



We the People

2012 NATIONAL PTA[®]
**LEGISLATIVE
CONFERENCE**

MARCH 6-8, 2012 ★ ARLINGTON, VA


Welcome to the 2012 National PTA® Legislative Conference! From the very beginning, PTA has relied on the dedication of its grassroots advocates to carry its important mission forward from generation to generation. Your attendance at this conference shows your commitment to carrying on that legacy by becoming the most informed, effective advocate for children, families, and education that you can be.

National PTA's public policy staff have put together a comprehensive program of workshops that cover such important topics as federal support of early-childhood learning programs, possible outcomes for the reauthorization of ESEA-NCLB, the Common Core State Standards, and how to make the most of the Nation's Report Card. Other workshops will help you practice such skills as how to be an advocate using social media, how to partner with your school administrator, and how to make meetings with your legislative leaders more effective. Finally, as we do every year, you will get to put your training into action immediately as we meet with legislators and their staff on Capitol Hill.

The skills you take away from this year's Legislative Conference are gifts you can offer your local, regional, and state PTA members. Please share your knowledge and help PTA lead the nation in building a better future for our children.



Betsy Landers
National PTA President



Eric Hargis
National PTA Executive Director



NATIONAL PTA LEGISLATION COMMITTEE

Mary Kenfield, Chair, **Washington**

Stella Edwards, **Virginia**

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NATIONAL PTA DEPARTMENT OF GOVERNMENT AFFAIRS

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Lee Ann Kendrick, **Regional Advocacy Specialist**

Stefanie Magness, **District Advocacy Specialist**

NATIONAL PTA[®]

2012 PUBLIC POLICY AGENDA:

EXECUTIVE SUMMARY

IN 2012, PTA WILL WORK WITH U.S. CONGRESS AND THE ADMINISTRATION TO ADVANCE THE FOLLOWING POLICY RECOMMENDATIONS TO ENSURE THAT ALL CHILDREN REACH THEIR HIGHEST POTENTIAL.

THIS DOCUMENT IS A BRIEF SUMMARY OF NATIONAL PTA'S 2012 FEDERAL PUBLIC POLICY AGENDA: 112TH CONGRESS, SECOND SESSION THAT IS AVAILABLE IN ITS ENTIRETY AT PTA.ORG.

A QUALITY EDUCATION FOR EVERY CHILD: PTA CONTINUES TO ADVOCATE FOR FAMILY ENGAGEMENT AND OVERALL IMPROVEMENTS TO GENERAL, SPECIAL, AND EARLY CHILDHOOD EDUCATION. ADDITIONALLY, PTA IS A STRONG ADVOCATE FOR INCREASED EDUCATION FUNDING.

GENERAL EDUCATION

- Retain and strengthen parent involvement provisions of Section 1118 of Title I of the Elementary and Secondary Education Act (ESEA) by creating incentives on the state, district, and school levels to meaningfully engage families in their children's education using research-based strategies practices.
- Codify PTA's National Standards for School-Family Partnerships and provide a statutory definition and framework on effective family engagement in education in Section 1118 of Title I.
- Increase the Local Educational Agency (LEA) reservation of funds for parent involvement activities under Section 1118 from one percent to two percent and amend the distribution of funds to allow for innovative and research-based districtwide activities to increase family engagement.

SPECIAL EDUCATION

- Include and codify a statutory definition of family engagement in education in the Individuals with Disabilities Education Act (IDEA) Part A Section 602. Codify PTA's research-based National Standards for Family-School Partnerships as a best practice model for family engagement in special education. Disseminate and publicize these standards to family and parent groups and other stakeholders.
- Amend IDEA to require transition planning services for special education students to begin no later than the age of 14.
- Encourage school districts to employ transition planning coordinators to assist in the facilitation of transition planning services for special education students and their families.

EARLY CHILDHOOD EDUCATION

- Incentivize and encourage family engagement initiatives that begin at birth, in the home, and other early learning environments, in order to ensure coordinated family engagement throughout a child's lifespan and in all learning settings.
- Encourage local school districts to use Title I ESEA funding to support high-quality early childhood education programs for eligible children aged 0 to 5.
- Incentivize and encourage state and local educational agency partnerships with families and community-based organizations to support the alignment, collaboration, and transitions between early learning programs and programs for school-age children in order to improve learning outcomes, including developmental milestones and early literacy.

