

Dates to Remember

March 12th Council Meeting – Association Meeting [7:00 pm]

The following are due at this meeting:

- Two copies of the Mid Year Audit (if not previously submitted)
- Per caps received since last council meeting
- Completed Our Children Our Future petitions

March 27th Founders Day [4 - 6pm]

The Saddlerack 42011 Boscell Rd. Fremont

April 2nd Council Meeting – Executive Board Meeting [7:00 pm]

The following are due at this meeting:

- Two copies of the 2012-2013 Board Roster (if elections were held in March)
- Per caps received since last council meeting
- Completed Our Children Our Future petitions

The Annual Election

March is the beginning of annual PTA elections in Fremont. According to their bylaws, all Fremont PTAs are to hold their annual election at either their March or April association meeting. At the February council meeting we modeled the proper procedure for conducting the annual election.

If you aren't sure when your annual election is to be held, consult your bylaws. Members of your association are to be given 30 days written notice of the slate of officers prior to the annual election.

Nominating committees should have been elected by now. Consult your bylaws for how many people are to serve as nominating committee members and alternates and which month they were to be elected at an association meeting. **If your PTA hasn't yet elected a nominating committee, contact Melinda Kufeld immediately at melinda.kufeld@sbcglobal.net.**

Need assistance? Dig into the Toolkit in the PTA Management section starting on page 38, Nominations and Elections, in the print/PDF version or on-line at www.capta.org/sections/resources/downloads/toolkit-2011/toolkit-en-02.pdf. You can also reach out to council parliamentarian, Lisa Ogrey at logrey@pacbell.net.



Fremont Council President's Message by Melinda Kufeld

Volunteers, the core of PTA... Each fall we ask people to join PTA, to become members. Many do, but few are willing to become volunteers. And those willing to volunteer seem to be fewer and fewer each year. You may wonder what you're doing wrong and if other PTAs have the same problem. You are not alone. The challenge to find volunteers is widespread.

PTA needs volunteers at many levels: to help with events and programs, plan and implement programs and events, chair committees, and be officers. Without volunteers a PTA can't exist and PTAs with few volunteers struggle to continue to serve their school communities.

Over the years at convention there have been many volunteer workshops offered. Each year there seem to be more workshops on finding volunteers. The one I took last year was held in a large room and was packed, standing room only! I heard of another volunteer workshop that was equally well attended. You are not alone when it comes to the challenge of finding volunteers.

A few years I attended a REALLY good workshop at convention called **Attract and Involve Today's Parents**. I have been looking for the notes I typed up from this class for months now and finally found them today on an old computer. Thankfully it started up and I found the file so I can share my notes with you in this newsletter.

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Council Officers and Chairs 2011 – 2012

Feel free to contact any of the Fremont Council Executive Board for information, assistance and/or support.

President	Melinda Kufeld	melinda.kufeld@sbcglobal.net	(510) 468-0780
1st VP Leadership	Meryl Shatzman	merylshatzman@yahoo.com	(510) 697-7656
2nd VP Programs	OPEN		
Secretary	Nancy Mitchell	nancym@mac.com	(510) 657-2912
Treasurer	Kim Mathis	oemexp@att.net	(510) 770-1297
Financial Secretary	Barbara Bousquet	h20swimbarb@gmail.com	(510) 557-7640
Auditor	Sridevi Ganti	sridevi_ganti@hotmail.com	(510) 742-1936
Historian	Cindy Baglietto		(510) 484-4031
Parliamentarian	Lisa Ogrey	logrey@pacbell.net	(510) 713-8542
Legislation Chair	Ann Crosbie	crosbieclan@gmail.com	(510) 713-2119
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Webmaster	Jenny Mitchell	jenstechs@mac.com	

(President's Message continued from previous page)

At our March 12th council meeting we are going to focus on volunteers; how to find, retain, and develop volunteers. We'll share ideas that we hope will help you:

- Effectively reach out to volunteers
- Identify where/how to find volunteers in your school community
- Keep volunteers coming back for more
- Develop volunteers to become chairpersons and future PTA leaders

Please come prepared to ask questions and share volunteer success stories and strategies with other Fremont PTAs. As always, you are welcome to bring others from your PTA.

While on the subject of volunteers, I love this time of year when PTAs recognize their most special volunteers at Founders Day events. Please plan to join us as we celebrate those honored by Fremont PTAs and pay tribute to our **Fremont Council PTA Founders Day** award recipients.

