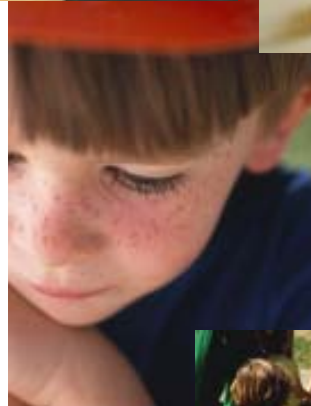


November 2006



Annual Report



*...Leadership
...Communication
...Advocacy
...Celebration*

*Maria L. DeWald
President*



New York State

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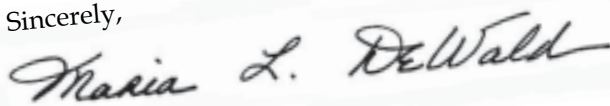
*Annual Report of the New York State
Congress of Parents and Teachers, Inc.*

From the President...

I'm often asked, why the theme of "Connecting the Dots?" The simple answer is that our opportunities have grown and our resources are limited. Working alone, we cannot hope to meet the challenges of building educational excellence and improving quality of life for our children. "Connecting the Dots" means building bridges, collaborating with new partners, and discovering the power of working together with people and ideas to create a positive and productive future for every child. "Connecting the Dots" means recognizing and building on the achievements of past NYS PTA presidents and Board members. It means reaching out to potential new members whether they raise their families in rural Cattaraugus County, in Staten Island or in the Bronx. "Connecting the Dots" means contributing to and utilizing the resources of a national organization dedicated to promoting an investment in children and families on the national level. "Connecting the Dots" means collaborating with Educational Partners whose goals often parallel our own from Teachers (NYSUT), Administrators (NYCOSS, SAANYS, NYSASBO) and Boards of Education (NYSSBA) to organizations such as the Healthy Schools Network or the Campaign for Fiscal Equity (CFE) that promote and support educational reform. "Connecting the Dots" means recognizing that effective child advocacy requires educating members about how education functions and how it can be improved. It also means communicating with supporters in a fast paced electronic world. "Connecting the Dots" means understanding that the volunteer of the future may be different than the volunteer of the Baby Boom generation and celebrating those differences to assure a quality of life for future generations. "Connecting the Dots" means embracing those aspects of PTA effort that move us closer to our goals whether those efforts be delivered by professional staff, technology or dedicated volunteers. "Connecting the Dots" means people working with people to create a better future. By Connecting those Dots, we assure our future.

Much has changed in the past year. Much will change in the very near future. I'm proud of our progress in the past year. At the same time, we face many challenges. We are prepared for those challenges as a strong organization that can only grow stronger through our determination to use every resource and collaborative effort available to improve the quality of life for all of our children both now and in the future. As we begin the celebration of our 110th Anniversary year, please know that you, the grassroots of our wonderful organization, are indeed what makes "Connecting the Dots" possible.

Sincerely,



Maria L. DeWald



Leadership...

An informed membership is an effective membership

New York State PTA members have many opportunities to learn. Whether the learning involves understanding the rights of parents of children with disabilities, how schools are funded, or how to be an effective PTA president, membership chairman or treasurer, the New York State PTA provides resources that explain what, why and how for any number of topics of interest to parents, PTA officers, School Board members and education professionals.

One of the most important roles of the State Board of Managers is to provide leadership training to its regions so that they may, in turn, do the same for units and councils. In order to do this, NYS PTA must first assure a strong state board. The process begins with a two day orientation session that acquaints newly appointed Region Directors and Committee Chairmen with NYS PTA procedures and goals. Training and goal setting lead to annual "plans of work", and opportunities for new members to interact with experienced board members who have "been there".

Three intensive conferences provide region, unit and council members with an opportunity to develop knowledge and learn important skills from volunteers, staff and colleagues familiar with the issues, opportunities, problems and challenges facing PTA members, educators and parents across the nation. **Summer Experience** expands on the leadership development theme used to orient new Board members by offering unit, council, region, and State members and leaders the opportunity to develop the skills necessary to bring people together and function effectively and knowledgeably as teams. The **Annual Convention**, held in early November, brings together all the activities of the previous year together with plans for the next year to address a collection of current topics, approve bylaws, policies and resolutions, and elect officers who will shape the structure and function of the NYS PTA organization in the coming year. The **Legislative/Education Conference** in March places a focus on Advocacy and the process of communicating the PTA message to policymakers. Attendees learn details of issues and positions. They then plan strategy for informing legislators, members, educators, and the public of NYS PTA's priorities for promoting educational excellence and quality of life for children.



