



## Meet Tracy Reilly, CO PTA'S Office Administrator

When you call the PTA office – or come visit – you are greeted by Tracy Reilly, our office administrator. Tracy is Colorado PTA's only employee. She services local PTA units, councils, and members in Colorado by providing resources, information, tracking and support. She also gives administrative and office support to the Colorado State PTA Board of Directors, Field Service Team, and committee chairs. Tracy says that she really enjoys supporting and advocating for students and families through her role and activities as the Colorado PTA's administrative office staff person

We appreciate Tracy's help and service!



## End of Year Wrap-Up for Treasurers

This is a reminder that the end of the fiscal year for your PTA is coming up and there are a couple of important tasks that need to be completed:

1. Financial Review – Please complete a financial review and send a copy of it to the Colorado PTA office. Here is a link to the [financial review form](#).
2. IRS Form 990N or 990EZ – A 990 needs to be completed annually with the IRS. This needs to be completed for most PTAs no later than November 15; however, you can file it earlier.

Feel free to contact Michelle Winzent, Colorado PTA Treasurer, if you have any questions or need any help at [michellewinzent@copta.org](mailto:michellewinzent@copta.org).

- IRS. This needs to be completed for most PTAs no later than November 15; however, you can file it earlier.

# Advocacy: Your Voice in Action

## Colorado PTA Hill Day Recap

**It's summertime, but PTA remains hard at work advocating for ALL children and youth!**

Last month a delegation from Colorado PTA, under the organization and direction of our Federal Legislative Chair, participated in National PTA's "Hill Day" event, where PTA members from across the country met with their elected officials in Washington, DC. During Hill Day, Colorado PTA members met with the offices of Sen. Bennett, Sen. Hickenlooper, Rep. Boebert, Rep. Buck, Rep. Crow, and Rep. Neguse. During the meetings, PTA members advocated for youth mental health, childhood nutrition, and youth safety and violence prevention. You can find the specific asks [here](#).

Among other issues, PTA asked Congress to pass sensible gun reform and to extend the school meal waivers. PTA is happy to report back that President Biden signed the [Bipartisan Safer Communities Act](#) and the [Keep Kids Fed Act of 2022](#) into law!

The Colorado PTA [Legislative Committee](#) meets on the 2nd and 4th Mondays from January through April, during the annual session of the Colorado General Assembly (State Legislature), and on the 2nd Mondays during the other months. PTA members who attend 3 or more meetings per year are entitled to vote at the meetings. If you would like to sign up for the Legislative Committee email list – which will allow you to receive information from the committee including meeting invitations, agenda, minutes, and other relevant information – please sign up [HERE](#).

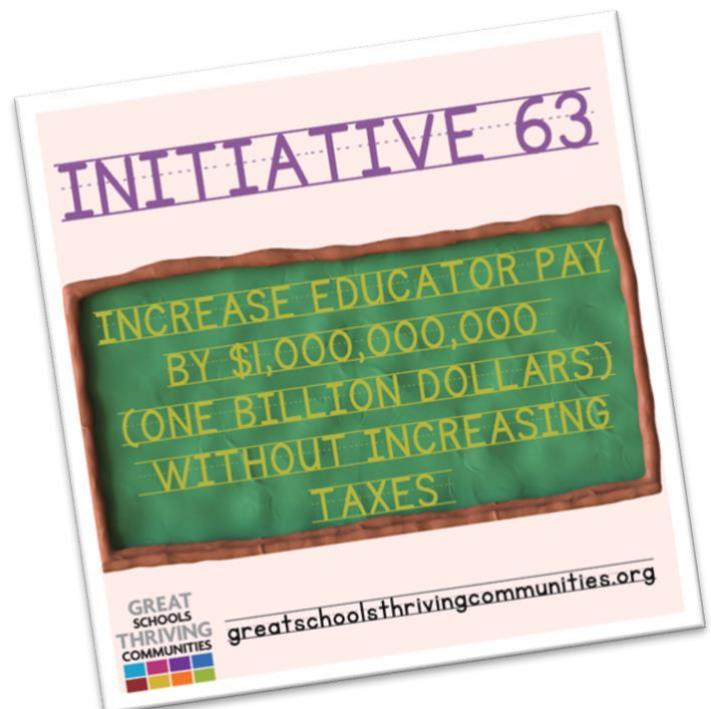
See also National PTA [Position Statements](#); [Resolutions](#)

