

Duval County Council of PTAs/PTSAs General Meeting September 17, 2013

Call to Order

The General Meeting of the Duval County Council of PTAs was called to order at 10:00 am by President Gretchen Lynch. The meeting was held in the Cline Auditorium of the DCPS School Board Building on Tuesday, September 17, 2013. Recording Secretary Ann Gipalo recorded the minutes.

Attendance

There were **73** members representing **42** local units in attendance.

Meditation

Robert Mitchell gave the meditation and led the pledge of allegiance.

Executive Committee Reports

Treasurer's Report

Mindy Eisman presented the August Treasurer's report as follows:

Starting Balance – August 1, 2013	\$ 52,272.23
Total Receipts	\$ 738.94
Total Disbursements	\$ 1,187.32
Ending Balance – August 31, 2013	\$ 51,823.85

The August report will be filed for audit.

Reminders:

1. Be sure to complete your end of year (2012-2013) audit and submit it to your school bookkeeper, DCCPTA and Florida PTA.
2. Get your 2013-2014 budget approved by your General Membership at a General Meeting.
3. Submit your DCCPTA dues (\$35) by November 1 (a [remittance form](#) is available on our website) and please consider donating to the 3 funds – scholarship, eyeglass and convention.
4. File your taxes by November 15.

Corresponding Secretary

Gretchen reported for Africia Davis:

DCCPTA sent a Thank You card to Tracy Scott for presenting at the August board meeting and a sympathy card to Amy Barker on the death of her mother.

Minutes

The minutes from the August General Meeting were posted on the wall for members to review prior to the meeting. Changes were solicited from the floor. Receiving none, the minutes were approved as written.

President's Report –

- a. Welcome to all of our first time attendees!
- b. Cheryl Reid, our Registration chair, has two cards per local unit at the table outside. Your local unit must be in good standing to receive voting cards (2 per local unit; 1 for the President (or their designee) and one for your unit's DCC Delegate).
- c. We will be sending out a constant contact message to every local unit president asking them to supply the name of their DCC delegate.
- d. Email addresses for every speaker at our General Meeting is on the agenda each month; emails for DCC Board members are on the Calendar brochure outside.
- e. **The Fall Workshops on Saturday, September 28 are the last chance for Presidents and Treasurers to receive their REQUIRED training.**
- f. The Presidents' Directory is current as of today, and copies are available at the desk for presidents to sign out. This information is for PTA use ONLY and not to be shared with anyone.
- g. Please send a Thank you email to Governor Scott for declaring September "Join PTA Month".
- h. We will have a special "**Share Your Program**" Tab on our website if you have an upcoming program PTA members outside your local unit may attend. We will place the event information on our event calendar so everyone in the county can find out about it.
- i. Thank you to Paxon PTSA for providing our hospitality.
- j. In order to receive our emails – please review the contact sheet on the front desk and make any corrections necessary.
- k. We included a reminder in the September Highlights for **PTA Presidents to forward the Highlights message to their entire Board.** Asked for a raise of hands – How many presidents did this? (Only 3 hands were raised...) Constant Contact is telling us NO ONE is forwarding the message – so we will find out where the disconnect is.

2nd Vice President – STAR Team

Mary Lobello reported:

- a. Introduced the newest member of the STAR team, Judith Pratt, who can assist with Spanish and French.
- b. The STAR Team has been very active the past few weeks helping inactive units rebuild and meeting with various units to encourage new boards.
- c. If your unit has not received their membership cards then most likely your unit has not provided officer information to Florida PTA. There must be a president, treasurer, and secretary name on file for the cards to be sent. The form can be electronically submitted or filled in and printed from the www.floridapta.org website. The link can be found in red on the front page of the website.



- d. Please remember **your unit is financially responsible for all membership cards received**. Be sure to count and verify the cards you received. If you make an error on a card or it jams in your printer, do not throw them away, they need to be returned to the state for credit.
- e. In addition, if your president has not been receiving the Duval County Council constant contacts and email updates perhaps we have not received your information or we have copied your email incorrectly. Please check the email list at the back of the room to verify your information.

