2018 NCPTA Annual Convention
May 18 - 19, 2018
Watson College of Education, UNC-Wilmington
Convention Agenda

Friday, May 18, 2018

1:00 p.m. - 6:00 p.m. — Convention Check-In and Registration

1:00 p.m. - 6:00 p.m. — Vendors Open

2:00 p.m. - 5:45 p.m. — Workshop: *Advocacy Skills Training for Today's PTA Leader*

2:00 p.m.-3:05 p.m., Betsy Vetter, American Heart Association
- Recruiting and Engaging Members Around Issues
- Staying On-Message
- Media Advocacy

3:05 p.m.- 4:10 p.m., Julie von Haefen, North Carolina PTA
- PTA Advocacy Priorities and Issues
- PTA Advocacy Committees
- Social Media Advocacy

4:10 p.m.-5:25 p.m., Brian Lewis, New Frame
- Working with Legislators
- The Political Landscape of North Carolina

5:25 p.m.-5:45 p.m., Closing Panel Conversation
Meredith Rouse Davis, North Carolina PTA Advocacy Committee Chair, Susan Book, Public School Advocate and Autism Mom and Crystal B. Rogers, President of Southwest Elementary PTA in Durham

5:00 p.m. - 7:00 p.m. — NCPTA Welcome Reception and Meet and Greet at TownPlace Suites by Marriott Wilmington/Wrightsville Beach, 3050 Eastwood Road, Wilmington

6:00 p.m. - 9:00 p.m. — Jungle Rapids Fun Night
Family, friends, fun, food, and fellowship
Saturday, May 19, 2018

8:00 a.m. - 5:00 p.m. --Grant Expo, Exhibitors, and Vendors Open

7:30 a.m. - 8:45 a.m. --Registration and Continental Breakfast   Atrium

8:00 a.m. - 9:45 a.m. -- LIVE LifeLine for Leaders

9:00 a.m. - 10:10 a.m. --Workshop Session I
1. Fundraising Best Practices *(PTA Programming & More Track)* Room 229
2. School of Excellence: Mission Possible *(PTA Programming & More Track)* Room 214
3. MemberHub 2.0 *(PTA Programming & More Track)* Room 226
4. Inclusion and Impact: How to Engage All Families *(Family Engagement Track)* Room 246
5. ESSA Update *(PTA Programming & More Track)* Room 232
6. Network to Enhance Understanding of Special Education Policies and Procedures *(Family Engagement Track)* Room 387
7. What Makes a School Safe *(Family Engagement Track)* Room 162

10:20 a.m. - 11:30 a.m. -- General Session I & Leadership Group Session Room 162

   Entertainment provided by Voyage Community Youth Leadership Council under the direction of Brenda Galloway

Posting of Colors, Pledge of Allegiance: Boy Scout Troop 296 of Northside Church
Inspiration: Donald Barringer, NCPTA Board of Directors and Convention Co-Char
Introduction of Guests, Board of Directors and Staff – Catherine Peglow, Executive Director
Introduction of Keynote Speaker – Dr. Janna Robertson, Professor, UNCW Watson College of Education
Welcome and Keynote: Dr. Van Dempsey, Dean, UNCW Watson College of Education
Call to Order: Virginia Jicha, President
Report of the Treasurer: Tony Proctor, NCPTA Board of Directors
Report of the Nominating Committee for State Officers: Sonya Harriott, Chair
Election of 2018-20 Officer
Report of the President
Door Prizes

11:30 a.m. - 1:00 p.m. -- Lunch and Dedicated time with Sponsors, Exhibitors, & Grant Expo
   Door Prizes
1:00 p.m. - 2:10 p.m. - Workshop Session II

8. Membership Recruitment Toolkit *(PTA Programming & More Track)*
9. Engage Parents and Your Community Through Social Media
   *(Family Engagement Track)*
10. Coding for Parents *(Family Engagement Track)*
11. National PTA STEM + Families Initiative *(PTA Programming & More Track)*
12. Inclusion and Impact: How to Engage All Families *(repeat)*
13. Understanding and Addressing Equity Issues in NC Schools
   *(Family Engagement Track)*

Room 226
Room 214
Room 229
Room 232
Room 246
Room 387

2:20 p.m. - 3:10 p.m. – “Chat and Chew” and the Pre-Awards Reception
Atrium
Entertainment provided by Port City Marching DiamondBacks
under the direction of Juan Kennedy

3:20 p.m. - 4:30 p.m. -- General Session II featuring Awards Celebration
Room 162
Welcome: Virginia Jicha, President
Inspiration: Shaneeka Moore-Lawrence, NCPTA Board of Directors, Convention Co-chair
Keynote Address: Denise Sultz, National PTA Secretary-Treasurer
Presentation of Awards: Rob Elliot, NCPTA Board of Directors
Door Prizes

2018 Officer Slate

Tony Proctor has been nominated to serve in the office of Treasurer. Tony is a devoted husband and the proud dad of three children, ages 6, 10, and 14. In addition to serving on the NCPTA Board of Directors, he serves as a At Large Member of the Mecklenburg PTA Council, as well as the past Mecklenburg PTA Council Treasurer and Treasurer of Trillium Springs Montessori PTA.

