

PTA Leader Toolkit

2023 – 24

Section 5: Board of Directors



LouisianaPTA.org

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Louisiana Parent Teacher Association

LAPTA CALENDAR & IMPORTANT DATES

July 2023

- July 1 Board position terms begin
- July 15 Submit officer data at LouisianaPTA.org/register

August 2023

- August 1 Submit officer data at LouisianaPTA.org/register
- August 15 Reflections Program opens
- August 12 Start working on Active Affiliation Report. See LouisianaPTA.org/activeaffiliation.
- August 19 LAPTA Leadership Training South for southern Local PTA Units
- August 25 Submit new membership dues at LouisianaPTA.org/membership
- August 26 LAPTA Leadership Training North
- August 30 Reflections Program Training Zoom Meeting at 12:00 pm and 7:00 pm

September 2023

- September 1 Review PTA.org and *LAPTA ToolKit: Grants* for available grants and their deadlines
- September 5 Healthy Minds Zoom Training at 12:00 noon and 7:00 pm
- September 6 Reflections Q&A Zoom Meeting at 12:00 noon and 7:00 pm
- September 11 Affiliation Requirements Zoom Training at 12:00 noon and 7:00 pm
- September 12 Programs & Grants Zoom Training at 12:00 noon and 7:00 pm
- September 13 Secretary Zoom Training at 12:00 noon and 7:00 pm
- September 14 Membership Zoom Training at 11:00 am and 6:00 pm
- September 14 Presidents & VPs Zoom Training at 12:00 noon and 7:00 pm
- September 16 Treasurer Zoom Training at 12:00 noon
- September 19 Diversity & Inclusion Zoom Training at 12:00 noon and 7:00 pm
- September 21 Developing Your Leaders Zoom Training at 12:00 noon and 7:00 pm
- September 25 Submit new membership dues at LouisianaPTA.org/membership

October 2023

- October 1 Deadline for National PTA.org School of Excellence submissions
- October 12 Reflections Q&A Zoom Meeting at 12:00 pm and 7:00 pm
- October 14 Statewide Election Day – Advocate for all children by voting
- October 20 Red Ribbon Poster Contest Deadline to Submit to LAPTA
- October 23–31 National Red Ribbon Week
- October 25 Submit new membership dues at LouisianaPTA.org/membership
- October 27 Deadline for Active Affiliation Report. See LouisianaPTA.org/activeaffiliation.**
- October 30 LAPTA Red Ribbon Poster Contest Winners Announced

November 2023

- November 1 Plan Family Reading Experience Event; visit PTA.org/home/programs/family-reading
- November 15 Reflections Q&A Zoom Meeting at 12:00 pm and 7:00 pm
- November 17 LAPTA Literacy Grant Deadline (<https://form.jotform.com/221748002230038>)
- November 17 Reflections Theme Contest Submission Deadline <https://form.jotform.com/221745830340147>
- November 18 Statewide Election Day – Advocate for all children by voting
- November 25 Submit new membership dues at LouisianaPTA.org/membership
- November 30 LAPTA Reflections Theme Search Winners announced

December 2023

- December 1 LAPTA Literacy Grant Winners Announced
- December 5 Reflections Q&A Zoom Meeting at 12:00 pm and 7:00 pm
- December 20 Submit new membership dues at LouisianaPTA.org/membership

January 2024

- January 22 Reflections Submission Deadline to LAPTA
January 25 Submit new membership dues at LouisianaPTA.org/membership

February 2024

- February 9 Louisiana PTA's 100th Birthday
February 13 Mardi Gras Day
February 17 National PTA Founders' Day
February 28 Submit new membership dues at LouisianaPTA.org/membership

March 2024

- March 1 LAPTA Reflections Program LAPTA winners announced
March 1 LAPTA Day of Service Grant application deadline at LouisianaPTA.org/grants
March 1 Newsletter Award application deadline at LouisianaPTA.org/awards
March 1 Advocacy Award application deadline at LouisianaPTA.org/awards
March 2 Read Across America Day (nea.org)
March 22 Deadline for Volunteer of the Year Award and Mentor-a-PTA Award
March 25 Submit new membership dues at LouisianaPTA.org/membership
March 27 LAPTA Healthy Minds Grant Application Deadline at LouisianaPTA.org/grants
March TBA National PTA Legislative Convention (LegCon)

April 2024

- April Transition Time and Planning for the Year Ahead
April 1 Deadline for Creative Teacher Grants at LouisianaPTA.org/grants
April 1 Deadline for membership reports for LAPTA Annual Membership Awards
April 20 LAPTA Recognition Ceremony and State Meeting; Winners announced for Day of Service Grants, Creative Teacher Grants, Volunteer of the Year, and Outstanding Newsletter Awards
April 25 Submit new membership dues at LouisianaPTA.org/membership
April 28 Submit officer data at LouisianaPTA.org/register

May 2024

- May Transition Time and Planning for the Year Ahead
May 1 LAPTA Healthy Minds Grant Winners Announced
May 6-10 Teacher Appreciation Week
May 25 Submit new officer data at LouisianaPTA.org/register
May 25 Submit new membership dues at LouisianaPTA.org/membership

June 2024

- June 1 Search and publicize Summer Learning Programs at PTA.org and your local community
June 25 Submit new officer data at LouisianaPTA.org/register
June 30 Submit new membership dues at LouisianaPTA.org/membership
June TBD National PTA Virtual Convention (tentative dates)



BEING A BOARD OF DIRECTORS MEMBER

The PTA Board of Directors establishes the framework within which everyone works. It is a team of volunteers who are members of the PTA and who are elected to office or appointed to chair a committee. They work together to set goals for the Local PTA Unit and to establish methods to achieve those goals. Effective teamwork requires mutual respect, compassion, commitment, and knowledge of their role and the role of others.

PTA Board members shall believe in and support the mission, purposes, values, and policies of National PTA and LAPTA. They must be a member of their Local PTA Unit within 30 days of the start of the membership year in which they serve. They will receive no compensation from the PTA except reimbursement for reasonable expenses as set forth in PTA policies and procedures. They will sign the Confidentiality, Ethics, and Conflict of Interest Policy on an annual basis. Board of Director members may not serve in more than two capacities and may hold only one elected office on the board.