Tuesday, March 27th at The Saddle Rack from 4-6pm

Look for more details within this newsletter.

And to keep the volunteer theme going, thank you to all who have volunteered to serve as their PTA's point person or collected signatures for the **Our Children, Our Future** initiative which if passed in November will bring much needed billions of dollars in new funding for preK-12 public education that Sacramento can't get their hands on, money that will be held in a private trust and distributed to local school districts. What will OFOC bring to FUSD? The updated Our Children, Our Future website, www.ourchildrenourfuture2012.com/, has a by school and district projected funding calculator. Our efforts to first qualify the initiative for the ballot and later pass during the November general election will deliver significant new funds controlled by Fremont schools. (Reminder: 30% of the funds raised during the first three years will go towards paying down California school bond debt and the amount raised will increase as the economy continues to improve.)

<u>\$28,137,154</u>	<u>\$48,945,947</u>	<u>\$66,215,942</u>
2013-2014	2017-2018	2023-2024

As we dig deep to find the energy to support this initiative remember why you became a volunteer in the first place, to make a difference. **Our Children, Our Future will make a significant difference for a generation of California young people and the future of the state of California. Thank you!**

Melinda

Attract and Involve Today's Parents

"We Want You to Join Us!"

The Challenges of Today's Volunteer Environment

- In today's environment, people value time as much, or even more so, than money
- When you try to communicate with parents, talk to them as individuals, not "fellow parents"
- In most organizations, people would rather talk to each other than to the organization
- Image and impact are two critical factors in gaining anyone's support - make sure parents see PTA and our events/programs as REALLY serving the students and making a difference
- If we are going to attract and keep members, we have to somehow engage them in the organization
- In addition to telling parents what we do, we have to let them know we are listening to them

Understanding Why Members Might Give Up Their Time

Following are the top 12 answers given by 4,000 salaried employees when asked, "What are you looking for from your employer?"

- | | |
|-------------------------------|-------------------------------|
| 1. A sense of accomplishment | 7. A feeling of achievement |
| 2. Recognition for good work | 8. A sense of competence |
| 3. Pay | 9. A feeling of belonging |
| 4. Job security | 10. Appreciation from others |
| 5. Making use of my abilities | 11. Promotion and advancement |
| 6. Doing challenging work | 12. Fringe benefits |

While those answers not highlighted above do not really apply to volunteering, the rest of them are all ones that could be given in response to the question "What are you looking for when you volunteer your time?"

Squaring Our Needs with Their Needs - Finding Ways to Get Parents Involved

- People want to know how they and their family will benefit from volunteering
 - ✓ Helps them learn more about the school and the school system
 - ✓ Helps them improve the school community
 - ✓ Helps their child have a better school experience
 - ✓ Allows for personal development
 - ✓ Gives them a opportunity to interact with other parents
- Take a resource check - use parents' talents, not just their time
- Always identify what people can expect to accomplish, not just what they are expected to do!
- Give people as many options as possible on how they can participate
- Use technology to get people involved and to recognize their efforts
- Welcome, educate, and support new families
- Match up new parents with experienced ones
- Learn to create leaders

Asking Parents/Community Members Correctly so They Want to Volunteer

Make the contact personal and individual. Do not ask, "Do you want to ...?" Instead ask, "We would like you to join our PTA's efforts in making a difference at our school. What abilities, talents, past experiences, and time do you have that you would feel comfortable sharing with our students?" Ask people in a manner in which they will feel they are committing to a worthwhile, rewarding experience which fits into their lifestyles and will allow them to make use of what they have to offer. Carefully match committees' needs to the individuals' talents, etc. Be sensitive of differing styles when matching up chairs to co-chairs. Give volunteers the tools and support to allow them to be successful. Don't waste their time. Recognize their efforts and accomplishments, both personally and publicly. Invite them to volunteer in the future and help develop those who have the potential to be a leader.

Invest in Your PTA and in Yourself at Convention

Looking for inspiration? Networking opportunities? Hands-on training? You'll find it all at the California State PTA Annual Convention in Anaheim May 9-12!



- Inspiring speakers, relevant issues
- Workshops to hone your PTA skills, from volunteer management and parent involvement to health, safety and education
- Opportunities to connect with other PTA members and leaders

Registration began February 1. To take advantage of the lowest registration fees, register no later than March 31. Don't know who is going yet for your PTA? Registration can be done in the name of "Delegate A", "Delegate B", etc. Once delegates are identified, names can be changed on-line.

