



Highland View Elementary School PTA 2016-2017 Plan

Introduction

This document sets forth the Highland View Elementary School (HVES) PTA leadership structure, 2016-17 goals, and the proposed activities in support of those goals. Initial concepts for this plan were established in the August 17th, 2016 PTA Summer Planning Meeting.¹ The plan will be disseminated to the PTA membership on the PTA website www.hves.my-pta.org and on the PTA listserv HVES-PTA@yahoogroups.com.

Although this plan outlines the PTA's intentions for the year, the list of activities and the schedule may be altered during the year depending on the needs of the school community. For the latest information, PTA members are encouraged to bookmark the PTA website: www.hves.my-pta.org and check it frequently.

PTA Board of Directors

In compliance with the local PTA bylaws, the role of the PTA Board of Directors is to:

1. Transact necessary business in the intervals between general membership meetings and such other business as may be referred to it by this local PTA;
2. Create standing and special committees;
3. Approve the work and plans of special committees;
4. Present a report at the general membership meetings of this local PTA;
5. Select an auditor or an auditing committee to audit the Treasurer's accounts;
6. Approve and submit an annual budget to this local PTA's general membership for adoption;
7. Approve routine bills within the limits of the adopted budget; and
8. Fill vacancies.

The PTA Board of Directors (the Board) consists of standing committee chairs, delegates to the PTA Council, elected PTA Officers, and the HVES Principal. The PTA Officers include the President, Vice President, Secretary and Treasurer. For 2016-2017, the PTA Officers are:

Office	Name	Email	Phone
President	Faith Lewis	faithmlewis@gmail.com	240-691-3973
Vice President	Kate Gunthert	gunthertau@gmail.com	240-281-1272
Secretary	Kathryn Moore	kmumfordmoore@gmail.com	202-494-5925
Treasurer	Abby Colucci	abby.colucci@gmail.com	202-494-9965

The PTA Officers function in compliance with Article VII of the local PTA bylaws, "Duties of Officers", with the addition of roles and responsibilities unique to our school and agreed to by the officers. The

¹ Attendees: Faith Lewis, Kate Gunthert, Kathryn Moore, Abby Colucci, Galit Zolkower, Holly Plank.

PTA Officers will function as a team, so that PTA members and HVES staff alike can contact any officer of the Board to seek action by the PTA.

Nominating Committee & Election Schedule

Consistent with the current local PTA bylaws, a nominating committee comprised of 3 members will be formed in early 2017 to recruit the new slate of elected officers for the PTA Board. The slate will be presented to the general membership via the PTA listserv and the monthly PTA flyer *at least 30 days prior* to the PTA General Meeting in May 2016. The PTA will vote on the slate during the May 2017 meeting.

Goals

The PTA Summer Planning Meeting attendees propose the following goals for 2016-2017:

Category	Specific Goal(s)
PTA Membership	Achieve a total of 250 paid PTA members
Fundraising Initiatives	Raise \$20,000 in combined fundraising activities during the 2016-2017 school year to support: <ol style="list-style-type: none"> 1. Student-centered activities 2. Staff support 3. Community building/outreach
PTA Budget	Achieve a net of \$2,500 at the end of the school year to be rolled over

Faith Lewis 9/30/2016 2:25 PM

Comment [1]: Did we decide on a new amount?

Membership

A strong membership base is essential to achieve not only the PTA's stated goals, but also to demonstrate at the County and State levels that the HVES community is an active and engaged one. As one of the smaller elementary schools in our area, it is imperative that we have a strong voice regarding decisions that affect our school and our children. Accordingly, the PTA Board established a goal of 250 paid members for the 2015-16 school year, a slight increase from last year.

The Board, led by the Membership Chair, will conduct outreach to all HVES families, but also will make a concerted effort to embrace our richly diverse community by encouraging membership that represents all HVES families, with a focus on engaging K-2nd grade families and HVES Staff.

In addition to traditional methods of communication and outreach, the Board will employ the following means to solicit and engage new members:

- Recruit Spanish and Amharic-speaking members and coordinators;
- Use ConnectEd;
- Work with Amharic and Spanish speaking volunteers to increase outreach to those communities;
- Work with the new HVES parent coordinator to increase outreach;
- Sponsor a Back-to-School picnic for Kindergarten families (hosted by 1st Grade families); and
- Develop a brochure that details the PTA's goals and activities/accomplishments in support of those goals.