Board of Directors Composition

Board of Directors shall consist of the elected officers, the chairs of standing and special committees, and the principal of the school or their representative. Other members may be designated in the Standing Rules.

Duties of the Board of Directors

Board members shall carry out the fiduciary responsibilities for this PTA by exercising the following:

- **The duty of care** requires each to use prudent care and concern of Board responsibilities, including but not limited to completing all components of required training, delivering all official materials to their successor or the President following the end of their term, and attending all meetings of the PTA.
- **The duty of loyalty** requires placing the interest of the PTA above any other, including but not limited to refraining from making any slanderous or defamatory statements that could harm the PTA name or brand, presenting a united front on decisions made as a Board of Directors, and maintaining confidentiality.
- **The duty of obedience** requires adherence to the law, and the PTA's mission and governing documents, including but not limited to complying with the legal filing requirements of the state and federal government agencies, reviewing the records retention policy annually, signing the Confidentiality, Ethics, and Conflict of Interest Policy, ensuring an annual budget for the upcoming fiscal year is prepared and submitted to the PTA for adoption at the annual meeting, abiding by the policies and procedures set by LAPTA, and performing the duties outlined by the governing documents and those assigned by the President.

All Board members are expected to come prepared for a productive Board meeting. In addition to having their specific position report ready to share, every Board member has additional responsibilities during the meeting. They should be ready to actively participate in the discussions during the meeting and read any reports or information distributed prior to the meeting such as the agenda, meeting minutes, and financial reports. PTAs utilize parliamentary procedures to ensure that everyone may express their opinions in a fair and positive manner. Participating in meetings means being ready to speak and listen.

Board meetings are closed meetings. Discussions and opinions shared in the meeting are confidential. Maintaining confidentiality not only builds trust among Board members but also preserves the Board meetings as a safe place to share all diverse opinions needed to make the best decisions. Only Board members attend Board meetings. Anyone may request the permission of the President to address the Board of Directors by receiving a courtesy seat from the President. They are only allowed to observe, ask a question, give a report, or provide information, and then they must leave the meeting. A non-Board member cannot participate in the discussion or the voting process.

The PTA Bylaws contain special provisions for emergency voting by the Board of Directors. These procedures must be followed for any vote by phone, email, video conferencing, or other means if authorized by the President.

LEADERSHIP TRAITS

Successful leaders are effective leaders. Their skills and abilities allow them to step into a variety of roles, and they see the value people have to offer and seek their involvement. They provide a clear purpose that others want to follow. They lead with integrity and strive to continually improve. **PTA Leaders are always looking for their replacement and intentionally reach out to others.** Competent and effective leaders have:

- **Self-Awareness** – Has the ability to assess their own strengths and weaknesses.
- **Vision** – Demonstrates a clear understanding of the future and how to get there.
- **Relationship Building** – Develops trust and mutual respect, and values diversity.
- **Critical Thinking** – Obtains all the relevant information, identifies problems and causes, evaluates information, and determines criteria that indicate solutions.
- **Time & Resource Management** – Effectively prioritizes and manages resources to accomplish goals.
- **Motivation** – Demonstrates and promotes interest and enthusiasm.
- **Empathy** – Recognizes verbal and nonverbal feelings, needs, and concerns of others.
- **Creativity** – Sees and thinks of innovative ideas, alternatives, and ways to do things.
- **Communication** – Listens actively and conveys information clearly and concisely in writing and speech.
- **Collaboration** – Works with a team to achieve a common purpose; puts service before self.
- **Delegation** – Shares responsibilities including guidance and follow up, fostering leadership in others.
- **Continuous Learning** – Pursues development of skills and knowledge.
- **Integrity** – Does the right thing when no one is watching.
- **Initiative** – Steps up unprompted, going above and beyond with excellence.

IMPORTANCE OF BOARDSMANSHIP

Serving on the Board of Directors extends beyond management and completion of position-specific duties. These specific duties are presented in this guide and are in the Bylaws and Standing Rules. Effective Board members know that in addition to satisfying requirements detailed in the PTA's governing documents, particular skills are essential to a well-functioning board, such as a unified voice and collaboration.

It is important to have an awareness of how decisions and actions of individual Board members reflect on the perception of the entire Board by their PTA members, future PTA members and leaders, school staff, and the greater community. No matter the differences of opinion shared within the Board meeting, the PTA Board of Directors presents itself with a unified voice. Not doing so would undermine any efforts to gain support for PTA events and programs and to make a real difference in the school community.

Collaboration is also key and requires that each Board member works in a complementary fashion, supporting all Board members' work in PTA. The structure of the Board and committees, utilizing parliamentary procedure to ensure all voices are heard, and requiring meetings, lends itself to a collaborative spirit in conducting the business of PTA. It is essential to share the responsibility of all PTA actions, messaging, programs, and events to project a positive opinion of PTA. From the outside, there should be no distinction between Board members' responsibilities. The reputation earned by the PTA is reflected on the entire Board, not on specific individuals. Working together to ensure that each Board member successfully executes their responsibility and participates in meetings goes a long way in establishing respect and support for PTA in the school community.

Positive relationship-building creates a unified voice and collaboration, among many other important skills. If there are good, strong, healthy relationships between Board members, the work of PTA will be successful and fun. The essential building blocks of relationship-building are mutual trust, respect, taking responsibility, valuing others, and open communication. In addition to building relationships amongst Board members, remember that the PTA's relationship with the school staff, district, families, and the greater community is essential to the success of the PTA. Effective management of these skills and the specific Board duties as described in this guide will ensure the success of the PTA and make excellent PTA leaders.

QUORUM

Quorum must always be established to do certain business of the Board of Directors. For Board meetings, **quorum is defined as half of its filled positions plus one**, or a majority. For example, if there are 25 positions on the Board of Directors, but only 12 positions are filled, then the quorum is seven (half of 12 plus 1). If a person fills more than one position, they are only counted once when establishing the majority number. A Board member may temporarily assume the duties of a vacant position until that position is filled.