Discount pricing is new this year and available when any two full-time delegates registered from the same unit stay three nights or more at the host hotel, The Hilton Resort & Spa, the third registrant will receive free registration.

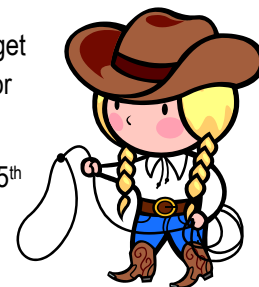
Check out the convention program at

www.capta.org/assets/downloads/ConventionRegistrationBook2012.pdf. Forward the link to members of your executive board, slate of officers for next year, chairpersons, and other members at your school who have the potential to be future leaders. Ask them to review the workshops and speakers at the general meetings and then let you know if they'd like to attend this year's CA State PTA convention. *Invest in the future of your PTA, attend convention!*

Founders Day

Mosey on down to the Saddle Rack for the Fremont Council PTA Founders Day Volunteer Rodeo on Tuesday, March 27, 2012, from 4:00pm to 6:00pm. We'll rustle up some tasty grub and you can do some socializin' – then get ready to whoop and holler in appreciation for all the fine work your pard'ners have been doing this past year. All for the low price of a couple sawbucks! Keep yer eye out for the invitation and reservation form coming out March 1.

WANTED – Names of Unit Founders Day award recipients! Email 'em to linda.dewlaney@yahoo.com by March 15th. Lasso some photographs of the buckaroos that have been riding shotgun with you this year, and send them by email to Meryl Shatzman at merylshatzman@yahoo.com. Need those by sundown on March 15 (be sure to include the Unit name and other helpful information when you send 'em).



We also reckon ya'll have some ideas of folks who have done a mighty fine job making our neck of the woods great for everyone – be sure and get them nominated for the Honorary Service Awards. Email the particulars of what makes you say "Yee Haw" about them to Linda Dewlaney at linda.dewlaney@yahoo.com by March 1, 2012.

Fremont Council Mission Statement

Our Mission is to advocate for all the children and youth of Fremont Unified School District. Fremont Council PTA will support each of our PTA/PTSA units through timely communication, training, leadership, and guidance. We will assist units through disseminating information, conducting meaningful meetings, providing PTA resources, and being a platform for sharing ideas and programs between units. Fremont Council PTA will serve our community through education, collaboration, resource services, and community wide programs.

2011/12 Goals

1. Improve communication from council to units
2. Increase skills/knowledge through training
3. Create opportunities for collaboration amongst units



\$\$\$\$ Finance Corner \$\$\$\$



Reminder: Charitable Trust (CT) Registration Required for all Units in 2012

We're making good progress on getting all units in council in compliance with this new requirement. It appears that updated Bylaws may be the biggest roadblock for those units still working on their registrations.

If you don't have your CT # yet, please let me know where you are in the process. (I check FEINs on the site www.ag.ca.gov regularly for new complete registrations.)

Here are links to a checklist and instructions to guide you in the process.

http://www.fremontcouncilpta.org/system/files/downloads/Charitable_Trust_Checklist.pdf

<http://www.fremontcouncilpta.org/system/files/downloads/ct1-form.pdf>

http://www.fremontcouncilpta.org/system/files/downloads/CT1-Red_Form.pdf

If you have any questions, please seek help from Council.

Contact Kim Mathis, Council Treasurer, to confirm your correct FTB# (aka Corporate or Organization No. on the form). 770-1297 or oemexp@att.net (home phone/email)



The Leader Link by Meryl Shatzman



Presentation Pointers

When I first became a Unit President, I dreaded the times I had to stand up in front of an audience and speak – walking out to the microphone in middle of the gym floor on Welcome Back Night to make my 'join PTA' pitch, or MC'ing our Founders Day event, and even to the smaller school staff meeting. Even though I felt prepared, it somehow became an outer-body experience that was very uncomfortable! But pushing myself to continue during my 2-year term, then more so in broader roles at Council and District, I came to be much more comfortable in public speaking. That is just one aspect of how PTA leadership helped me to grow.

Here are some pointers on how to prepare and present to an audience – whether a large presentation or just to your monthly smaller meetings.

#1 - Plan Your Material!