EDUCATION FUNDING

- Restore funding for the Parental Information and Resource Centers (Title V, Part D, Subpart 16 of ESEA).
- Increase funding for Titles I and III of ESEA.
- Increase funding for IDEA state grants so that the federal government provides for at least 20 percent of the excess cost of educating children with disabilities (average per pupil expenditure or APPE). This must be the first step in reaching the 40 percent of APPE Congress promised to pay when the law was first enacted.
- Maintain or increase investments in quality early learning programs, including Early Head Start, Head Start, the Child Care and Development Block Grant, and the Maternal, Infant, and Early Childhood Home Visiting Program.

CHILDREN'S HEALTH AND NUTRITION: PTA PRIORITIZES THE HEALTH AND WELL-BEING OF EVERY CHILD THROUGH IMPLEMENTATION OF AND IMPROVEMENTS TO NUTRITION LAWS.

- Support the implementation of the U.S. Department of Agriculture (USDA) proposed update of nutrition standards for the National School Lunch and Breakfast Programs, as intended by the Healthy and Hunger-Free Kids Act of 2010.
- Support language in the Healthy and Hunger-Free Kids Act of 2010 that requires the USDA to set nutrition standards for competitive foods.
- Encourage the USDA to implement regulations that protect school-based fundraisers that have historically played an integral role in fundraising opportunities for student-based school organizations.

JUVENILE JUSTICE AND DELINQUENCY PREVENTION: PTA FIGHTS TO PROTECT THE RIGHTS OF CHILDREN AND YOUTH INVOLVED IN THE JUSTICE SYSTEM.

- Eliminate the Valid Court Order exception to the Deinstitutionalization of Status Offenders Core Requirement of the Juvenile Justice and Delinquency Prevention Act (JJDP A) to ensure that youth who are truant are kept out of secure juvenile corrections facilities.
- Update JJDP A to decrease over-reliance on secure detention and to promote effective family-focused, school-based interventions for youth who are truant.

*To review all National PTA 2012 Federal Policy Recommendations, please view National PTA's full 2012 Federal Public Policy Agenda: 112th Congress, Second Session, available at PTA.org

FOUNDED IN 1897, THE NATIONAL PARENT TEACHER ASSOCIATION* (PTA) IS COMPRISED OF MORE THAN FIVE MILLION MEMBERS, INCLUDING PARENTS, STUDENTS, EDUCATORS, SCHOOL ADMINISTRATORS, AND COMMUNITY LEADERS. WITH MORE THAN 24,000 LOCAL UNITS, PTA FLOURISHES IN ALL 50 STATES, THE DISTRICT OF COLUMBIA, THE U.S. VIRGIN ISLANDS, PUERTO RICO, AND THE DEPARTMENT OF DEFENSE SCHOOLS IN EUROPE AND THE PACIFIC.

SINCE ITS INCEPTION, PTA HAS CHAMPIONED EVERY CHILD, REGARDLESS OF SOCIOECONOMIC BACKGROUND TO ADDRESS SOCIETAL ILLS SUCH AS CHILD LABOR, CHILDHOOD DISEASES, AND THE UNFAIR AND PUNITIVE TREATMENT OF CHILDREN INVOLVED IN THE JUSTICE SYSTEM. MORE THAN 115 YEARS LATER, PTA CONTINUES TO WORK WITH POLICYMAKERS IN AN EFFORT TO ENSURE THAT ALL CHILDREN REACH THEIR HIGHEST POTENTIAL.



SCHEDULE OF EVENTS

MARCH 6-8, 2012

TUESDAY, MARCH 6

7:30 AM – 8:30 AM	Breakfast
8:30 AM – 6:00 PM	State Presidents & President-Elect Training
12:00 PM – 1:30 PM	Lunch
12:00 PM – 5:00 PM	Registration Open
2:00 PM – 3:00 PM	New Federal Legislative Chairs Orientation
3:00 PM – 7:00 PM	Federal Legislative Chairs Training
	Dinner on Own