GETTING STARTED

Congratulations! As a new Board member, get an early start to set yourself up for success. Each year, PTA leaders need to do the following shortly after their election or appointment.

- Make sure the PTA membership is current. All Board members must be PTA members during the school year for which they were elected or appointed.
- Register with LAPTA at LouisianaPTA.org/register.
- Meet with the outgoing Board members and review their binders and files together.
- Ask for the current copy of the Bylaws and Standing Rules. The Bylaws must be reviewed, updated, and submitted to LAPTA for approval every three years.
- Follow LAPTA on social media. Familiarize yourself with the entire website at LouisianaPTA.org.
- Follow National PTA on social media. Create a profile on the National PTA website at PTA.org. Having an account gives access to the PTA Local Leader Kit and an incredible amount of resources.

Duties at a Glance

- Sign the Confidentiality, Ethics, and Conflict of Interest Policy annually.
- Contact the predecessor to request previous records and other relevant information to know what has been done in the past.
- Find people to help fill Board positions and to join the committees.
- Keep an organized binder to provide the successors with everything done throughout the year.
- Attend required LAPTA training and take advantage of e-learning available at PTA.org.
- Review and become familiar with the Bylaws, Standing Rules, and the Active Affiliation Report.
- Act in emergencies between meetings of the Board.
- Make a report of committee action items at each Board meeting.
- Attend all meetings of the PTA including Board of Directors, General Membership, and Committee meetings. Check the Bylaws for which months are required to have specific meetings. Attendance is necessary to ensure a quorum is met. Participation is imperative to the success of the PTA.
- Present a report at Board and General Membership meetings relevant to their role.

Qualities of Effective Officers

- Understand and promote the purposes and policies of the PTA.
- Perform all duties of the office as outlined in the Bylaws and Standing Rules.
- Cooperate with the school administrator, staff, and others responsible for children.
- Study the material distributed by LAPTA and National PTA. A good place to start is PTA.org/local-leader-kit.
- Attend state and national leadership training and meetings.
- Make reports as required and file annual reports as part of the PTA's records.
- Return to the Treasurer all funds pertaining to the office.
- Keep a procedure binder to pass on to succeeding officers and transfer to succeeding officers quickly.
- Protect members' privacy by not distributing membership lists to outside interests.
- Answer correspondence promptly.
- Stay informed by reading the publications of the PTA.

EXECUTIVE COMMITTEE

The Executive Committee consists of the elected officers of the PTA. They all assist the President to reach the goals of the PTA. The duties of officers are specified in the Bylaws and Standing Rules. The **President** directs the affairs of the PTA in cooperation with the other members of the Executive Committee and Board of Directors. See the *LAPTA Toolkit: President* for full details. The **Vice-Presidents** aid the President. The President may delegate specific programs such as Membership, Legislation, or Reflections Program to a Vice-President. A Vice-President can act in place of the President only when empowered by the President or when empowered to act by the Board of Directors in the President's inability. The **Treasurer** receives and disburses all money as the authorized custodian of PTA funds as prescribed in the Bylaws or authorized by the PTA. See *LAPTA Toolkit: Treasurer* for full details. The **Secretary** keeps accurate records of the proceedings of the PTA and is the custodian of the PTA records. See *LAPTA Toolkit: Secretary* for full details.

COMMITTEES

Committees are the working machinery of the PTA that plan and promote its activities. Each committee is headed by its appointed or elected "chair" based on their qualifications for the committee's field of work. It has a definite function and is subject to the control and direction of the PTA. The work and goals of the PTA determine the number and nature of the committees necessary. Refer to the Bylaws and Standing Rules for specific information about committees and the selection of committee chairs. A committee only has the authority that it is specifically given. Committees do not function as separate groups but are part of the PTA and must operate within the framework of PTA Bylaws, policies, and procedures. All projects and activities must have the approval of the Board of Directors and the PTA in advance.

A terrific way to recruit new volunteers is through committees which are critical to the success of the PTA. They provide an opportunity for individuals to do the work best fit for them. Members develop a sense of worth and personal satisfaction as they contribute to the total work of the PTA. Committee chairs are responsible for appointing their committee members with the approval of the Board of Directors.

Committees work effectively on many tasks. The procedures are informal, allowing individuals freedom to discuss and make greater contributions. Create an open, relaxed, and supportive environment. The size of the committee shall be small enough to allow for greater efficiency and flexibility and large enough to complete the task. In some cases, the Bylaws specify the number of members on a committee.

Standing Committees perform work in specific areas continuously throughout the year. **Special Committees** perform work for a specific short-term purpose and cease to exist upon completion of the work. The following is a short list of committee suggestions, although a PTA may have other committees not listed.

COMMITTEE EXAMPLES

Advocacy Committee provides members with information about current legislative issues to foster effective participation in local, state, and national government; presents the PTA position on proposed laws that affect the education, health, and well-being of children to legislators at all levels; and works with other groups with similar interests. Visit LouisianaPTA.org/advocate for further details.

Budget Committee develops the PTA budget. The Treasurer acts as the chair. Two or more additional members are elected or appointed according to the Bylaws. The committee studies the previous year's budget and Treasurer's reports to determine how well the budget met the unit's needs. The Treasurer submits the budget to the General Membership for approval. The committee may meet at various times during the year to

determine if budget changes are necessary. Changes may only be made by amendment at a General Membership meeting. It is recommended that notice of such pending action be given prior to the meeting date.

Bylaws Committee reviews and revises the LAPTA Bylaws Template, noting the last approval date by LAPTA stamped on the cover page. Bylaws must be reviewed, updated, and submitted to LAPTA for approval every three years. LAPTA Bylaws guidance is available at LouisianaPTA.org/bylaws.

Communications Committee keeps the members and school families apprised of the PTA work and how they can play a part. This committee creates public awareness, understanding, recognition, and support of PTA goals and programs. Find tips and best practices to effectively share messages with PTA members, school staff and administrators, community members, and the media at PTA.org/local-leader-kit/communications.