Tony owns a tax and accounting firm in the Charlotte area and works with both for-profit and not-for-profit entities. He is proficient at assisting units with financial management and fiduciary responsibilities. He has an excellent reputation in the community and is known for building lasting relationships through his credibility, integrity, and professionalism.

In his spare time, he likes to bowl and ride motorcycles as often as possible especially to state board meetings!
2018 Workshop Descriptions

Workshop Session I  Saturday, May 19, 2018  9:00 a.m. to 10:10 a.m.

1. Fundraising Best Practices *(PTA Programming & More Track)*  Room 229
   Facilitator: Olivia Edwards, President, Lacy Elementary PTA, Raleigh
   Emy Hanson, Lacy Elementary PTA, Raleigh
   A thorough presentation of the best practices that the Lacy Elementary PTA uses to
   fundraise through various methods. I will give a description of all of our different
   types of fundraisers as well as how we get the kids and teachers excited about the
   events and how we promote the fundraiser to parents, grandparents and family
   friends.

2. School of Excellence: Mission Possible *(PTA Programming & More Track)*  Room 214
   Facilitator: Donald Barringer, NCPTA Board of Directors
   School of Excellence is a great way for local PTAs
   to attract members who want to focus on and spearhead advocacy efforts on the
   most critical issues affecting our children. In this workshop, participants will discuss
   the impact of the School of Excellence program. Presenters will share their
   experiences and participants will learn how to engage in continuous school
   improvement, showcase their PTA’s efforts to improve family-school-community
   partnerships, and increase family and community engagement.

3. MemberHub 2.0 *(PTA Programming & More Track)*  Room 226
   Facilitators: Will Bowen, Chief Revenue Officer and Matt Harrell, Chief Product Officer,
   MemberHub
   Come hear about MemberHub 2.0 and how to improve fundraising at your school.

4. Inclusion and Impact: How to Engage All Families
   *(Family Engagement Track)*  Room 246
   Facilitator: Nore Walton, National PTA Service Representative
   Does your PTA have difficulty engaging all families?
   This workshop will explore barriers to PTA engagement. Participants will hear
   about practices that have led to enhanced family engagement. Discover solutions
   that will work in your school, district or state. Participants will be better prepared to
   focus on programming relevant to all families so they may grow membership,
   volunteerism, and engagement.

5. ESSA: A Conversation and Action Steps to Improve Educational
   Equity and Excellence *(PTA Programming & More Track)*  Room 232
   Facilitator: Martez Hill, Independent Strategy and Leadership Consultant
This session will explore various definitions of educational equity and excellence; discuss policies and actions that governments (federal, state, and local) are taking to improve educational equity and excellence; and strategies that parents and concerned citizens could employ to drive results, support public education, and hold public officials accountable.

6. Network to Enhance Understanding of Special Education Policies and Procedures (Family Engagement Track)  
   Room 387

   Facilitator: Dr. Kristin Bell, Executive Director of Exceptional Children’s Department, Durham Public Schools
   Navigating the special education policies and practices can be overwhelming. This session will explore special education policies and discuss best practices for PTAs to use to engage families of students with special needs. Participants will have an opportunity to network with others who are passionate about advocating for the needs of students with disabilities and those who support and love them.

7. What Makes a School Safe? (Family Engagement Track)  
   Room 162

   Facilitator: Dr. Janna Robertson, Professor, UNCW Watson College of Education
   After the Parkland Florida tragedy, there are grassroots and policy movements to make sure our children are safe in schools. During this presentation hear research and stories on what has worked well and what has not after Columbine and Sandy Hooks incidents. Metal detectors, police in school, even teaching students what to do in event of an active shooting may make us feel safer, but may also have negative consequences for our children and schools. We will discuss the concerns that the audience has and focus on what would make sure schools are a safe place for us to send our children.

Workshop Session II  
Saturday, May 19th  
1:00 p.m. to 2:10 p.m.