WEDNESDAY, MARCH 7

7:00 AM – 5:00 PM	Registration Open
7:30 AM – 8:00 AM	Breakfast
8:00 AM – 8:30 AM	General Session Opening / Welcome From President Betsy Landers
8:30 AM – 10:00 AM	All Attendee Advocacy Training
10:15 AM – 11:45 AM	Workshop Session 1
12:00 PM – 1:30 PM	Lunch and Keynote Address by U.S. Secretary of Education Arne Duncan
1:45 PM – 3:15 PM	Workshop Session 2
3:15 PM – 3:30 PM	Break
3:30 PM – 5:00 PM	Workshop Session 3
5:15 PM – 6:00 PM	States' Hill Visit Collaboration Time
	Dinner on Own

THURSDAY, MARCH 8

	Breakfast on Own
7:30 AM – 11:30 AM	Bus Leaves Hotel to Capitol (leaving every 30 minutes)
8:30 AM – 11:45 AM	Capitol Hill Visits
12:30 PM – 2:00 PM	PTA Takes Action Luncheon
2:30 PM – 5:00 PM	Capitol Hill Visits
2:30 PM – 6:00 PM	Bus leaves Capitol Hill to Hotel (leaving every 30 minutes)
2:30 PM – 6:30 PM	Registration Area Staffed for Return of Hill Sheets

KEYNOTE ADDRESS

WEDNESDAY, MARCH 7



ARNE DUNCAN

U.S. SECRETARY OF
EDUCATION

Arne Duncan has been secretary of education under President Barack Obama since January 20, 2009.

Duncan's expressed commitment in this role is "to enhance education in America, to lift our children and families out of poverty, to help our students learn to contribute to the civility of our great American democracy, and to strengthen our economy by producing a workforce that can make us as competitive as possible."

Prior to his appointment as secretary of education, Duncan served as the chief executive officer of the Chicago Public Schools (CPS) from June 2001 through December 2008. During his tenure as CEO, an all-time high of 66.7 percent of the district's elementary school students met or exceeded state reading standards, and a record high 70.6 percent met or exceeded the state's standards in math. Graduation rates increased and the total number of college scholarships secured by CPS students increased to \$157 million.

Prior to joining CPS, Duncan ran the nonprofit education foundation Ariel Education Initiative (1992-1998), which helped fund a college education for a class of inner-city children under the *I Have A Dream* program. He was part of a team that later started a new public elementary school built around a financial literacy curriculum, the Ariel Community Academy, which today ranks among the top elementary schools in Chicago.

Duncan formerly served on the boards of the Ariel Education Initiative, Chicago Cares, the Children's Center, the Golden Apple Foundation, the Illinois Council Against Handgun Violence, Jobs for America's Graduates, Junior Achievement, the Dean's Advisory Board of the Kellogg School of Management, the National Association of Basketball Coaches' Foundation, Renaissance Schools Fund, Scholarship Chicago and the South Side YMCA. He also served on the Board of Overseers for Harvard College and the Visiting Committees for Harvard University's Graduate School of Education and the University of Chicago's School of Social Service Administration.

In 2008, he was honored by the Civic Federation of Chicago and the Anti-Defamation League. In 2007, he received the Niagara Foundation's Education Award, the National Foundation for Teaching Entrepreneurship Enterprising Educator Award and the University High School Distinguished Alumni Award. He also received honorary degrees from the Illinois Institute of Technology, Lake Forest College, and National-Louis University. In 2006, the City Club of Chicago named him Citizen of the Year. He was a member of the Aspen Institute's Henry Crown Fellowship Program, class of 2002, and a fellow in the Leadership Greater Chicago's class of 1995.

Duncan is a Harvard University graduate. He is married and the father of two children who attend public elementary school in Arlington, Virginia.

ADVOCACY AWARDS

THURSDAY, MARCH 8

2012 PTA ADVOCACY AWARDS RECIPIENTS

California State PTA is being honored with the PTA Outstanding Advocacy Award for their integral role in passage of anti-bullying legislation within the California legislature. California PTA (CAPTA) utilized a comprehensive advocacy approach: sponsoring California Assembly Bill 1156 (1156); testifying at all committee hearings relevant to the legislation; partnering with legislators to secure key endorsements from statewide education organizations and associations; and issuing action alerts to mobilize grassroots advocacy efforts. AB 1156 was passed by the California Assembly and Senate, and signed into law by California's Governor on October 9, 2011.