Reflections/Cultural Arts Committee emphasizes the benefits of arts education in the school and community. Members encourage participation in and administer the Reflections Program and oversee other arts programs introduced by LAPTA. Find more information at LouisianaPTA.org/reflections.

Diversity, Equity, and Inclusion (DE&I) Committee works to build an organization that recognizes diversity and values differences and similarities among people through its actions and accountability. These characteristics include age, ethnicity, gender, language, culture, and socioeconomic status, among others. PTAs genuinely represent their communities when they respect differences, acknowledge shared commonalities uniting their communities, and develop meaningful priorities based on that knowledge. Visit PTA.org/home/run-your-pta/Diversity-Equity-Inclusion.

Education Committee focuses on the enrichment and policy of education. It provides opportunities for students to enhance their knowledge, develop learning skills, and access other educational needs. It advocates in the community on the issues that affect students' education, achievement, and school success. Visit PTA.org/home/family-resources and PTA.org/home/run-your-pta/how-we-pta/access-to-opportunities.

Family Engagement Committee helps strengthen, support, and sustain the involvement of families in the lives of their children. Families are the essential ingredient to ensure a high-quality education for every student. Decades of research have shown that family engagement matters for student success. Students whose families are engaged are more likely to attend school, avoid discipline problems, achieve more, and graduate. Family engagement also helps schools. Research suggests it is equally as important as school leadership and a rigorous curriculum in school improvement. Learn about PTA's guiding principles of the 4 I's (Inclusive, Individualized, Integrated, and Impactful) at PTA.org.

Financial Resources Committee secures financial support for PTA programs through fundraising, sponsorship, donations, and grant submissions. The plan of work is based on the PTA's goals with educational, social, or recreational value while reflecting the PTA's high principals. Information on appropriate fundraising is at PTA.org/local-leader-kit/fundraising/mission-driven-fundraising.

Healthy Lifestyles Committee educates parents about the physical, mental, and emotional health needs of children. It is the shared responsibility of families, schools, and communities to develop the "whole child." Together, they can ensure that every child is healthy, safe, engaged, supported, and challenged. Visit PTA.org/home/programs/Healthy-Lifestyles and PTA.org/home/run-your-pta/how-we-pta/social-and-emotional-well-being. See PTA.org/home/run-your-pta/how-we-pta/addressing-food-insecurity for info on food insecurity.

Student Involvement & Leadership Committee gives the student population the opportunity to gain experience and knowledge about leadership, advocacy and the legislative process, philanthropy, and PTA values and goals. Learn more at PTA.org/home/run-your-pta/ptsa-resources.

Hospitality Committee develops a spirit of friendliness among members and others who may attend meetings; assists in discovering special talents and interests among members; assists in organizing special events; and fosters a feeling of belonging among members. Members of the committee help to create a board that works as a team, and show children by example how teamwork can make their world a better place. Read more about transformative engagement at [PTA.org/local-leader-kit/leadership/lead-the-pta-way](https://pta.org/local-leader-kit/leadership/lead-the-pta-way).

Male Engagement Committee focuses on the importance of father figures in the success of our children. Increased male involvement including single fathers, non-custodial dads, home-schooling dads, custodial grandparents, and other concerned relatives in their students' education causes student grades and test scores to improve, attendance to increase, and more student involvement in school activities. Father involvement is associated with children's better socio-emotional and academic functioning. Find a good starting point at [Supporting-multicultural-membership-growth/Male-Engagement](https://pta.org/supporting-multicultural-membership-growth/male-engagement) and the "[ABCs of Male Involvement Handout](#)."

Membership Committee builds an informed and active membership of the PTA. A growing and engaged membership is the foundation for achieving PTA's mission to make every child's potential a reality. Committee members are responsible for the year-long membership campaign that includes seeking out and involving people who may not have considered joining the PTA. Visit [PTA.org/local-leader-kit/membership](https://pta.org/local-leader-kit/membership), [PTA.org/home/run-your-pta/membership-resources](https://pta.org/home/run-your-pta/membership-resources), and LouisianaPTA.org/membership for more.

Mental Health Committee supports mental health for the students. National PTA has a new Mental Health Pilot Program and Louisiana was one of only a few to implement it! **Jessica Latin was named as the Louisiana Healthy Minds State Champion**. She is a licensed professional counselor and serves as Secretary for the Judson Warriors PTA in Shreveport, LA. For the next 3 years, she will be empowering families with resources and tools to help them make mental health a daily priority! Follow her and learn more at [PTA.org/HealthyMinds](https://pta.org/HealthyMinds), search "Louisiana PTA Healthy Minds" on Facebook, or email Jessica at healthyminds@LouisianaPTA.org.

Program Committee plans engaging, educational, and fun opportunities that inspire, recognize, and impact all students and their families. National PTA provides in-depth toolkit guidance for local units to host age and grade level programs in person and virtually. Discover more about them at [PTA.org/home/programs](https://pta.org/home/programs). Find inspiration from programs hosted by PTA units at [PTA.org/home/run-your-pta/how-we-pta#howwepta](https://pta.org/home/run-your-pta/how-we-pta#howwepta).

Room Representatives Committee serves as a liaison for the classroom and provides a personal contact between the PTA, parents, students, and teachers. This promotes the fourth Purpose of PTA which is to bring home and school into closer relation so that parents and teachers may cooperate intelligently in the education of children and youth. The *Room Representative Coordinator* represents the group on the Board of Directors.

Teacher Appreciation Committee recognizes and celebrates teachers for their contribution to children and honors their dedication and passion for teaching during Teacher Appreciation Week. This is the first full week in May. National PTA provides new Toolkits each year to assist local units in celebrating their teachers. Visit [PTA.org/home/events](https://pta.org/home/events).

VIRTUAL MEETINGS

The PTA Board of Directors is authorized to meet on a virtual meeting platform, through electronic communications media, or telephone conference call with proper notice of the meeting in accordance with the Bylaws. All attendees must be able to hear and participate in the business being discussed. For General Membership meetings, the first of the year and election meetings must be in person. For Board meetings, the first of the year meeting plus one other meeting must be in person. Virtual meeting guidelines are listed in the Bylaws. Meetings may be recorded by one Board member, preferably the Secretary, for the purpose of accurately documenting business. There are specific guidelines for recording in the Bylaws.