The *NYS PTA Resource Guide* is our premier publication and leadership training tool for all region, council and unit members. It is divided into chapters. Each chapter has at its beginning, a page called "At a Glance", which highlights the information found on each page of the chapter. The *Resource Guide* is supplemented by numerous other materials that give specific information about crucial volunteer roles within a PTA Unit, Region or State organization. All of these materials can be photocopied or shared electronically in presentation form suitable for distribution to chairmen, school administrators and members.

State committee chairmen participate in school events, attend meetings of the NYS Board of Regents and interact regularly with Education Department staff and legislative policy makers. The information they learn from such contacts is communicated regularly in PTA's monthly newsletter, "Fast Facts" and in the *New York State Parent Teacher*.

Between the written materials, and interaction with experienced leaders, every PTA member has the opportunity to be well informed and competent advocates for children and their parents.

Communication...

is the key to PTA success

As we constantly look for better ways to network, expand the group of participants, educate and share our successes and concerns, there is always a group of dedicated volunteers and staff willing to make things happen. New York State PTA's communication strategy includes three essential components:

People: The backbone of our communications strategy is a network of dedicated volunteers. Executive Committee members, working with Region Directors, Committee Chairmen, Consultants and Presidential Assignees, act as the eyes, ears and source of specialized knowledge in the organization. Together, as the Board of Managers, they shape NYS PTA's goals, strategies and action plans. Each of sixteen Region Directors, in turn, is supported by his or her own Board to communicate with 1500 Building and Council PTA units across the State. Building and Council Presidents, in turn, accept responsibility for keeping New York State's nearly 370,000 members aware and informed of relevant State or local issues that influence the quality of education and life for New York State's children. NYS PTA's professional staff, working out of the State office located in Albany, provide production and logistical support work to facilitate the communications process at each level.

Print: The "New York Parent Teacher" utilizes a periodical format to provide professional, in depth information about current topics to our members four times per year. In addition, our monthly newsletter provides direct service to units, councils, regions and members by offering timely, topical information. Its shorter format is designed to live up to its title - "Fast Facts". Dozens of other brochures, pamphlets, toolkits and reports and resource guides round out the broad library of timely and in-depth print material available to NYS PTA members and leaders.

Electronic: The NYS PTA web site www.nyspta.org, allows us to communicate with a wide range of members, supporters, parents and those interested in the welfare of children. The website format allows us to get history, issues, positions, up coming events, a listing of who's who and instructions for learning more, directly into the hands of members and public alike. As our email national communications networks are developed and expanded, our ability to reach more members quickly with timely information will grow and become more effective in supporting our members need to learn, to know and to effectively advocate.

New York State PTA Revenue and Expenditure Activity

	Actual 2004-05	Actual 2005-06	Budget 2006-07
Revenues: General Op Fund			
Membership Dues & Assessments	\$659,729	\$647,098	\$642,500
Convention	\$102,320	\$77,689	\$90,000
Summer Experience	\$55,650	\$50,192	\$45,000
LEG/ED Conference	\$22,757	\$22,970	\$23,000
Subscriptions & Publications	\$3,037	\$1,603	\$1,800
Gifts, Grants & Sponsorships	\$7,300	\$6,277	\$14,100
Awards- Distinguished Service	\$7,253	\$5,750	\$5,000
Investment Interest	\$8,640	\$31,460	\$10,000
PTA Store (net)	\$10,175	\$10,237	\$9,000
Miscellaneous	\$3,521	\$2,582	\$1,500
Total Revenue General Op Fund	\$880,383	\$855,859	\$841,900
Expenditures: General Op Fund			
Advocacy	\$29,441	\$33,763	\$41,850
Field Support	\$74,784	\$78,899	\$85,400
Communications	\$29,319	\$33,845	\$33,800
Leadership	\$112,758	\$126,938	\$137,100
Structure	\$103,892	\$114,735	\$124,840
PTA Office	\$354,433	\$391,417	\$414,875
Other	\$3,828	\$-	\$-
Total Expenditures: General Op Fund	\$708,455	\$779,597	\$837,865
	Actual	Actual	Budget
Total Revenues: PARP	2004-05	2005-06	2006-07
Total Expenditures: PARP	\$22,374	\$15,888	\$22,775
	\$14,105	\$15,088	\$16,050
Total Revenues: Twin Projects	\$50,758	\$51,592	\$42,275
Total Expenditures: Twin Projects	\$38,154	\$43,721	\$41,950
Total Revenues: Insurance *	\$393,157	\$394,369	
Total Expenditures: Insurance	\$354,846	\$315,064	