Jim Culbert and Holly Lanham, DCPS

- a. **Gaggle** is an all-inclusive online system that is now in all of the high schools and middle schools in Duval County.
- b. Students have the following: their class schedules, OnCourse grade portal, Google's analog to Microsoft Word, Excel and Powerpoint, up to 10 Gb "cloud" document storage per student, online homework submission, their teachers' websites and blogs are linked to their schedules, the DCPS school year calendar, and a social wall (similar to Facebook).
- c. Everything is monitored by humans at Gaggle for objectionable content or photos. Flagged entries are forwarded to the DCPS administrator for handling.
- d. Parents do not have access to the system yet.
- e. Soon, parents will have ONE account on OnCourse and be able to access ALL of their children's records from one dashboard.

Paula Wright, School Board member, District 4

Her school board district (4) includes city council districts 7 & 8.

- a. She uses the feeder patterns to the high schools in her district to invite parents and community members to community meetings, so they can have continuity of programs from K through 12th grade.
- b. Wells Fargo has a special program for car loans: the parent of any DCPS student can get a reasonable rate on a car loan with NO credit check.
- c. The TV textbook program involves plugging a special router into the student's TV so they can have access to textbooks at home.

Wendy LeHockey, Asst to Dr. Vitti

Ms LeHockey took questions from the membership regarding the loss of media specialists, or, how principals chose to staff one or not, and the shortage of textbooks in many schools.

Dr. Kimberly Davis, DCPS Parent Academy

- a. There are over 70 courses that will be offered in the Fall Semester.
- b. Any community member may attend, not just parents or PTA members.
- c. Staff from her office are available to come speak at your local unit.
- d. Please provide feedback on any course you take so they can use it to develop the Spring course catalog.

Mark Sherwood, DCPS Marketing Director

Mr. Sherwood provided an update on the status of the school websites.

- a. The server the websites were on was built in 1998... His survey of the status of the school websites found that 1/3 were highly functional and kept up to date; 1/3 were somewhat out of date; 1/3 were completely non-functional.
- b. He was given the task to move ALL of the schools to ONE platform in 90 days (most projects this size migrate multiple websites over the course of a year to 18 months.)
- c. All schools are using the same template so parents can find particular information in the same spot no matter which school's site they are looking at.
- d. Schools will be able to "brand" their site and customize it to reflect the school.
- e. PTAs will have a dedicated page on each school's website, will receive training on the software and will have access to make immediate changes.
- f. DCPS trained the school webmasters last week.
- g. They will have weekly online training sessions from 2:30 – 4:30 every week.
- h. School web masters will be on the gaggle system too.

Terry Jackson and Carey Smith, American Lung Association

The ALA has developed a FREE 5-6 session Asthma Management course for 3rd – 5th graders. They go to the schools to teach kids how to control their asthma, not just react to an attack.

NOTE: There were 2 asthma deaths in Duval County last month.

Workshops

Sharon Hodges reported:

- a. The Fall Leadership Workshops are Saturday, September 28 at Robert E. Lee HS, from 9:00 am - Noon. Registration begins at 8:30 am.
- b. There are 3 sessions, at 9:00, 10:00 and 11:00 with 5 classes to choose from at each time.
- c. These workshops are facilitated by trainers who have taught at the local, state and national level and instructors from Parent Academy.
- d. All are welcome to attend! Invite parents and community members.
- e. If 5 or more members of your local unit attend, you can apply for a study/discussion award.

Advocacy

Juliann Gaus-Graser reported they will be teaching a special advocacy track of 3 classes at the Fall Workshops.

Cultural Arts

Mandi Welch reported:

- a. Just a reminder to keep sending me any questions you have regarding the Reflections program.

- b. I will be holding a Reflections class at **9:00 am on September 28th** during our Fall Leadership Workshop for all who can attend.
- c. Also, you can still sign up for a few more webinars through National PTA or simply go to their video archives and watch the webinars about Reflections 101 and the Online Registration Process at your leisure.
- d. The Reflections slideshow from Convention is also available on the Florida PTA website.
- e. The deadline to turn in your winning entries to the county level is **December 6th from 9-noon**. At noon, our judging process begins and we can no longer accept entries.