Duval County Council of PTAs is being honored with the PTA Outstanding Advocacy Award for their efforts to increase advocacy efforts among high school students through establishment of the Superintendent's Leadership Academy. Nearly 180 students have participated in the Superintendent's Leadership Academy since its inception during the 2010-2011 school-year. Students are provided four - two hour training sessions where participants learn about education policy and are equipped with advocacy tools. Throughout the duration of the program, student participants have the opportunity to meet with decision-makers, including state legislators during the Duval Delegation Day in Tallahassee, Florida. Last year, several student participants addressed the Duval County School Board at a budget meeting and even traveled with the School Board to meet with the State Board of Education.

Amy Zink is being honored with the prestigious Shirley Igo Advocate of the Year Award for her commitment to the advocacy efforts on behalf of the European PTA. Amy was President of the Netzaberg Elementary PTA during the 2010-2011 school-year and served as Vice President of Federal Legislation (FLC) to the Grafenwoehr European PTA during the same year. In those roles, Amy has spearheaded efforts to establish a comprehensive wellness policy for Department of Defense (DoD) students – the first of its kind since DoD schools were created at the end of World War II. The updated policy will result in a standardized form and application procedure for special needs students so that no matter where a family is assigned – and no matter how many times they move - the same form will be valid.

CONGRESSIONAL VOICE FOR CHILDREN AWARDS RECIPIENTS

Senator Sheldon Whitehouse (RI) Since taking office in 2007, Senator Whitehouse – a member of the Senate Health, Education, Labor & Pensions (HELP) Committee – has been a steadfast supporter of family engagement, including cosponsoring the Family Engagement in Education Act in the current session of Congress. Senator Whitehouse is also a champion of the importance of middle school grades, dating back to his time as Rhode Island's Attorney General.

Representative Glenn "GT" Thompson (PA-5) Representative Glenn "GT" Thompson has been a member of the House Education and Workforce Committee since being sworn into office in 2009. Earlier this year, Representative Thompson played a critical role in saving the Parent Information and Resource Centers (PIRCs) from elimination when he supported the Platts Amendment during the Education and Workforce Committee's markup of the Setting New Priorities in Education Spending Act. In addition, Representative Thompson has advocated for Title I formula fairness and college and career-ready initiatives.

WORKSHOPS

WEDNESDAY, MARCH 7

WORKSHOP SESSION 1 10:15 AM – 11:45 AM

1A: ADVOCACY STRATEGIES: GOALS AND TACTICS FOR SUCCESS

Parents have the power to use their voices to speak up for issues that they want to improve in their communities. In this interactive workshop, attendees will learn how to build a strategy to rally behind a cause by focusing on goals, organizational considerations, constituents, decision makers and tactics. Participants will also learn how to use the Midwest Academy Strategy Chart as a tool to help plan PTA campaigns.

Speakers: Charles Derexson, President, Florida PTA; Julianne Gausser, 1st Vice President, Neptune Beach Elementary PTA
Location: Commonwealth

1B: ELECTION YEAR ADVOCACY FOR NONPROFITS

Keep your 5013(c)(3) status! This workshop will provide a primer for all nonprofit advocates, covering the “do” and “don’ts” during a presidential election year. While all PTAs must remain nonpartisan entities, your PTA can still maximize their advocacy effectiveness. Come learn how!

Speaker: David L. Thompson, Vice President of Public Policy, National Council of Nonprofits
Location: Monroe

1C: WHAT DOES IMPLEMENTATION OF EFFECTIVE FAMILY ENGAGEMENT LOOK LIKE? A PRACTITIONER’S PERSPECTIVE

A strong body of research shows that students do better in school and in life when their parents are engaged in their education. Teachers are only with children an average 14% of their time, so it is essential that families reinforce messages about learning outside of school. While many service providers, funders and policymakers focus on training families so that they can play these roles, often teachers and school administrators do not receive support and training to engage families in ways that improve student learning. As such, much of Flamboyant Foundation’s work focuses on building the capacity of schools, principals, teachers and districts to reach out and partner effectively with families. Participants will learn about Flamboyant’s D.C. Teacher Home Visiting Program, an innovative and effective family

engagement program working to boost student achievement in the Nation’s Capital, which has been featured in publications like the *Washington Post* and *Education Daily*.