The Membership Chair will report the number of new members and total members at PTA General and Planning Meetings. The Chair also will regularly report on planned outreach activities to increase membership and work closely with the Volunteer Coordinator to increase member engagement.

The Volunteer Coordinator will assist the Board with recruiting activity coordinators and in turn, assist activity coordinators with recruiting volunteers upon request. The Volunteer Coordinator also will be responsible for compiling and reporting the HVES PTA's volunteer statistics to the County each month. Additionally, the volunteer coordinator will oversee compliance with Montgomery County's new regulations requiring all volunteers to complete a mandatory training on child abuse. It is essential that all volunteers (PTA members and non-members) record their volunteer hours each month via the Volunteer Log located in the main office, or the PTA website. This data is important for two reasons:

1. In spring 2014, the HVES PTA signed a Letter of Assurance to the Maryland State Department of Education guaranteeing that it would provide 50 hours of volunteer service per month, for 13 months, in support of Qualified Zone Academy Bond (QZAB) funding so that HVES would receive much needed exterior masonry wall repairs in Summer 2014. The total cost of the repairs was valued by MCPS at \$89k. QZAB funding is a federal funding stream that requires a 10% match (of cash or services) by a private sector donor, of which the PTA is considered.
2. Similar to the overall membership number, the number of volunteers is a measure of our community's engagement to which the County and State pay attention when considering resource allocations (reference #1 above).

The Volunteer Coordinator will work with the Board to identify methods to address the issue of volunteer accountability and to improve our ability to more accurately capture all volunteer time. This will be especially important in 2016-17 as we will need to continue to certify volunteer names, dates, and hours to the County to meet our QZAB commitment.

Fundraising

Fundraising is one of the functions of the PTA and is critical to our ability to provide student-centered activities such as cultural arts assemblies, special academic activities like GeoBowl, Green Team, and Science Night, field trip support, 5th Grade promotion activities, and financial aid for after school programs. The PTA also strives to ensure our top-notch staff feel appreciated and supported throughout the year through activities such as the welcome back breakfast, appreciation dinner during fall parent-teacher conferences, the annual staff appreciation week, and Wednesday Wishes support. In addition, the PTA would like to raise enough money to support field trips at all levels, not just the 4th and 5th grade. Finally, the PTA is committed to community building and outreach through activities such as ice cream socials, the spring Carnival and the Heart Healthy Dance.

To support these numerous activities, the PTA Board established a fundraising goal for the 2016-2017 school year of **\$20,000**; this amount is consistent with that raised in the prior three years. As always, achieving this goal will require fresh ideas, many dedicated volunteers, strong leadership, and wide participation. Fundraising activities that the PTA plans to implement in this school year include the following:

Fundraising Activities

Specific fundraising activities will include:

- Art to Remember (leads: Leigh Lipson and Jenny Stavros)

Faith Lewis 9/30/2016 2:07 PM

Comment [2]: Are we still working on this?

- Bakes Sales at Sneak Peek, Election Day, Parent-Staff Basketball Game, Carnival (lead: Abby Broussard)
- Online Auction (lead: Siobhan Carroll)
- Read-A-Thon (lead: Holly Rothrock)
- Parent-Staff Basketball Game (lead: Bret Forville)
- Restaurant Nights (TBD);

Miscellaneous Fundraising

Miscellaneous donations come into the PTA by way of “round up” campaigns, and other contributions. These will continue, and the community will be encouraged to make donations outside of specific campaigns or activities and new this year, we will offer electronic payment on the PTA website via PayPal.

The Fundraising Chair will develop a plan with milestones and projected fundraising goals, and will report on the progress of fundraising in the PTA General Meetings and Planning Meetings. PTA volunteers, leadership and members will all be engaged in supporting these efforts.

Budget

A budget has been established that reflects the activities proposed in this plan. A copy of the budget is included with this Plan and is located on the PTA website. This budget is subject to PTA approval at the September 13, 2016 PTA General Meeting. The Treasurer will report on the status of accounts in the PTA General Meetings and Planning Meetings.

The above goals will be reviewed with the membership in each PTA General Meeting, and discussed in each PTA Planning Meeting. Activities, resource allocations, and new projects will be considered with these goals in mind.

PTA Meetings

Consistent with the local PTA bylaws, the HVES PTA will hold a minimum of four PTA General Meetings between September 2016 and June 2017. The HVES PTA plans to hold five PTA Planning Meetings throughout that time period. Descriptions of these two types of meetings and the current schedule of meetings are detailed below.