* Excess Premiums are placed in an Insurance Reserve to protect against unanticipated insurance losses or premium increases.

An annual audit, conducted by Urbach, Hacker & Young CPAs, rates NYS PTAs financial reports as "unqualified", the best opinion an audit firm can provide.

Advocacy...

Our central purpose is to promote excellence in education and quality of life for children

New York State PTA's Advocacy Team consists of eight chairmen who gather and disseminate information, develop brochures in conjunction with cooperating partners, propose positions, represent the NYS PTA on various state-wide committees, boards and task forces, and coordinate the resolutions process and the Legislation/Education Conference. As resolutions are adopted by the delegates at the annual Convention meeting, they are documented in the NYS PTA's "Where We Stand" publication and become the basis for all legislative and advocacy action. Additionally, chairmen, both individually and collectively, develop reactions to legislation, issue "Advocacy Alerts" and track activity at the local, state and national level that brings results ranging from resolutions to legislative proposals.

Over the years, PTA involvement in such efforts has resulted in legislation or regulation that has improved the quality of every child's school experience in areas from curriculum to school and bus safety to school lunches to the physical environment. Communication efforts have made parents more aware of their rights to influence each child's instructional program and guided them through the mysteries and concerns of cyber safety and use of the internet.

In the past year alone, NYS PTA involvement has resulted in legislation or regulation that has promoted the use of "green" products in schools, opened accessibility of mental health services to more children, protected recess as a necessary break from academic program demands, added parents to wellness committees, supported a wide range of anti-tobacco initiatives and encouraged reform that would ensure fair and adequate funding for all schools while opposing the financial drain of public school resources created in some locations by New York State's present approach to funding charter schools.

Also new this year, "virtual lobby day" created an opportunity for members to make their views known to legislators. A number of legislators including NYS Assembly Education Chair Catherine Nolan noted the effectiveness of this approach and took the time to write President Maria DeWald complimenting NYS PTA for the effectiveness of this activity.

Not all advocacy efforts take place at the State legislative level. By far, the most effective activity to promote quality educational opportunity occurs at the local level: parents advocating for their special needs or gifted child, for library resources, for sports, fine arts or class size, or the adoption of a reasonable school budget. To support and encourage such activity, the Leadership Development Committee is working with the Advocacy Team to develop a series of toolkits and growth opportunities that will introduce members to advocacy in general as well as to techniques for advocacy in specific areas.



Taken together, NYS PTA's multiple and varied advocacy activities are a model that not only has and will continue to speak effectively for improved opportunities for children, but have also delivered results.

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Celebration...

Effective organizations plan for their future and celebrate their accomplishments along the way.

New York State PTA's future will be built around volunteers, students and educators and others working together to bring about continuous improvement and change. We recognize the accomplishments of these people and celebrate their achievements as we enter our 110th year as advocates for children and families.

We celebrate students as our future by honoring their community service through the Stanley Marcus Youth Humanitarian Award. We celebrate the importance of arts in education on academic performance through the National PTA Reflections Program. One of this year's stunning examples was national winner Ashley Keane's essay, "I Wonder Why Girls Worry About Their Weight". We celebrate the potential of students as future teachers through the Jenkins Scholarships which this year awarded \$3,000 to each of nine students. We celebrate teaching excellence by supporting the efforts of current teachers in furthering their graduate studies. This year we awarded three Gazzola Fellowships.