Health and Safety

Felita Tutt reported:

- a. DCCPTA will be hosting **Healthy Steps with PTA** Sunday, November 3 from 2:00 – 4:00 at Tree Hill Nature Center. We will have a walk, healthy snacks and water and several health and safety vendors.
- b. Registration for the event will be on our website on October 1.
- c. **Safe and Healthy Duval** will be holding a special Lunch and Learn: *"Truth From the Streets ...the asphalt highway and the electronic highway..."* They will have a local DEA agent talk about the battles they face to keep our community free of illicit drugs. The ever changing world of sales now expanded to the internet makes it even more important that we all keep abreast of the latest tactics.

When: September 24, 2013 from Noon-1:30pm

**Where: Jacksonville Children's Commission
1095 A Philip Randolph Blvd
Jacksonville, FL 32206**

Lunch is provided, please RSVP to sally@drugfreeduval.org by close of business 9/20/2013

Teacher Supply Depot

Recording Secretary Ann Gipalo read Gary Kimball's report:

- a. The local unit PTA with the most volunteer hours will not only receive recognition at the P&P luncheon, but will also have a private shopping day for their board members to get supplies for use with PTA activities and programs. All local units with at least 5 people volunteering during the year will receive a certificate at the P&P.
- b. Teacher Supply Depot needs volunteers.
- c. The TSD has lots of #10 envelopes for local units to use in their membership drives. Can be requested between giveaways.
- d. The TSD on behalf of DCCPTA has received child shaped signs from Danielle Kessenger, a Child Safety Instructor at Wolfson's Hospital. These signs have a caution message of "Slow Kids at Play" type message. TSD will store for future distribution at the October General Meeting held at Teacher Supply Depot. We have approximately 400 of these signs.

- e. **Please make plans to attend the October General Meeting, learn more about the Teacher Supply Depot and bring 3 bags with you to shop after the meeting. Each local unit may have 2 representatives officially shop.**

Awards

Patricia Beeman reported:

- a. Right Foot Award: see [application](#) on our website. Due November 1.
- b. Although it is not listed on the "DCCPTA Awards Information" sheet on the website, there IS an Advocacy award.

Legislation

Melissa Daniel reported:

a. Save the Date!!!

Florida PTA is hosting a **Legislative Conference in Tallahassee March 16-18, 2014**. It will be a three day event full of exciting opportunities for education and action. Where else can you start your Spring Break with the ability to:

- i. Be a part of a statewide effort to strengthen education, health, and safety for all children.
- ii. Get the latest information on the status of education, funding, and other critical children's issues.
- iii. Meet with legislators
- iv. Attend Legislative Committee meetings, workshops, and hear from keynote speakers.

Information will be available on the Florida PTA and DCCPTA websites or you can contact Melissa D. after the meeting.

Common Core State Standards

Jackie Jones reported:

- a. National PTA, Florida PTA and our County Council PTA all strongly endorse and support CCSSI.
- b. Please invite her to your school to do a presentation on Common Core so your parents can find out what CCSSI will mean for their students. Her business cards are available at the back of the room.
- c. Please attend her Advocacy sessions at the workshops.

Unfinished Business

Bylaws

Betty Marty reported: The Bylaws committee proposes 11 amendments to the DCCPTA bylaws. These proposed changes have been posted on the DCCPTA website for 30 days per our bylaws.

By direction of the Board of Managers, I move to amend:

- a. Article VII, Section 2b by striking "program chair" and inserting "vice-president for program development". **PASSED**
- b. Article VII, Section 2c by striking "coordinating work of the area STAR team members" and inserting "for local unit development". **PASSED**
- c. Article VII, Section 2d by striking "coordinating the work of the standing committees" and inserting "for leadership development". **PASSED**
- d. Article VII, Section 6a by striking "STAR Team members and chairmen of such standing committees" and inserting "the remaining members of the Board of Managers". **PASSED**
- e. Article VII, Section 6b by striking "within 10 days following June 1" and inserting "by June 15". **PASSED**
- f. Article X, Section 1a by striking "STAR Team members" and inserting "local unit mentors". **PASSED**
- g. Article XII title by striking "STAR (School Training and Resource) TEAM MEMBERS" and inserting "LOCAL UNIT MENTORS". **PASSED**
- h. Article XII, Section 1 by inserting ", develop, and encourage" after the word "assist". **PASSED**
- i. Article XII, Section 2b by striking "elected" and inserting "appointed". **PASSED**
- j. Article XII, Section 2d by striking "outgoing" and inserting "retiring". **PASSED**
- k. Article XII, Section 2d by striking "within 10 days following June 1" and inserting "by June 15" after the word "chairmanship". **PASSED**