SETTING GOALS

Goals give direction, establish priorities, determine how to accomplish a task, and they tell the who, what, when, where, and how. Goals should be specific, measurable, attainable, and have an established timeline. There are two types of goals: **Administrative Goals** deal with the running of the organization such as establishing a goal to increase membership by 10%; and **Program Goals** addressing the needs current families and communities have, such as organizing a STEM+Families Science Festival.

It is wise to work with the principal and teachers and then survey the community to determine their concerns. If there is no need or no support for a program, it will not succeed no matter how good it may seem. After setting the goals, develop a plan of work and a master calendar of the year's activities.

FINANCE FOR BOARD MEMBERS

The Internal Revenue Service (IRS) requires reporting by nonprofits on a range of governance issues that reach far beyond financial reporting, including Board member “fiduciary duty.” Fiduciary is defined as “a person to whom property or power is entrusted for the benefit of another.” Board members have three fundamental fiduciary duties: a duty of care, a duty of loyalty, and a duty of obedience.

- The **duty of care** means that the Board member actively attends and participates in Board meetings, is educated on the mission, purposes, and principles of the PTA, provides strategic direction, and oversees and participates in the day-to-day operations of the PTA.
- The **duty of loyalty** requires the Board member to operate in the interest of the local PTA and not use the position to further personal agenda.
- The **duty of obedience** requires the Board to know the state and federal laws and regulations that apply to PTA, including IRS regulations and guidance. Obedience requires a deep understanding of the operating documents such as the Bylaws, Standing Rules, and LAPTA Toolkit. Finally, obedience requires that the Board not act outside the scope of the PTA’s legal documents.

Fiduciary responsibility in a PTA means the Board members act as trustees of the PTA’s assets and must exercise due diligence to ensure that the organization is well-managed and that its financial situation remains sound. The Board verifies that all filing requirements and tax obligations are completed.

The budget creates the framework for program management and overall administrative decisions. An approved budget is always required for expenditures to be made and fundraisers to be conducted. The budget for the new year is presented and adopted by the membership at the first General Membership meeting of the year. The members always approve expenses and income via the budget, which can be amended as needed.

Payments and reimbursements are never made in cash and blank checks are never issued. All payments must relate to an approved budget item and have an Expense Form with a receipt attached. No other organization can pass its money through the PTA account, and money cannot be given to the school to spend at its discretion.

All deposits or money collected are turned over to the Treasurer as soon as possible. Money is counted by at least two people at the same time, and both counters and the Treasurer each sign and keep a copy of the completed Deposit Form. The Treasurer may be one of the two counters.

Current financial reports with the actual vs. budget amounts that covers the financials since the last meeting of that type are presented at all meetings. As the funds belong to the members, they have the right to access the financial reports presented at General Membership meetings.

Each bank statement is reviewed and signed by a person not authorized to sign on the bank account. The Treasurer presents the result of this review at the Board meeting.

A financial audit occurs at the end of the fiscal year; when any authorized check signer is added or deleted on any bank account; or any time deemed necessary by the President or at least three members. The President motions to appoint the Audit Committee consisting of at least three members, who are not authorized signers, the current secretary, incoming Treasurer, nor be related by blood or marriage or reside in the same household as the authorized signers.

Insurance is required by LAPTA for each local unit. Embezzlement (bond) policy covers people authorized to handle money and liability insurance covers losses through any fraudulent or dishonest acts. Insurance premiums are budgeted as an expense line. For these policies to apply, bank statements must be regularly reviewed and signed by a non-signer and audit reports occur at least annually.

HOW BOARDS SUCCEED

Boards succeed when members have a good understanding of the organization and their role. The nominating committee should provide an accurate interpretation of responsibilities to potential nominees. The President should provide an orientation for all officers at the beginning of each term of office.

Boards succeed when they have a well-planned orientation for new and old members. Experienced board members provide an annual update on the organization's work and accomplishments. New board members need to be introduced to the procedures of the board. All board members need to reflect on future plans in a positive atmosphere.

Boards succeed when they are neither too small nor too large. It is hard to conceive of a board getting the job done if it is simply too small and equally difficult to picture a successful board weighed down by too many members.

Boards succeed when they have established standing committees. Standing committees shall have an approved plan of work and shall operate throughout the school year.

Boards succeed when they have a long-range plan. A year-long plan provides an overall view of where the PTA is going. It ensures the continuity of programs and projects undertaken by the PTA.

Boards succeed because they have a process for self-evaluation. At least once a year, the board shall review and evaluate the goals, accomplishments, and problems of each committee and officer. This annual process should be tied to the long-range planning process and be the basis for the annual report.

Boards succeed when they have provisions for eliminating nonproductive members. The Nominating Committee shall evaluate the participation and interest of board members and make appropriate recommendations for election. Between elections, organizations shall have a process in place to deal with nonproductive members.

Boards succeed when they have a planned rotation. Rotation prevents the ingrown possessiveness that sometimes occurs on self-perpetuating boards. New members bring innovative ideas and promote growth of the organization.

Boards are successful because of an effective Nominating Committee. The decisions made by the Nominating Committee determine who will lead the next group. This committee should be well organized, have a time schedule, and a planned working procedure.

LAPTA DEVELOPMENT DAYS AND TRAINING

All elected officers for Local PTA Units shall complete annual PTA Development Days and Training. Proof of training is required for the Active Affiliation Packet. Other Board members are encouraged to receive training, as well. Board members should understand the other positions and roles within the Board. Sources for training are **LAPTA Development Days** which is in-person training on August 19, 2023, in southern LA or August 26, 2023 in northern LA. **LAPTA offers Training Videos** at LouisianaPTA.org/training. Complete the online *Proof of Training Certificate*.

