

## Call to Order

Meeting called to order 9:45 a.m. 49 people signed in. 23 of 24 schools were represented. Proper meeting notice was given. **Quorum Present.**

### Guest Speaker—L. Michelle, ISD Executive Director of Communications

L. Michelle spoke on the district's main communications channels including Peachjar, social media, e-News, and websites. Peachjar is a distribution service that the district started using last year. Peachjar mailings are receiving a much higher open and click rate than, for example, e-News. Each school has an account with Peachjar and approves flyers for distribution once a week. Contact L. Michelle for help ([michellel@issaquah.wednet.edu](mailto:michellel@issaquah.wednet.edu)). When posting on social media, consider the importance of common courtesy. Work with your school secretary to determine if there are students who should not appear in social media. The district sends e-News once per week. Contact L. Michelle or Beth Egan to get information included in district e-News. The district websites were updated. Contact L. Michelle or Beth Egan to have an event featured in Snapshots. Include the who, what, when, why, where, and how of the event. This is a great opportunity to share testimonials about PTSA. School websites have prominent links to PTSA/PTA websites. Make sure the PTSA/PTA website is welcoming and engaging. Suzanne Weaver, ISD Board member, noted that the district, as a state agency, cannot advocate for positions or people and must limit their web content to factual information. PTSA/PTA, as an advocacy group, must have a couple layers/clicks between a district/school website and local PTSA/PTA advocacy pages ("two clicks in"). Lastly, L. Michelle asked for feedback about the video featuring Ron Thiele appealing on behalf of PTSA/PTA and Issaquah Schools Foundation.

### Introductions and President's Report—Leslie Kahler

Leslie Kahler welcomed everyone and shared her "It's not world peace, it's PTA" philosophy. Leslie noted ten membership chairs were in attendance.

**Meeting Sign-In** Leslie reminded attendees to sign in on the attendance sheets and check the hanging files for flyers, handouts, and name tents. Also at the sign-in table is a Committee Volunteer sheet and a card to sign for Katie Moeller.

**Q&A** Meetings will generally include Q&A time. Write questions on the notecards provided and drop the cards in the basket. Leslie will address the questions during a break in the meeting. This week, she will address questions via email.

**Meeting Location** Until further notice, General Membership Meetings will be held at Our Savior Lutheran Church. The District is moving into a new administration building, but the finish date is unknown. Attendees are asked to park in the side lot (north of the church). Disabled parking spots are available at the front of the church.

**New Start Time** General Membership Meetings will convene at 9:45 a.m. in consideration of the new elementary school start times. Ron Thiele and Gary Arthur are scheduled to speak at the end of the meeting. Ron will stay after the meeting to answer questions.

**Spring Survey** Leslie highlighted some meeting changes based on results of the spring survey with a focus on making meeting time more productive. Specifically, speakers will be given time limits, VPs will be in touch more and be more active in meetings, and handouts will be in the hanging folders before the meetings or will be handed out later.

**Board Reorganization** Some of the standing committees have changed to ad hoc. Some committees continue to have co-chairs. Each committee gets just one vote. A higher number of board members have outside employment,

but be assured they are working behind the scenes and are available via email. Contact information is on the second page of the agenda.

**Meeting Processes** The board is simplifying its processes and will not be using a PowerPoint presentation this year. Meetings will run, instead, using a consent agenda. The meeting notice will include a link to the agenda and documents (minutes, financials, chair reports) on the Council website. It is each president's responsibility to review the posted documents before the meeting. During the meeting, questions will be addressed and minutes and financials will be approved. An email reminder will be sent by the Tuesday before the meeting.

**Speaker Survey** A survey is available on the PTSA Council website asking what guest speaker topics the membership is interested in hearing about. Please take the survey today.

**Voting Delegate Form** The Voting Delegate Form identifies who from your PTSA/PTA can vote at Council meetings. Anyone from your PTSA/PTA can attend on your behalf or come with you, but only voting delegates may vote on items at the meetings. You are encouraged to send other people in your place if you can't attend. Complete the form and give it to Sara Carmichael (secretary) or email it to her by the end of the week.

**District Video** A link to the video featuring Ron Thiele advocating for PTSA/PTA and Issaquah Schools Foundation was sent to PTSA/PTA presidents yesterday. Share and post the video any way you can including websites and social media.

**Email Volume** Leslie acknowledged the high volume of email sent preceding this meeting. September is a busier time of year. The email volume will taper down. An email request to submit your list of local chairs was sent September 12. Please send your list of chairs to Sara Carmichael (secretary) and Cindy Kelm (webmaster) ASAP.