PTA General Meetings

PTA General Meetings are an opportunity for all PTA members to hear about what is happening at the school from our Principal, find out about upcoming school and PTA events, and learn new information about curriculum, staffing issues, and more. It also provides the PTA membership an in-person opportunity to discuss issues, vote on important PTA matters, and bring agenda items to the PTA Board. While the PTA must conduct essential business, efforts are planned this year to combine these business meetings with student-focused special events. The Holiday Bazaar held in December 2014 proved to be a successful example of this model. PTA General Meetings will be held from 7:15 p.m. to 8:15 p.m. in either the Media Center or the All-Purpose Room usually on the first Tuesday of the month during the following months:

- September 13, 2016 *Special Speaker: Start of school updates by Galit Zolkower, Principal*
- October 4, 2016 *Special Event: An overview of Manna*
- December 6, 2016 *Special Event: Holiday Bazaar (A. Horton, J. Dodd)*

- February 7, 2017 *Special Event: TBD*
- April 4, 2017 *Nominate 2017-18 slate*
- May 2, 2017 *Vote on 2017-18 slate*

All PTA members are strongly encouraged to attend these meetings. Free babysitting will be offered by the PTA and provided at the school by Kids After Hours (KAH).

The frequency and timing of PTA General Meetings are subject to change depending on the needs of the general body of the PTA. Meetings dates and times will be posted on the PTA board (located in the school lobby), posted on the PTA website, included in the monthly PTA flyer, and announced to the school community by telephone via ConnectEd.

PTA Planning Meetings

PTA Planning Meetings serve as the main venue for discussing, planning and budgeting for PTA-sponsored activities, events and initiatives. Coordinators of PTA events are encouraged to attend every PTA Planning Meeting, especially during meetings when their event is being discussed. All PTA Members are welcome to attend these meetings.

PTA Planning Meetings will be held from 7:00 p.m. to 9:00 p.m. on the third Tuesday of the month during the following months and may be subject to cancellation if the Board deems them unnecessary:

- September 20, 2016
- October 18, 2016
- November 15, 2016
- January 17, 2017
- February 21, 2017
- March 21, 2017
- April 18, 2017
- Summer 2017 Planning Meeting TBD

PTA Schedule of Activities for the 2016-2017 School Year

In determining the proposed schedule of PTA activities for the 2016-2017 school year, the PTA Summer Planning Meeting attendees took into consideration the following factors:

- The proposed PTA goals for 2016-2017;
- The success of activities and events in the 2015-2016 school year (and in previous years);
- The availability of volunteer coordinators;
- The schedules and preferences of the faculty and staff of HVES; and
- The school and holiday calendar for the 2016-2017 school year.

The PTA Summer Planning Meeting attendees developed the following schedule of activities for the first semester of the year:

Month	Date	Activity	Coordinators/Volunteers
August	26	Staff Welcome Back Breakfast	Sunshine Committee; PTA Leadership
	26	Sneak Peek 2:00-3:00 p.m.	Membership; PTA leadership
	29	First Day of School – Kiss & Cry 9:25 a.m.	F. Lewis, C Shindell
September	2	Kindergarten Family Pizza Party	J. Siegel, S. Carroll
	2	Ice Cream Social 7:00 p.m.	J. Leonard
	7	Back to School Night 6:30 p.m.	Membership; PTA Leadership
	13	PTA General Meeting 7:15 p.m.	PTA Leadership; Membership
	20	PTA Planning Meeting 7:00 p.m.	PTA Leadership
October	4	PTA General Meeting	PTA Leadership; Membership
	5	Walk to School Day	A. Ard
	6	Volunteer Orientation Night 7:15	L. Strout; A. Kahn
	10	Open House	Membership; PTA Leadership
	TBD	Launch of Manna Food Drive	J. Forville
	17	El Golfo Fundraiser	S. Ricci
	18	PTA Planning Meeting 7:00 p.m.	PTA Leadership
	28	Halloween Classroom Parties/Parade	Classroom Teachers & Room Parents
November	10-11	Parent-Teacher Conferences Nov. 10-11 Staff Appreciation Dinner	Sunshine Committee
	TBD	Art to Remember orders due	L. Lipson; J. Stavros
	15	PTA Planning Meeting 7:00 p.m.	PTA Leadership
December	6	PTA General Meeting/Holiday Bazaar 7:15 p.m.	PTA Leadership; Membership

The schedule of activities for January 2017 - June 2017 will be determined at a later PTA Planning Meeting and added to this plan.