PROCEDURE BINDER

A Procedure Binder is one of the most important basic tools in PTA work and is often the least used. LAPTA strongly urges all local units' officers and chairs to maintain an accurate and complete Procedure Binder for all work of the PTA. Since most new recruits have little or no experience on the job, the binder helps to identify the task and chart a course of action. A Procedure Binder tells of the history of the PTA and what the position entails. It is an up-to-date record that gives a foundation on which to build. If an officer or chair has not received a binder from their predecessor, now is the time to start one. The Procedure Binder is the property of the PTA and not of the person who is using it.

A loose-leaf binder with dividers is essential. If materials will not fit in the binder, use an expandable folder. Each binder may be used for more than one year and be updated by the current user. Procedure Binders should contain calendars of school district, PTA events, and LAPTA deadlines. Include resource materials such as the Bylaws, Standing Rules, approved budget, Board roster, summary of any passwords and accounts, Expense and Deposit Forms, and information from National PTA and LAPTA. Include reports, agendas, and minutes from all meetings. Everything should have a place in the Procedure Binder.

EMAIL PROTOCOL

It is recommended that local units create PTA emails for the Board which are handed down to successors. The use of personal accounts is discouraged. Passwords and accounts need to be known by the President and at least the Secretary.

Email as a means of communication is subject to the same professional standards used in writing a letter or speaking as a PTA representative. Be careful what is said. Always include names, proper openings, closings, and "PTA" in the subject heading. Use the tagline *everychild.onevoice*.[®] Email is not to be used for discussing details of sensitive issues that relate to an individual's removal from office, hearings, or investigative meetings. Copy the President and/or Vice-President when appropriate and obtain the approval of the President if the email is considered important or being sent to many members.

Keep messages short when possible. Proofread the email and check for tone. Respond to email as soon as possible but not later than 3-5 days. If sending an attachment with the email, always include a message in the body of the email. Email should be courteous, concise, clear, communicate the message, have a cooperating tone, and spell checked. When sending emails to a large list of people, use an email service such as MailChimp which is free. This way the recipients do not see everyone else's email address and it is convenient and organized.

COMMUNICATIONS AND SOCIAL MEDIA

Communication Strategy

Before posting on social media, take time to consider what information will be most useful for members and what communication methods will be most efficient. Use a variety of communication methods to reach all constituents. Not all communities have equal access to technology. Be aware of cultural and language differences and translate the materials into other languages as needed.

Social Media Administrators

Local PTA Units are encouraged to have an online presence through social media and other platforms. All PTA social media posts must be respectful, truthful, discreet, and responsible. Posts must be noncommercial, nonsectarian, and nonpartisan according to PTA policies. The purpose is to increase awareness, promote participation, and increase membership in PTA. Social media accounts must include “PTA/PTSA” or “Parent Teacher Association” to designate a different entity from the school. The administrators of social media accounts must be PTA Executive Committee or Board Members with a minimum of two administrators per account. The PTA has authority over the PTA social media accounts. Local PTA Units must respectfully work with their principals who shall be informed of any online accounts. Content must follow all school and school board rules, guidelines, and policies. No school may operate social media accounts with PTA/PTSA in its name.

Social Media

Social media platforms allow PTA to connect to members and potential members in a very interactive way. PTAs can share information, photos, and videos that can help to increase membership, communicate with current and potential members, fundraise, generate positive exposure, receive feedback, and network. **Use social media to teach, remind, and recognize the members. Consistently monitor the sites. Give credit where it is due.** In the process of gathering ideas and being influenced by others, remember to provide a link to the original content and use the author’s name and/or organization whenever possible. **Keep content and comments professional and respectful. Be consistent.** Be sure to maintain consistency across platforms with PTA brand guidelines. **Be safe.** Be particularly mindful of child and family privacy.

Choose PTA individuals who are willing and able to provide high-quality basic social media posts, produce content, and moderate content posted by others. Disagreements are central to growing ideas, but do not attack anyone personally. Quickly address any inappropriate messages or misuse of the PTA brand. Be prepared to respond to negative or inaccurate posts if a reply is warranted; however, some negative comments do not require a response, while others should be taken seriously and addressed.

Personal lives and professional work can intersect on social media. Navigating between them can be difficult. Communicate the ground rules ahead of time to ensure that all volunteers are clear about the expectations. When volunteers communicate through social media, unless authorized to speak on behalf of PTA, they are representing themselves and should use a disclaimer that what is being said is representative of their own views and opinions. If an individual is speaking on behalf of the PTA, that should also be made clear.

Privacy and Permission

PTA should not post photographs or images of any volunteers, families, children, etc., on any social media without having their express permission to do so. Secure a written consent form at events or at the beginning of the school year releasing the rights to use and post pictures. Do not discuss a situation involving individuals on a social media site that might identify the person. Don't post anything that would not be appropriate to present at a conference or in person. When sharing information from another source, assume that it is copyrighted and properly cite the source or provide a link to the original content.

AIM Insurance offers additional coverage for Media Liability to cover online liability.

COMMUNICATIONS OVERVIEW

Remember, You Are Representing the PTA

- Adhere to PTA policies regarding noncommercial, nonpartisan, and nonsectarian content.
- Inform every family in the school about the aims and accomplishments of the PTA.
- Encourage and highlight attendance at PTA meetings and family engagement in PTA programs.
- Foster cooperation with the school in keeping parents informed about school functions, regulations, and procedures on child-related issues.
- Inform the community about PTA activities and school functions.
- Express appreciation to those participating in or contributing to programs.
- Tackle barriers such as language and culture by translating materials.

Ensure Quality Communication

- The principal is responsible for the accuracy of school information and compliance with the State Education Code and school district policy, while the PTA president is responsible for the accuracy of PTA information and compliance with PTA policies.
- Use the PTA logo in all communications.
- Abide by copyright laws and republish articles and art in an ethical manner.
- Do not include photographs of or specific information (names, class, email, address, etc.) about adults or students without written permission.
- Create visually interesting communications with careful use of photographs, bullets, quotes, and graphics.
- Have 2-3 people other than the author proofread prior to publishing or posting.
- Keep the message brief and to the point.
- Arrange for translation services.
- Date all materials.