PTA 101: How to Run an Effective Meeting

Several members of the DCCPTA Board performed a skit of how NOT to run an effective meeting.

The following reports were submitted, but the speakers were unavailable to give their report in person:

Resources

Karen Ramirez reported:

- a. Walmart and Sam's Club believe in giving back to the community and there are several ways they do this.
- b. You can request a donation in writing 30 days prior to an event at the nearest Walmart or Sam's club near your local unit. If approved, you

will receive the donation in the form of a giftcard that can be used at Walmart or Sam's Club.

- c. Through the **Local Giving Program**, Walmart Stores/Sam's Club awards grants of \$250-\$2,500 through each Walmart/Sam's Club Stores. The deadline to apply for the 2013 cycle is December 1, 2013. To apply applications must be completed in full and submitted online to be considered. To apply please visit <http://foundation.walmart.com/apply-for-grants/local-giving>.
- d. Through the **Volunteerism Always Pays (VAP) program**, the Walmart Foundation awards \$250 to eligible organizations where associates volunteer. For example, if you have a parent or someone on your board that volunteers for your local unit and works at Walmart or Sam's Club that employee can put a request in for the Volunteerism Always Pay award. Paxon received this award in 2012.

Florida PTA

Melissa Kicklighter submitted the following report:

Membership Awards

- a. Hopefully many local units have submitted their Sunny Days Membership award application.
- b. Now it is time to start thinking about the Early Bird recognition opportunities. **Our PTA membership goal should always be 100% and if we meet that goal or even increase our membership over the total from last year**, there are three different levels of recognition available:

Gold Early Bird deadline for payment and application is October 1
Silver Early Bird deadline for payment and application is November 1
Bronze Early Bird deadline for payment and application is December 1

- c. If you are not sure of your total membership from last year, you can call the Florida PTA office or send an e-mail to info@floridapta.org and request the number. The award application is available at the Florida PTA website as an online fill-able form. Also, if you need more membership cards, there is an online fill-able form that can be submitted to request them.
- d. Finally, **PTA Connect Day** is scheduled for **September 30**. On that day you will contact Florida PTA via phone or e-mail and report your total membership to date. Please be sure to make that payment for those members as soon as possible as well. All of the local unit PTAs that report that day will be put into drawing for one of 5 - \$50 gift cards. We cannot wait to hear from you on September 30th!
- e. **Legoland Tickets** can be ordered through the Florida PTA website at the discounted price of \$30 per ticket through September 30th!
- f. **National PTA – Take Your Family to School Week – February 17-21, 2014**

The **grant application deadline is October 25**. The theme this year is Supporting School Success, specifically the risks associated with dropping out of school. Grants of \$1,000 will be awarded to 50 local unit PTAs. Information about the grant and the application are available at the National PTA website www.pta.org.

If you decide not to apply for the grant, but you still want to plan programs for Take Your Family to School Week, watch for the National PTA toolkit to be available on the website in November!

Announcements:

- a. Congratulations to the following PTAs/PTSAs which have all met the "Good Standing" requirements:
 1. Waterleaf Elementary
 2. Sabal Palm Elementary
 3. Lonestar Elementary
 4. Alimicani Elementary
 5. Terry Parker H.S.
 6. Thomas Jefferson Elementary
 7. Atlantic Coast H.S.
- b. Please be sure to return your voting cards to Cheryl at the table outside.

Adjournment

The meeting adjourned at **11:48** am.

Signed:
Ann Gipalo

Approved as:

Date 10/15/13 Written AMG Corrected