**Standards of Affiliation** The Standards of Affiliation is now available on the state website. The SOA is a list of things your PTSA/PTA should be doing to follow best practices. The State PTA does not require you to turn it in every year, but they reserve the right to spot check local PTSAs/PTAs. Michelle Nims, WSPTA President, sent a great email explaining the SOA.

**Issaquah Schools Foundation** The Foundation typically does not advertise in September, but due to lower donations, they plan to continue a soft advertising push. Encourage people to donate to the Foundation. Leslie is working closely with Foundation Director Liz Swanson.

**Influence the Choice** Influence the Choice just celebrated its fifth year and has been awarded an additional federal grant for next 5 years through 2023. Details are available in the report included in the consent agenda.

**Post Meeting** After the meeting, please help put tables and chairs away.

**Role of Council** Your PTSA Council members are here to help and support the local presidents. If you have a question, somebody else probably does too. Please reach out if you have questions.

**Board and Chair Introductions** Board members introduced themselves.

### **Guest Speaker—Megan Klein—WSPTA Membership Director**

Megan Klein spoke to the challenges of recruiting members for PTSA. Megan assured Issaquah presidents and membership chairs that they are in a good place. The relationship with District administration is positive. PTAs have strong programs and branding. People can see the advantages provided by PTA. Issaquah schools have benefited from a click habit, being included in the school registration processes. Because of the district enrollment change, our schools no longer have that benefit. Now Issaquah PTAs need to be intentional about recruiting members. Not only do we need to say join, we need to say why.

What is the why? First step back and look at the history of National PTA. Some of the innovations contributed to PTA include kindergarten, child labor laws, and lunch programs. National PTA is a huge machine that works in the best interest of children. Washington State PTA was integral in the creation of preschool (a term coined by WSPTA), programs including Breakfast at the Bell, and supporting simple majority for bond bills. Local PTSA/PTAs affect change for their schools. For example, a PTA member advocated for and got a crosswalk installed in front of her school.

Other strategies Megan discussed include the following topics:

- In membership advertising, provide specific examples of what PTA does. "We count on your membership to...."

- Separate Membership from Volunteering. They have nothing to do with each other. “We need you as a member to support us.”
- If you need to cut a program, make sure people know why (membership is down).
- PTAs need to choose not to feel defeated. Just communicate with members and potential members. Give reasons why they should join.
- Who can be a member of PTA? Any living person!

### **Consent Agenda—Leslie Kahler**

The Consent Agenda included the following documents:

- Minutes May 17, 2018
- August 2018 Financial Report
- July 2018 Financial Report
- 2018-19 Proposed Budget
- Membership Report
- Advocacy Report
- Standing Rules
- Mission and Goals

Leslie called for questions or concerns about items in the consent agenda. There was a problem with the Mission and Goals link. The June Financial Report was posted instead of the July report. Cindy Kelm fixed the issues.

Leslie read out loud the proposed Mission and Goals.

### **Business**

#### **Approval Items—Leslie Kahler**

Leslie Kahler noted that the membership will vote to approve the Standing Rules, Mission and Goals, and 2018-2019 budget. All three documents were included in the consent agenda. Leslie highlighted the proposed changes to the Standing Rules. Laila Collins highlighted changes to the budget.

**Motion 1** Dawn Peschek moved to approve the Standing Rules as presented. Motion seconded. Motion carried.

**Motion 2** Alisa George moved to approve the Mission and Goals as presented. Motion seconded. Motion carried.

**Motion 3** Korista Smith-Barney moved to approve the 2018-19 Issaquah PTSA Council Budget. Motion seconded. Motion carried.

#### **Year End Financial Review—Laila Collins**

Laila Collins reported that she and Korista Smith Barney performed the financial review on July 25, 2018. They found no issues. Laila also noted that she was eligible to do the review because she was not the current treasurer.

#### **Membership—Valerie Yanni**

Valerie Yanni noted that the Issaquah PTSA Council website has instructions for setting up a QR code to link to membership information using a smart phone. This is a good tool to have available at curriculum night. The Membership Report has been posted on the Council website. Not all PTSAs/PTAs have uploaded their data from Our School Pages to PT Avenue. Valerie pointed to Briarwood and Creekside websites as good examples of promoting membership. Liberty and Apollo offer student memberships. Lastly, the student enrollment figures from the district are dated September 10, 2018. Valerie can give an enrollment number to each school PTSA/PTA, which can be used to determine how close they are to 100% membership.