- Think through what you want your audience to learn, or decide to do, as a result of your presentation? Think about whom your audience is and what you think will be of interest to them. Structure your points to highlight those common interests.
- Think about how you plan to involve your audience in your presentation. (ask for show of hands, have visuals, tell a personal story, give a quiz, etc)
- Break down your agenda time into smaller increments so that you know quickly if you are staying on time.
- Write down EXACTLY what you will say in your opening 60-90 seconds, this will give you time to settle in and start strong.
- Outline your talking points. Three major points is a recommended maximum for one "sitting". If you have more to cover, consider handouts with extended information, or somehow give your audience a break in between.
- Write down EXACTLY what you are going to say in the last 60-90 seconds to close your presentation. If you are asking the audience to do something, be sure to close with a clear "call to action" – tell them clearly and concretely what you want them to do and by when.

Knowing what you want to say is actually the easiest part of giving a presentation! It is the verbal and non-verbal 'quirks' that we may not even know we do that can sabotage our message.

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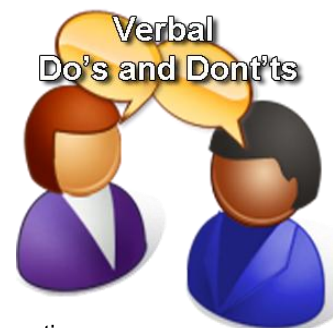
10 Verbal Do's & Don'ts

Do's:

- Speak confidently, if you skip something, simply go back to it later, or mention to your audience you have something additional to share.
- Explain your handouts briefly.
- Speak in a reasonable tone and at a conversational pace.
- Be mindful, but not obsessive about your time.
- If you trip over your words, it's OK, pause and keep going.
- If you don't know how to pronounce a word, look it up before you start. In any case just push through it, odds are the audience doesn't know how to pronounce it either.
- If you don't know the answer to a question, tell the person you will get back to them.
- Repeat questions from the audience before answering them so you can be sure everyone hears them.
- Pause for effect after making an important point.
- End on an "up" with a call to action or memorable quote.

Don'ts:

- Don't apologize for any nervousness or problem.
- Don't refer to handouts as junk, or stuff, or something useless.
- Don't knock the sponsor.
- Don't say "um," "uh," "like," "you know," etc. It will be difficult at first, but improve when you have more practice.
- Don't speak too quickly.
- Don't make up answers to questions or give wrong information.
- Don't read your handouts or slides verbatim, summarize.
- Don't run overtime, especially if other speakers are on the agenda.
- Don't speak in a monotone or mumble.
- Don't use vulgar or obscene language.



10 Non-Verbal Do's & Don'ts

Do's:

- Make eye contact with your audience often.
- Talk purposefully with your hands or keep them to your side.
- It's OK to look at your notes, and will help you stay on track.
- Face your audience as much as you can. Glance at your notes or visuals quickly if you need to check your place or see what's next.
- Walk toward your audience as the speech, and the time permits.
- Smile.
- Use natural emotions and facial expressions.
- Broadcast your voice naturally so everyone can hear you.
- Speak with a purpose. Express appropriate emotion for the subject.
- Be yourself.

Don'ts:

- Don't dart your eyes around the room.
- Don't stare at anyone, keep your eyes moving.
- Don't flap your arms. If you don't know what to do with your arms and hands, keep them at your side.
- Don't only look at your notes and fail to raise your head to look at your audience.
- Don't talk to your visual aids.
- Don't look at your watch.
- Don't shuffle your papers.
- Don't use the podium as a crutch.
- Don't turn your back to part of the group for too long.
- Don't put your hands in your pockets, or fidget with objects while speaking.



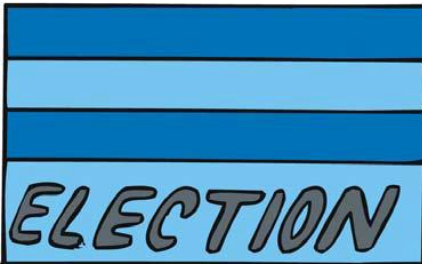
If you're not sure you do any of these "don'ts" ask a trusted friend to track these for you the next time you speak to an audience. (*this is how I found out I was an 'um-er'*). Becoming aware of your unconscious "don'ts" is the first step to conquering them.

Looking for more great PTA info? Please take a look at the Peralta District PTA Newscaster. There is a ton of great info included. <http://www.peraltadistrictpta.org/newsletters.php>

Parliamentarian Corner by Lisa Ogrey

Elections

Now that you are all ready for your Election meeting; I just wanted to remind the unit presidents and parliamentarians of a few important items you will need to make your meeting run smoothly. Of course, all of you will make sure to show up with your nominating committee and their report, your slate of officers, and your current membership spreadsheet. Lastly you will need your SCRIPT. Feel free to print this out and reference it during your meeting. Good luck!