Social Media Guidelines

- **All PTA social media posts must be respectful, truthful, discreet, and responsible. Posts must be noncommercial, nonsectarian, and nonpartisan according to PTA policies.**
- Have at least two administrators for each site.
- Posts should be PTA-related such as flyers, events, grants, PTA and school deadlines, and other information valuable to PTA members.
- Keep information current.
- Respond promptly to messages and comments.
- Cite or link the source of original content.
- State when someone is speaking on behalf of the PTA.
- Contact the insurance company to discuss additional coverage for Media Liability.
- Consult Louisiana PTA for further guidance at President@LouisianaPTA.org.

CONFIDENTIALITY, ETHICS, AND CONFLICT OF INTEREST POLICY

Members of the Board of Directors of the PTA serve in a **fiduciary capacity** and owe a **duty of care**, a **duty of obedience**, and a **duty of loyalty** to the PTA. Board members shall conduct themselves with **integrity** and **honesty** and act in the **best interests** of the PTA. Disclosure by a board member of any potential or actual conflict of interest is required by the standard of good faith and for the benefit of the PTA and protection of everyone.

In consideration of the PTA's affiliation with Louisiana PTA, for the protection of its integrity and its 501(c)(3) status, and for our protection, we, the undersigned officers, during our terms of office, shall:

1. Abide by and represent our PTA Bylaws, LAPTA policies, positions, procedures, and National PTA purposes and mission statement.
2. Discharge the duties and responsibilities of our individual offices with fidelity, integrity, and honesty and declare all personal and extended family conflicts of interest when PTA issues, decisions, and funds are involved.
3. Not misuse the PTA's federal tax-exempt status for personal or unauthorized purposes nor disburse funds for any purpose other than authorized, budgeted PTA programs, projects, and activities.
4. Refrain from making any slanderous or defamatory statements that could result in harm to the PTA name or brand.
5. Publicly present a united front on decisions made as a Board.
6. Maintain confidentiality as a member of the Board.
7. Follow the LAPTA and school district guidelines for fundraising.
8. Abide by the following **Conflict of Interest Policy**:
 - n. Board members and their families shall not use their relation to this PTA for financial, professional, business, employment, personal, or political gain.
 - o. A conflict of interest exists when a Board member would have to participate in the deliberation or decision of any issue of this PTA while, at the same time, the board member and their extended family has financial, professional, business, employment, personal or political interests outside the PTA that could predispose or bias the board member to a particular view, goal, or decision.
 - p. Board members shall declare to the officers of this PTA conflicts of interest (stating the nature of the conflict and pertinent information as appropriate) between their duties of this PTA and their or their extended families' financial, professional, business, employment, personal or political interests.
 - q. When a conflict of interest is declared, the Board members shall not use their personal influence of position to affect the outcome of a vote and shall leave the room during deliberations and the vote.
 - r. **The minutes of the meeting shall note any declared conflict of interest.**
 - s. Board members shall not use PTA's name, influence, or resources for their benefit or gain when running for any public elected office or while serving as an elected official.

Board members shall not directly or indirectly use their current PTA position, the PTA name or organization for or against any specific candidate for elected public office, which is contrary to federal tax laws and the guidelines and policies of the PTA

ACTIVE AFFILIATION REPORT ***VERY IMPORTANT***

Each membership year, local PTAs must submit paperwork to obtain **Active Affiliation Status** with Louisiana PTA and National PTA. To have “Active Affiliation” means that the Local PTA Unit is current with its obligations to maintain its IRS status and National PTA affiliation. The Active Affiliation Report includes nine items and are submitted online in many file formats at <https://form.jotform.com/221816998285068> or scan the QR Code. Local PTA Units who do not maintain Active Affiliation will be subject to the Retention Plan. Deadline to submit the files is **October 27, 2023**.

DUE OCTOBER 27, 2023

Local PTA Units must annually obtain **Active Affiliation Status with Louisiana PTA and National PTA**. The required information is submitted online at <https://form.jotform.com/221816998285068> or scan the QR Code. For further information, see LouisianaPTA.org/activeaffiliation. The following items are individually uploaded into the corresponding field (do not combine files):



1. **MEMBERSHIP:** Submit member dues to LAPTA for all members at LouisianaPTA.org/membership.
2. **LEADER REGISTRATION:** Register all Board members at LouisianaPTA.org/register.
3. **BYLAWS:** Submit the first page of Bylaws showing the LAPTA approval stamp. Visit LouisianaPTA.org/bylaws.
4. **TAXES:** Submit proof of 2021 filed and accepted IRS Form 990 tax filing.
5. **BUDGET:** Submit the 1) Local Budget Approval Form **and** 2) the approved Annual Budget.
6. **AUDIT REPORT:** Submit the Audit Committee Report for the previous year.
7. **ARTICLES OF INCORPORATION:** Submit the updated Articles of Incorporation from geauxbiz.com.
8. **INSURANCE:** Submit the insurance declaration page. This is now required.
9. **TRAINING:** Submit proof of training for officers from LAPTA Development Day or at LouisianaPTA.org/training.

RETENTION PLAN

If a Local PTA Unit fails to submit the Active Affiliation Packet by the yearly deadline, then LAPTA uses the Retention Plan to get units back on track. Communication with LAPTA is key and encourages the PTA to get back to Active Affiliation status. Email afiles@LouisianaPTA.org with questions. There are five phases to the **Retention Plan**.

1. **Notification:** LAPTA notifies the PTA and gives 30 days to submit the missing items.
2. **Restriction:** The Local Unit is given a second 30-day period to submit the missing items and are additionally not eligible for awards, programs, or grants administered by LAPTA or National PTA.
3. **Intervention:** The PTA signs a Plan of Action which designates new deadlines for the missing items.
4. **Restructure:** If the PTA does not complete the report, LAPTA may choose to restructure the leadership of the PTA or choose to move into the Dissolution Phase early.
5. **Dissolution:** A Local Unit is considered for revocation of their charter and loss of their LAPTA associated IRS 501(c)(3) nonprofit status if: Active Affiliation is not acquired for three consecutive years; PTA leadership refuses to implement the Plan of Action; or the PTA is not in compliance with the Purposes and Principles of PTA as defined in the Bylaws, adopted May 2022, Articles II and III. The PTA must cease and desist further use of the PTA name. Bank accounts must be closed with any remaining funds donated to a PTA.