Megan Klein talked about the state PTA Membership Made Easy newsletter. To receive it, make sure you are listed as Membership Chair in PT Avenue. You can choose Membership as a secondary role if you hold an office.

#### **Inspiration—Dawn Peschek**

Dawn Peschek’s inspirational message centered on branding. Make sure people know your event is sponsored by PTSA/PTA using, for example, banners and “sponsored by” signs. Clarify the different roles of PTSA, ASB, Boosters, and the Issaquah Schools Foundation.

### **Committee Reports**

#### **Art in the Schools—Juliette Ripley-Dunkelberger & Laurelle Graves**

Leslie Kahler reported that Juliette Ripley-Dunkelberger and Laurelle Graves have scheduled an upcoming art docent training session on October 13, beginning at 9:00 a.m. at Clark Elementary. Information is available on the Council website.

### **Outreach—*Kim Weiss & Kristen Slocum***

Kim Weiss discussed three event flyers for the Holiday Gift Barn, Lunch for the Break and Issaquah Food Bank Breakfast (Beyond our Doors theme).

### **ParentWiser—*Heidi Fuhs***

Heidi Fuhs reported that ParentWiser is presenting three Habits for Middle School Success workshops featuring Seth Perler. The dates are September 25 at Issaquah Middle, September 26 at Beaver Lake, and September 27 at Maywood. The workshops are geared toward middle schoolers and suitable for high schoolers who struggle with organization and executive function. Heidi asked for four volunteers to help at each event. She will contact the middle school PTAs.

### **Reflections—*Leah Gibson & Kristen Allen-Bentsen***

Leah Gibson announced that the Reflections program is celebrating its 50<sup>th</sup> anniversary. This year's theme is Heroes Around Me. Training for Reflections Chairs is scheduled for Monday, September 24, at the Issaquah Library on Front Street. The turn-in date is November 19 and the District reception is January 15. All the information is on the Reflections flyer.

### **Guest Introductions—*Leslie Kahler***

Leslie introduced Suzanne Weaver and Harlan Gallinger, members of the Issaquah School Board.

### **Breakout Session: What Can Council Do For You—*Leslie Kahler***

Dawn Peschek, Korista Smith-Barney, and Wendy Shaw led breakout sessions with the presidents around the topic of "What can Council do for You?" The feedback will be collected and reviewed by the board.

## **District Updates**

### **Gary Arthur, President IEA**

Gary Arthur is the new President of the IEA, serving a two-year term and representing about 1,300 certificated teachers. Gary has been a classroom teacher for the past 25 years and highlighted some of his past experiences with PTA. He noted that the IEA has settled a very nice four-year contract with the district. Gary also stressed the good relationship held among the IEA, Issaquah School District, and the Issaquah School Board.

### **Ron Thiele, ISD Superintendent**

Superintendent Ron Thiele welcomed Gary into his new role as IEA President and reiterated the very positive relationship between the District, IEA, and Board. Ron was pleased to say that the Issaquah collective bargaining agreement is the only 4-year agreement reached in the state. Ron feels confident in the agreement and its sustainability. Issaquah has benefited from the McCleary decision after spending years at the low end of per-student funding. The district is adding over 160 new positions. Ron also observed that morale in the district is higher than he's ever experienced. The highest priority coming from the Office of the Superintendent of Public Instruction is to improve the social emotional well-being of students. To support that priority, Issaquah has added 22 counselors and social emotional curriculum. Ron reflected on a good start to the school year, including a much smoother start for the transportation system. The Cougar Ridge, Pine Lake, and Sunset remodels are finishing up, but opened on time for the start of school. Remodels at Discovery and Endeavour have begun. Maple Hills is in the queue. Land has been purchased and feasibility studies begun for Elementary 16. The district is looking to a spring ground breaking and a Fall 2020 school opening. The district is still making progress on the Providence Heights property (potential site for High School 4 and Elementary 17). The move to the new Administration offices is moving slowly. Lastly, Ron noted that enrollment is down (by 100 students) in the Issaquah School District for the first time in 25-30 years. Projected growth was 400 students. Administration will be monitoring and analyzing enrollment.

Leslie Kahler expressed thanks to the presidents, membership chairs, and speakers for attending and invited people to stay if they have questions.

### **Meeting adjourned: 11:43 a.m.**

Submitted by:

Sara Carmichael

Secretary, Issaquah PTSA Council 2.6