8. Membership Recruitment Toolkit (PTA Programming & More Track)  
   Room 226

   Facilitator: Denise Sultz, National PTA Secretary-Treasurer
   Growing membership is a goal of every PTA—but many PTAs are struggling to do it. During this workshop, we will analyze WHY parents and teachers at your school decide to support PTA as a member and outline what you can do to remove barriers for joining. Together, we will discuss ideas for attracting and engaging all families and school staff in your PTA efforts. Finally, we’ll apply what we’ve learned and practice approaches for building a strong, committed, diverse PTA membership.

9. Engage Parents and Your Community Through Social Media (Parent Engagement Track)  
   Room 214

   Facilitator: Hallie Kennedy, Project Manager, New Media Campaigns
Discussion of ways to stay engaged and involved with a broader community online in a positive way, beginning with a discussion of what your PTA’s goals for social will be and building a strategy from there.

10. Coding for Parents (Family Engagement Track)  Room 229
Facilitator: Matt Harrell, Chief Product Officer, MemberHub
Computer science drives innovation in the U.S. economy and society. Despite growing demand for jobs in the field, it remains marginalized throughout the U.S. K-12 education system. The earlier we introduce children to coding, the more comfortable they will be when presented with more in-depth learning opportunities in middle and high school. Early exposure to coding helps teach our kids how important it is to understand computers as the valuable tools they are rather than merely fun playthings. In this session we will explore resources available to parents and educators looking to introduce coding and computational thinking activities to our children and students.

11. National PTA STEM + Families Initiative (PTA Programming & More Track)  Room 232
Facilitator: Julie von Haefen, NCPTA Board of Directors
Have you implemented any STEM event/program? Do you desire to empower students to pursue careers in science, technology, engineering and math (STEM)? If you said yes, then you want to hear more about the National PTA STEM + Families initiative. Participants in this workshop will hear valuable tips from PTAs who have already planned and hosted a Math Night or Science Festival. Presenters will walk participants through the free toolkit and other program materials available to support this program.

12. Inclusion and Impact: How to Engage All Families (repeat)  Room 246

13. Understanding and Addressing Equity Issues in NC Schools (Family Engagement Track)  Room 387
Facilitator: Dr. Kelvin Bullock, Executive Director for Equity Affairs, Durham Public Schools
What are some of the common ways that inequities manifest in North Carolina schools? What are some key equity data sets that parents and educators can monitor in their school or district? Come to this session to learn more about the common barriers that are faced by Black and Latino students across the state of North Carolina and ways of addressing those challenges.
North Carolina PTA
Board of Directors
Revised April 2018

OFFICERS

*President: Virginia Jicha, Fayetteville (2017-19)
*President-Elect: Vacant
*Secretary: Pam Johnson, Wilmington (2019-1)
*Treasurer: Pepper Hines, Durham (2018-2)

AT-LARGE DIRECTORS

*Donald Barringer, Durham (2019)
Francelia Burwell, Durham (2019)
Connie Cabbs, Charlotte (2018)
Linda Crandall, Holly Springs (2018)
Katie-Rose Crater, Apex (2018)
Dr. Eric Cunningham, Rocky Mount (2018)
Meredith Rouse Davis, Apex (2019)
Harold Dixon, Charlotte (2019)

Rob Elliot, Fairview (2019)
Sonya Harriott, Fayetteville (2019)
*Kendra McAffity, Raleigh (2018)
Porcha McMillan, Fayetteville (2018)
Shaneeka Moore-Lawrence, Durham (2019)
*Tony Proctor, Charlotte (2018)
Julie von Haefen, Apex (2019)

(The Executive Committee* is comprised of the state officers and three at-large directors)

Officers with (2018-2) following their names will be completing their second term in that position and may not succeed themselves. The term date for Board of Directors members is indicated following their name. Local units and councils are invited to submit nominations for Board Members. Nomination forms are posted to the NCPTA website. (Revised 04/02/18)

STATE OFFICE STAFF
Catherine Peglow JD, Executive Director & General Counsel
Traci D. Mollere, Membership and Communications Coordinator
Nellie Taylor, Office Coordinator
Marianne Hedrick Weant, Director of Family Engagement

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NATIONAL PTA OFFICE
Thank you to our 2018 Convention Sponsors & Partners!

NCPTA expresses sincere gratitude to our special guests, speakers, workshop facilitators, exhibitors, and delegates for participation in our convention!

A special thanks also to members of the NCPTA Events Committee, Shaneeka Moore-Lawrence and Donald Barringer, Co-Chairs.