Speakers: Kristin Ehrgood, President and Board Chair, Flamboyant Foundation; Helen Westmoreland, Director of Program Quality, Flamboyant Foundation
Location: Washington

1D: MOBILIZING FOR PTA FEDERAL ADVOCACY SUCCESS: WHY YOUR STATE MATTERS

In 2011, PTA experienced several federal legislative wins - including adoption of a key amendment to reauthorize the Elementary and Secondary Education Act (ESEA). The only amendment to be adopted, success of the strategy was dependent on the voice of local and state PTA leaders. National and State PTA staff, including a former Congressional staffer will detail the “why” and “how” behind the amendment’s success - and provide insight into how PTA can replicate efforts moving forward.

Speakers: Jacque Chevalier, Senior Policy Strategist, National PTA; Mollie Van Lieu, Advocacy Specialist, National PTA
Location: Wilson/Harrison/Jackson

1E: A STATE ADVOCATE’S GUIDE TO SPECIAL EDUCATION

The workshop will teach parents how to advocate on behalf of their children with special needs and assist them in obtaining the supports and services that their children will need to succeed in school. Speakers will provide a general overview of special education policy, including the Individuals Education Program (IEP) and K-12 transitions.

Speaker: Elizabeth Rorick, Director of Government Affairs, National PTA
Location: Madison

**LUNCH AND KEYNOTE
ADDRESS
12:00 PM – 1:30 PM**

WORKSHOP SESSION 2

1:45 PM – 3:15 PM

2A: HOW TO SUCCESSFULLY PARTNER WITH SCHOOL ADMINISTRATORS

This panel discussion will feature council PTA's who have successfully partnered with their local school administrators. Speakers will discuss tips for starting the relationship, maintaining the relationship and creating an equal partnership that will strengthen your power as a PTA at the local level.

Speakers: Cherie Dimar, President, 15th District Louisville, Kentucky PTA; Sharon Whitworth, CCSSI Team Lead, 15th District Parent Liaison 15th District, Louisville, Kentucky; Dr. Marsha Jones, Associate Superintendent for Curriculum & Instruction Springdale City School District, Springdale, AR; Keli Gill, CCSSI Lead Springdale District PTA, Springdale, AR; Melissa Erickson, Hillsborough County Council PTA/PTSA President

Location: Commonwealth

2B: WHAT WILL REAUTHORIZATION OF ESEA MEAN FOR FAMILY ENGAGEMENT IN EDUCATION?

This workshop will explore the federal government's commitment to family, school and community engagement in education as demonstrated in legislative language and federal program guidelines. Additionally, participants will hear from policy experts on PTA's recommendations to achieve an appropriate and effective role for the federal government in family, school, and community engagement in education, status of efforts to reauthorize the Elementary and Secondary Education Act (ESEA), and insights into the role family engagement will play in reauthorization.

Speakers: Arnold F. Fege, Director of Public Engagement and Advocacy, Public Education Network (PEN); Jacque Chevalier, Senior Policy Strategist, National PTA

Location: Monroe

2C: FEDERAL SUPPORT OF EARLY LEARNING PROGRAMS: POLICY UPDATE

Since its inception, PTA has supported effective early education programs for children from birth to age five that are adequately funded, developmentally appropriate, and coordinate comprehensive services for young children and their families. This workshop will review the federal government's commitment to early learning programs and provide a brief overview of state-level best practices.

Speakers: Audrey Busch, Washington Partners; Sarah Bolton, Legislative Assistant, Senate Committee on Health, Education, Labor and Pensions (HELP)

Location: Washington

2D: CHILD NUTRITION POLICY: IMPLEMENTATION UPDATE

In 2010, Congress passed the Healthy and Hunger-Free Kids Act to reauthorize our Nation's child nutrition programs, including the School Lunch and Breakfast Programs and Local Wellness Policies. This workshop will provide valuable information on what changes parents can expect to see in their child's school, and a timeline for implementation. Participants will also learn effective and meaningful ways to engage both Congressional leaders and their local school officials to ensure improvements to the programs as they come to fruition.