PARTNERING WITH ADMINISTRATORS

Louisiana PTA issues **Operating Guidance** to further advise and support Local PTA Units on PTA best practices. See LouisianaPTA.org/guidance. Email LAPTA President, [Kayla Pagel](#) for further clarification.

Do:

- **Plan together.** Learn administration goals and discuss how the PTA can engage families in supporting those goals.
- **Connect to resources.** Talk with the principal about how state and National PTA programs and resources support and enhance student learning.
- **Be respectful.** People do not always have to agree. Find a way to communicate in a professional and respectful manner with the school's leadership.
- **Differentiate.** Help school administration understand that the Local PTA Unit is a separate and independent child advocacy group, which is part of and supported by a large and experienced association.
- **Meet regularly.** Consider a regular monthly coffee or lunch with the principal or arrange a regular phone call. Invite the superintendent to Board meetings. Stay in touch.
- **Make the connection visible.** Ask the principal to provide a report at PTA meetings, or to write an article for the PTA's newsletter or post for the PTA blog. Plan an open-to-all "chat with the principal" or "coffee with the superintendent."
- **Engage families.** Share the National PTA Standards for Family-School Partnerships materials. Collaborate on building better family engagement and improving student success. Consider registering in the National PTA Schools of Excellence program.
- **Engage community.** Invite community groups or youth-serving organizations to the school for PTA events. With the principal, identify community service opportunities for families.
- **Encourage participation in the budget process.** Give parents the info they need to effectively advocate during budget time. Help parents support the education budget.
- **Stay on the same page.** Follow up all phone calls and meetings with a summary of what was discussed and confirmation of any action steps to be taken by the PTA or administration.
- **Ask to speak at teacher meetings.** Ask to be treated as a partner in education, a vital part of the connection between home and school.

Don't:

- **Be adversarial.** It is well worth the effort to develop working relationships. Find common ground. Model civil discourse, even if the administration is difficult to deal with.
- **Comingle funds.** Mixing private and public funds is forbidden. No PTA funds should ever be deposited in a school account and no school funds should find their way into a PTA account.
- **Give up control of the checkbook.** PTA is a separate entity from the school. PTA funds are controlled by PTA members and the Board of Directors. The checkbook resides with the Treasurer.
- **Cede control of PTA meetings.** All members—even administrators—have the same rights at meetings. The PTA President or the President's delegate runs the PTA meeting, in compliance with PTA Bylaws and using [Robert's Rules of Order, Newly Advised](#).
- **Get in trouble with the IRS.** Know the rules and file the proper forms with the IRS. PTA's funds are not school funds. Do not use the school's EIN. Consult Louisiana PTA for any questions.
- **Open the PTA to theft.** No administrator wants to deal with the negative publicity surrounding a PTA's poor money management. Use good business judgment, ensure financial reports and audits happen regularly, and follow LAPTA's rules about money-handling.
- **Entangle administration in personality issues.** Sometimes personal issues interfere with PTA function. To maintain a professional, credible relationship with administration, work through any personal problems without involving administration. Seek help, if necessary, from LAPTA.
- **Become an ATM.** PTA funds are raised to further PTA's mission and goals, not to supplement school budgets. Collaborate with administration, but do not allow the PTA to be viewed as a bottomless source of funding available for all administration requests. Raise awareness rather than raise funds.

PARTNERING WITH TEACHERS

Louisiana PTA issues **Operating Guidance** to further advise and support Local PTA Units on PTA best practices. See LouisianaPTA.org/guidance. Email LAPTA President, [Kayla Pagel](#) for further clarification.

Do:

- **Plan together.** Working to achieve common goals is a powerful tool to build relationships. Find out what teachers are trying to achieve. Assist parents and community in getting involved.
- **Invite teachers to join and become involved.** Ask teachers to attend meetings and provide input. Identify ways for teachers to become involved even if they cannot attend a meeting. Create a campaign specifically messaging PTA's value to teachers and ask teachers to support the PTA's work by joining PTA.
- **Identify volunteer opportunities.** Work with teachers to identify classroom and activity-related volunteer opportunities, and then find volunteers to assist.
- **Show respect.** Let teachers know that the PTA values them. A good working relationship between home and school is essential to student success.
- **Seek input.** Ask for teachers' input on PTA's impact and on the success of PTA programs and encourage teachers to offer suggestions for improvement through suggestion boxes, surveys, personal meetings, etc.
- **Build a team.** Informal social gatherings, game/fun nights, family sporting events and outings help to build relationships outside the classroom among PTA Board members, parents, and staff.
- **Show appreciation.** Thank teachers for their support of PTA and the work they do for children. Plan meaningful Teacher Appreciation Week activities and regular recognition of teachers' efforts.
- **Demonstrate cooperation.** A strong PTA-teacher relationship is a partnership to help teachers. Approach all interaction with teachers in a spirit of cooperation.

Don't:

- **Criticize teachers for missing PTA meetings.** While teachers' meeting attendance is a good goal for a PTA, it is important to remember that many teachers have their own family activities and PTA events to attend. Also, some teachers have had bad experiences with certain parents. PTA support does not have to include meeting attendance.
- **Bribe or blackmail.** Teacher recognition or support of grade or classroom activities should not be tied to teacher membership.
- **Become an ATM.** Demonstrate that advocacy is better than fundraising to secure needed resources. Talk to teachers about their needs and brainstorm ways to make those needs known in the community.
- **Show up unexpectedly.** School is a teacher's workplace. Schedule a meeting or provide notice. Be respectful of the teacher's time. Do not interrupt class time.
- **Assume knowledge.** Schools are vibrant workplaces and teachers must keep track of more than just PTA activities. Keep teachers informed about PTA events and schedules. Ensure teachers know about upcoming fundraising or classroom activities. Brief teachers on PTA priorities and successes. Help teachers understand the value PTA brings to their place of work.