Script for conducting elections

It can be nerve-racking to stand in front of your membership and conduct elections. What do you say and – how do you say it?

Consider the following:

PRESIDENT: “We now conduct our elections. Would the parliamentarian please read the sections of the bylaws pertaining to elections?”

PARLIAMENTARIAN: (The parliamentarian reads aloud the following sections of the unit bylaws: Article V, Sections 1, 2, 3a, 3b, 3d, 3g, 4, 5, 6, 7, and 11.)

PRESIDENT: “Will the chairman of the nominating committee please present the committee report?”

CHAIRMAN: (The chairman reads the prepared report that states the slate of nominees, the nominating committee members and the date of the report. The chairman’s part in the elections is concluded.)

PRESIDENT: “Thank you.” (The president then rereads the report of the nominating committee and asks each nominee to stand.)

“According to our bylaws, nominations from the floor are now in order. For president, _____ is nominated. Are there further nominations from the floor?” (Give a few moments for response.) “Seeing none, the nominations for president are closed.”

“_____ has been nominated for executive vice president. Are there further nominations from the floor? (Give time for response.) Seeing none, the nominations for executive vice president are closed.”

(The president then goes through each elected position as specified in the bylaws asking for nominations from the floor. Should a nomination be received for an office that has no candidate, that election can be held by voice vote. Should a nomination be received for an office with a candidate, a ballot election must then be held for that office or offices; a ballot election must also be held at the request of any member of the association. See section below for information regarding a ballot.)

PRESIDENT: (The president then reads the candidates and offices.) “As there are single candidates for each office (if there are), we will conduct the elections by voice vote. Is there any objection to this procedure? (If no one has called for a ballot vote, elections continue.) All those in favor of electing _____ as president, _____ as executive vice president. . . . (reads all the names) say ‘Aye.’ Those against, say ‘No.’ The ayes have it and you have elected the following officers.” (The president then restates the names and offices of those elected. The “voice vote” election is concluded.)

(continued on next page)

If a ballot vote is necessary

1. When there are two or more nominees for an office or when a member requests it, the election is held by ballot. To verify eligibility to vote, the membership list must be checked before ballots are distributed. The secretary should have the official membership list. If a membership list is not available, all present must be allowed to vote. The secretary should have ballot slips available. If it is known prior to the election meeting that there will be two or more nominees for any office, ballots may be distributed at a registration table as members arrive for the meeting and present their membership cards.

2. The president appoints a tellers committee, including a chairman and at least two (2) tellers, whose duties are to distribute, collect, and count the ballots. Ballots may also be collected in a ballot box.

3. The president requests all members eligible to vote to rise and be counted. This count will determine the number of ballots to be tallied.

4. A nominee for an office cannot be involved in the election procedure as a teller who collects ballots and counts votes.

5. Blank ballots are not counted.

6. Illegal ballots are counted to determine the number of votes cast, but are not applied as a vote for or against any nominee. Ballots are considered illegal if:

- They are unintelligible;
- They contain the name of a nominee who is not a member; or
- Two or more filled out ballots are folded together. (These are recorded as one illegal vote.)

7. In a contested election, where there is more than one candidate on the slate, each nominee may designate a person as an observer at the time the ballots are counted.

8. If another vote is necessary, the voting members must be recounted to establish the number of ballots to be tallied. If a member eligible to vote was not present when the original ballot was cast but arrives in time for another vote, the member is entitled to vote.

9. The results of the voting are reported by the chairman of the tellers, in writing, to the president, as follows:

Number of members eligible to vote: _____

Number of votes cast: _____

Number needed to elect: _____

(Nominee) _____

Received _____

(Nominee) _____

Received _____

10. This procedure is repeated for each contested office. The president announces who has been elected to office. Unless requested, the president does not have to announce the number of votes cast for each nominee, but the complete Tellers' Report must be recorded in the minutes. Following the announcement of the vote, the chairman of the tellers moves that the ballots be destroyed.

11. It is permissible to use these two procedures in one election by using voice vote for uncontested offices and a ballot for those that have two or more nominees.

12. A challenge to the election procedure or outcome must be made during the election meeting.

13. For additional information, see *Robert's Rules of Order Newly Revised, Tenth Edition* – Point of Order section.

Lisa Ogrey

Fremont Council PTA Parliamentarian

logrey@pacbell.net