Speakers: Madeleine Levin, MPH; Senior Policy Analyst, Food Research and Action Center (FRAC); Anthony Geraci, Executive Director of Nutrition Services, Memphis City Schools; Cindy Long, Director of Child Nutrition, USDA Food and Nutrition Service

Location: Wilson/Harrison/Jackson

2E: SOCIAL MEDIA ADVOCACY: HOW TO BECOME AN E-ADVOCATE

Have you tweeted today? Whether you have, haven't, or thought tweeting was only something birds do, this workshop will show you how social media can take your organization to the next level. Learn how social networking sites like Facebook and Twitter help keep your members engaged and expand PTA's reach into the larger community.

Speakers: Emily Johnson, Accounts Director, Banyan Branch; Mindy Gould, Federal Legislative Chair, Florida PTA

Location: Madison

WORKSHOP SESSION 3

3:30 PM – 5:00 PM

3A: COMMON CORE STATE STANDARDS: TOOLS FOR ALL STATES

Participants in this workshop will receive a brief overview of the common core state standards and the current status of implementation. The panel will also discuss best practices from the state and local work on Common Core, offering practical tips, advice and tools for any state to use at home.

Speakers: David Musselwhite, CCSSI Team Lead, Michigan PTA; Susan Brown, Delaware PTA President-elect; David Splitek, Director, Military Child Education Coalition

Location: Commonwealth

WORKSHOPS

WEDNESDAY, MARCH 7

3B: IMPROVING OUTCOMES FOR YOUTH: FAMILY ENGAGEMENT PRACTICES IN THE JUVENILE JUSTICE SYSTEM

In 1899, PTA passed its first resolution advocating for a separate juvenile justice system so that children were not incarcerated with adults. Learn how you can continue PTA's legacy of protecting children as you listen to a panel discussion on reauthorization efforts related to the Juvenile Justice and Delinquency Prevention Act (JJDP).

Speakers: Liz Ryan, President and CEO of the Campaign for Youth Justice; Nick Alexander, Federal Policy Director, Fight Crime: Invest in Kids

Location: Monroe

3C: MEETING WITH KEY DECISION MAKERS: ROLE PLAY EXERCISE

If you have never done it before, meeting with a decision maker on behalf of PTA can be nerve-racking. However, it is also one of the most powerful things you can do! In this workshop, learn key skills to help you prepare for, facilitate, and follow up these meetings effectively. Participants will have the opportunity to role play in preparation for Thursday's Capitol Hill visits.

Speaker: Mollie Van Lieu, Advocacy Specialist, National PTA

Location: Washington

3D: NATIONAL ASSESSMENT OF EDUCATIONAL PROGRESS (NAEP) DATA: HOW PARENTS CAN USE DATA TO INFORM DECISIONS

The Nation's Report Card™ informs the public about the academic achievement of elementary and secondary students in the United States. Report cards communicate the findings of the National Assessment of Educational Progress (NAEP), a continuing and nationally representative measure of achievement in various subjects. Attend this informative workshop to learn how data can inform the decisions that parents make on the district, state and local level.

Speaker: Tonya Miles, Vice Chair, Committee on Standards, Design, and Methodology, National Assessment, Governing Board (NAGB)

Location: Wilson/Harrison/Jackson

3E: EDUCATION IN THE FEDERAL BUDGET AND APPROPRIATIONS PROCESS

National Debt? Deficit? Continuing Resolution? Budget Authority? Sequestration? The Federal budget and appropriations processes affect not only federal programs, but also basic functions of state and local governments from national parks to school transportation. As advocates for all children, it is important to understand the what, why, and how of budgeting and appropriations at the federal level. Workshop participants will hear from National PTA staff and volunteers about what goes on in Washington, leave with a better understanding of how federal dollars are allocated and spent, and how education funds are allocated. A basic understanding of the federal bill making process is recommended for this workshop.