See also Colorado PTA [Resolutions and Positions](#); [Legislative Priorities for 2022](#)



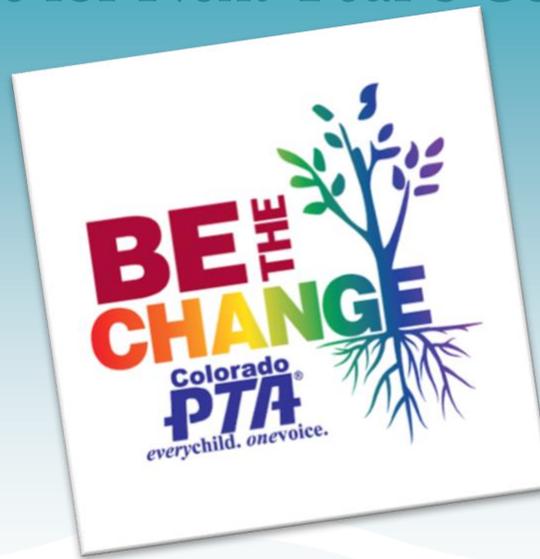
## Initiative 63

We still need your help to get [Initiative 63](#) on the ballot! Polling shows that if we can get it on the ballot, voters will vote yes! This will add over \$900,000 to the State Education Fund next year to be spent on attracting, retaining, and compensating teachers and student support professionals. [Sign up here to carry a petition!](#)



## Save the Date for Next Year's Convention

Our annual Convention next year will be held on April 29-30, 2023, at the same location as this year, the DoubleTree by Hilton DTC.



Health,  
wellness &  
safety

### Health, Wellness, and Safety Committee

Your COPTA Health, Wellness, and Safety Committee has been busy this past year! Here are some things they have done:

- In collaboration with the Colorado PTA Legislative Committee, our HWS Committee supported and advocated for several important bills brought before the State Legislature, on bills including Healthy School Meals for All Public School Students, Prohibit Flavored Tobacco Regulate Synthetic Nicotine, Improve Marijuana Industry Regulation, Youth and Family Behavioral Health Care, and Children's Mental Health Programs.
- Our committee provided resources on a variety of pertinent HWS-related topics for distribution to PTA members via social media, newsletters, email, and/or the website.
- We collaborated with Kim St. Martin, president of Kullerstrand PTA, to support Summer Food Distribution at Kullerstrand's JSEL Program (Jeffco Summer of Early Learning). Kim worked with her PTA members to coordinate with Community Table in this important initiative which they successfully started at Kullerstrand on June 9 and will continue through July 15.

### Healthy Kids Survey

According to the results reported by the Colorado Department of Public Health and Environment, the recent Healthy Kids Survey results show decreases in substance use among teens statewide, but increases in depression and stress. Participants indicated that feelings of depression and stress anxiety which had risen during the COVID pandemic were lingering. But a lack of ability to get their hands on marijuana, alcohol, cigarettes, vaping products and drugs, coupled with increases in the perceived risk of harm by daily use of substances, led to decreased use of such substances among adolescents.

Significant key findings among high school students include:

- 68.5% of youth experienced poor mental health during the pandemic.
- Depression remains high, with 40% saying they had feelings of depression in the past year, up from 35% in the 2019 survey.
- 51% of youth felt daily stress more often during the COVID-19 pandemic.
- 22% of youth said they had tried electronic vaping products before age 13.
- The percentages of youth who have seriously considered (17%), planned (13%), and attempted suicide (7%) in the past year have not changed since 2015.
- The percentages of youth who currently use substances have decreased: alcohol (24%, down from 30%), marijuana (13%, down from 21%), cigarettes (3%, down from 6%), electronic vapor products (16%, down from 26%), and prescription pain medications without a prescription (6%, down from 7%).