



The Art of PTA Leadership

Presented by Julie Cluff – Utah PTA Director of Leadership



**A leader is an
ordinary person who
gives extraordinary
effort.**



What we will cover in this Class

- Volunteer vs Leader
- Transitions
- Procedure Books
- Conflict Management
- Organizing Your Board
- Using Committees
- Creating and Using Needs Assessments



Why do you participate in PTA?

There are personal reasons why each person gets involved in PTA, but many stay and do more because of the common purposes of PTA.

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.



What Makes a Good PTA Leader?

- Welcoming and Valuing all Perspectives
- Listening and Communicating Effectively
- Focusing on What Matters to the Mission
- Sharing Power and Empowering Others to Lead
- Collaborating with Others to Create a Strong School & Community

Listen
Engage and **E**mpower
Attitude
Delegate

Questions???



- What kind of LEADER do you want to be?
- What kind of LEADERS do you want to help train to take your place?
- How do we get them to catch the Vision and want to do more?



What Makes PTA Different and Special?

- Structure of PTA gives a built-in support system
Local → Council → Region → State → National
- National Organization = training tools from all levels
- Utah PTA provides all local and council units under its umbrella non-profit status which allows each PTA unit to fundraiser and be tax exempt – Utah
- History has given PTA its own unique way to do things which is what we will talk about today



- This is an important time for planning and getting prepared for the upcoming year
- Things you should be doing during this time:
 - Filling Board/Committee Chairman Positions
 - Meeting with Principal
 - Planning next year calendar, budget, membership theme, etc
 - Working with current board to complete a needs assessment so you can plan your year.
 - Go to State, Region and Council Trainings including their FB groups/pages
- Remember... you are not "in charge" yet. Be respectful of the current board. Help them if you can, but don't take over.
- It is ok to plan so take advantage of this time.

Transition Time

Time from election of new officers until July 1st when they are officially in their positions



Organize your Board

Understanding the structure of PTA can be confusing and overwhelming!

There are a few examples of how to structure a board on the website at <https://www.utahpta.org/basic-structure>

- First and foremost - all elected positions are filled by a nominating committee and should be filled first.
- Each board will look different based on the needs of your PTA. That is ok and encouraged.
- Conduct a needs assessment each year to find out what is important to your community.
- Use the layers of PTA to help chairman be successful.
 - Use commissioners to place chairman in groups and have commissioners oversee those areas and report back to the board
- Make sure you fulfill your bylaw requirements
- Look at what volunteers you do have and don't be afraid to make changes based on needs and talents



Procedure Books

Book or set of files for any position, event or committee within PTA. The book contains the information about what was done in the past and what did and didn't work.

A new person to that position should be able to read that book and then understand how to move forward.

What is in a Procedure book?

- Bylaws and Standing Rules
- Budget
- PTA Calendar
- Training materials relevant to this position
- Local Unit materials: agendas, minutes, assignments
- Job/Event/Committee Descriptions
- Committee Contact List
- Summaries of previous years' events

See handouts and examples on the Leadership page of www.utahpta.org for how to organize Officer and Committee procedure books



- Paper or online are acceptable
- Generic or personalized – no rule against either
- Doing one at the beginning of the year and then again at the end is a great way to survey what the community liked and didn't like
- The School of Excellence has a great needs assessment survey built into the program.
 - Beginning Assessment that will give you a road map to solve identified problems.
 - End of year assessment that will show growth.

Creating and Using Needs Assessments

Needs Assessments determine what is important to the community you are serving and what your PTA should be doing



Committees are where you find future leadership

Committees help bear the load - many hands make light work

Committee Examples:

- Reflections
- Hospitality
- Reading Club
- Student Club
- Communications
- Membership
- Ribbon Weeks
- Nominating Committee
- Family Nights

Using Committees

Committees are the backbone of PTA.

They conduct the work and pull off all your programs and events.

They are the heart of PTA.



Conflict in PTA usually revolves around three areas:

- Individual conflicts
- Problems relating to PTA activities
- Group/individuals in opposition to PTA policies or positions

Some conflicts can be avoided when you are:

- Knowledgeable
- Familiar with bylaws
- Following the policies of PTA
- Informed about the issues
- Sensitive to the rights of members
- Able to avoid personality conflicts

More information can be found in the President's Handbook and on the leadership page of www.utahpta.org

Conflict Management

Conflict is everywhere -do not fear it

Conflict can be healthy

If becomes destructive,
you must act

Be aware of perceptions, avoid
assumptions

Communication is the key -be open
and neutral



PTA Awards can help grow leaders and show value in PTA



Utah PTA Gold Star Awards

When you are walking
the walk – you are
providing excellent
service to the students,
staff and school
community.



<https://www.utahpta.org/gold-star-leadership-awards>

Utah PTA wants to recognize all PTAs and PTSAs in Utah that are fulfilling their responsibilities to the students, staff and school communities!

If your PTA/PTSA are active and involved, chances are you are meeting all the requirements in be recognized as a Utah PTA Gold Star PTA or PTSA.

There are 4 awards available. PTA, PTSA, Council and Region! Each have basic requirements specific to the things they do in their unit.

Use the QR code or the link below to see what the requirements are and to apply for the award next year.



Utah PTA L.E.A.P. Awards

Leadership Excellence And Partnership

L.E.A.P. awards are for individuals in PTA that are making a difference in their PTA and school community.

L.E.A.P. award requirements also prepare individuals for other levels of PTA service.

Use the link below to see what the requirements are and to apply for the award next year.

The Application is online and anyone can fill it out to nominate someone in their PTA. This is a great item for President Elects to do. Or Volunteer Coordinators... or awards chairmen.

<https://www.utahpta.org/leadership-excellence-partnership-leap-awards>



Question and Answers

Julie Cluff - Director of Leadership - Utah PTA

juliec@utahpta.org

All materials from this class can be found in the workshop materials in the EventLeaf Guide App and on the Director of Leadership Page

Follow Utah PTA



Facebook

Groups you can join:

- Utah PTA Advocacy
- Utah PTA Super Secondary
- Utah PTA Excellent Elementary
- Utah PTA Treasurers
- Utah PTA Reflections
- Utah PTA School Community Councils



Twitter



Pinterest



YouTube



Instagram



Utah PTA One Voice App

Sponsors