Speakers: Noelle Ellerson, Assistant Director, Policy Analysis & Advocacy, American Association of School Administrators; Jacqueline Chevalier, Senior Policy Strategist, National PTA

Location: Madison

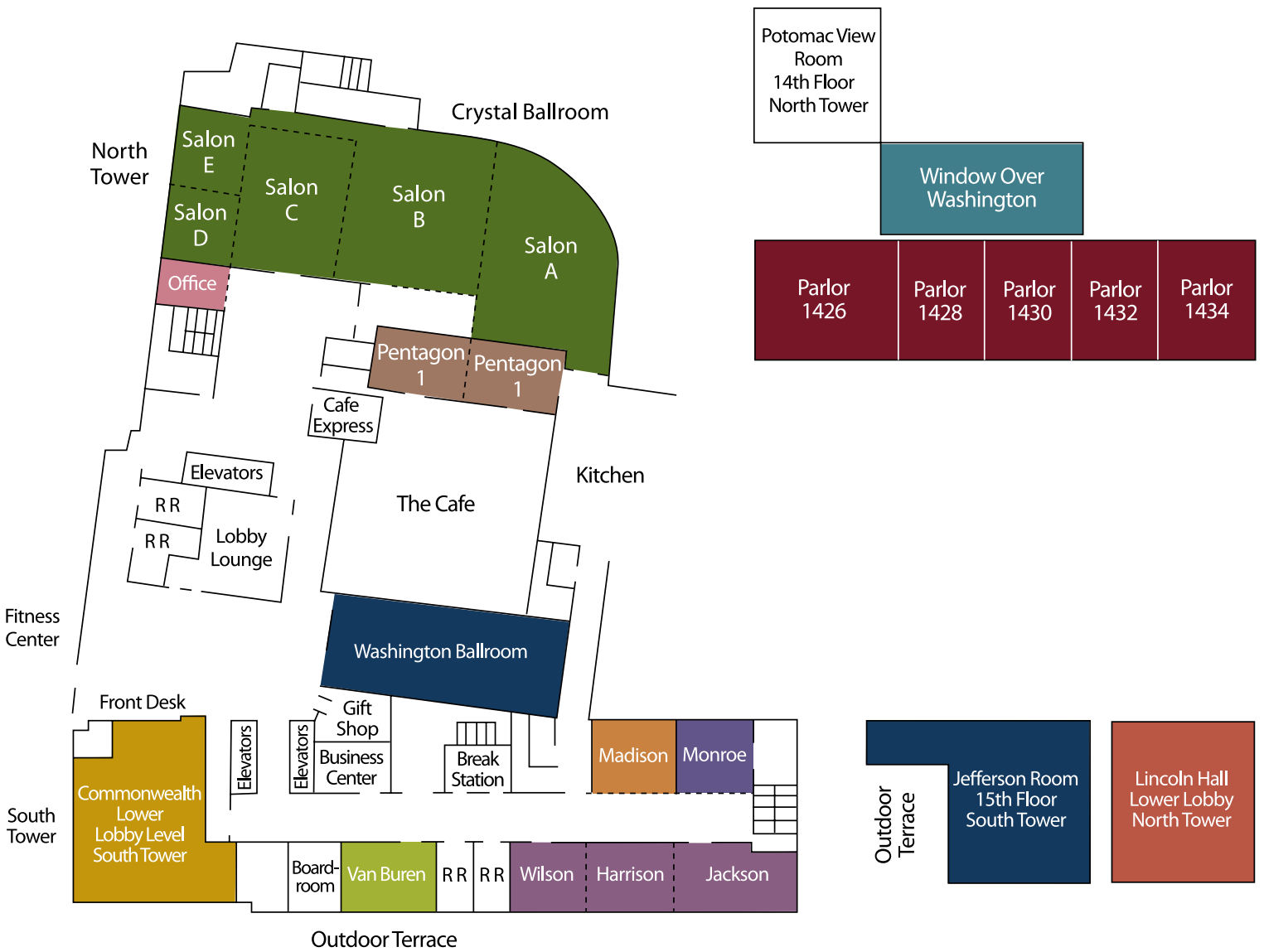
STATES' HILL VISIT COLLABORATION TIME 5:15 PM – 6:00 PM

Join your state delegation and prepare for your March 11th Capitol Hill visits. Collaboration time is set aside for state delegations to discuss schedules and fine tune your strategy for meeting with the Members of Congress. This is an opportunity to determine who will lead the conversation, who will deliver each talking point, and who will close the meeting. Please bring your Hill packets, congressional guides and the 2012 PTA Public Policy Agendas to your state's table.

Location: Crystal Ballroom, Lobby Level

HOTEL FLOOR PLAN

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