We celebrate the achievements of our units who, through their own initiative, earn Schools of Excellence Awards, and who take advantage of the many opportunities promoted by both the State and the National PTA. We celebrate the achievements of individual members such as Laura Jensen of the Somers PTA who was honored with the 2005 Jane Skrzypek Volunteer of the Year Award. Likewise, we celebrate teamwork and collaboration. This year, the Haldane Central PTA in Cold Spring, New York was selected by the National PTA as winner of the Phoebe Apperson Hearst Award. This award, sponsored by the William Randolph Hearst Foundation, recognizes one PTA whose unique collaborative efforts with families, educators and community have promoted parent and family involvement in a manner that encourages student success.

All around us are other celebrations within units, councils and across the State acknowledged with Lifetime Memberships, Distinguished Service awards, newsletter awards, membership growth awards and awards for successful Parents as Reading Partners (PARP) programs. Whether we are singled out for special award attention or find our rewards from the inner satisfaction that we have contributed to the educational success of at least one child, each of us can celebrate in the realization that our individual and collective efforts are important and valued by those we serve.



The Future...

Opportunities and Challenges

As we seek to respond to a changing world, challenges seem to rise at an ever faster pace. New York State PTA recognizes the need to develop new ways to meet the needs of future generations of students. Our good fortune is that we have had the capacity to collect and interpret information needed by our members to advocate effectively for our children. In a fast paced, electronic world, however, we increasingly find ourselves challenged to communicate with members quickly enough to effectively act on this information. Change will require us to improve services available on our web site as well as our ability to communicate quickly and reliably to get critical information into the hands of more member advocates when it is needed.

Supporting such efforts is a technical and financial challenge that can only be partially addressed through operating efficiencies and efforts to increase non-dues revenue. New York State PTA's resources depend on members, their individual efforts and the dues they bring in. Efforts to reach out, inclusively, to communities and regions that do not currently have a PTA are essential and being strongly pursued. Are they enough? Some members have suggested the need for a dues increase. Even though it has been over 12 years since the last increase in State dues, can the need and potential value of a dues increase be supported by our member units? These questions, as part of a broader examination of who our future members will be and how we can best serve them, must be central to our discussions in the year and years to come.



NYS PTA Board of Managers...

Executive Committee:

President -- Maria L. DeWald; First Vice President -- Mary Ann De Costanzo; Educator Vice President -- Dr. John Stoothoff; Vice President -- April Jean Holdren; Vice President -- Mary Quinn-Fullmer; Vice President -- Dr. Maria Fletcher; Vice President -- Michele Conklin; Vice President -- Susan Berkow; Vice President -- Susan Lipman; Vice President -- Glenn Levine; Secretary -- Patricia Hysert; Treasurer -- JoAnn Incalcaterra

Region Directors:

Central -- Bonnie Russell; Central Hudson -- Cheryl Lee S. Freedman; Suffolk -- Janet Meyerson; Leatherstocking -- Mary Ann Flood; Genesee Valley -- Sue Russotti; Mohawk Valley -- Lauri Dahlin; Nassau -- Gracemarie Rozea; Niagara -- TBD; Northeastern -- Bev Cottrell; South Central -- Pam Schmitt; Southeastern -- Wendy DelSanto; Southwestern -- Joanne Zdrojewski; Taconic -- Alvin Benson; Westchester East Putnam -- Jane Harsha; Western -- Etta Czaja; North Country -- Carla J. Ingram

State Chairmen:

Arts in Education -- Merle L. Payne; Business Manager -- Gail Gligora; Bylaws -- June Shults; Education -- Stephanie Fehr; Environment -- Sally Giuffrida; Health and Wellness -- Sue Rau; Legislation -- Carla Caro; Marketing/PR -- Rhea Vogel; Membership -- Penny Hollister; *NY Parent Teacher* Editor -- Carol Hollenbeck; Outreach -- Kathy Dowling; Parent Involvement -- Catherine Romano; Parenting & Family Life -- Sue Andrijczuk; Parents As Reading Partners (PARP) -- Debbie Grayer; Publications -- Janet Del Greco; Resolutions -- Lana Ajemian; Special Education -- Tamalin Martin; Twin Projects -- Julie Griffith

Additional Board Members:

Youth Members -- Courtney Conklin and Teresa Florindi; Consultants -- Gene Kinney, Susan Dayton, Penny Whiting; Presidential Assigness -- Janet Ahola, Jane M. Bernhard, Ron Moore, Mike Meehan; Immediate Past President -- Penny Leask

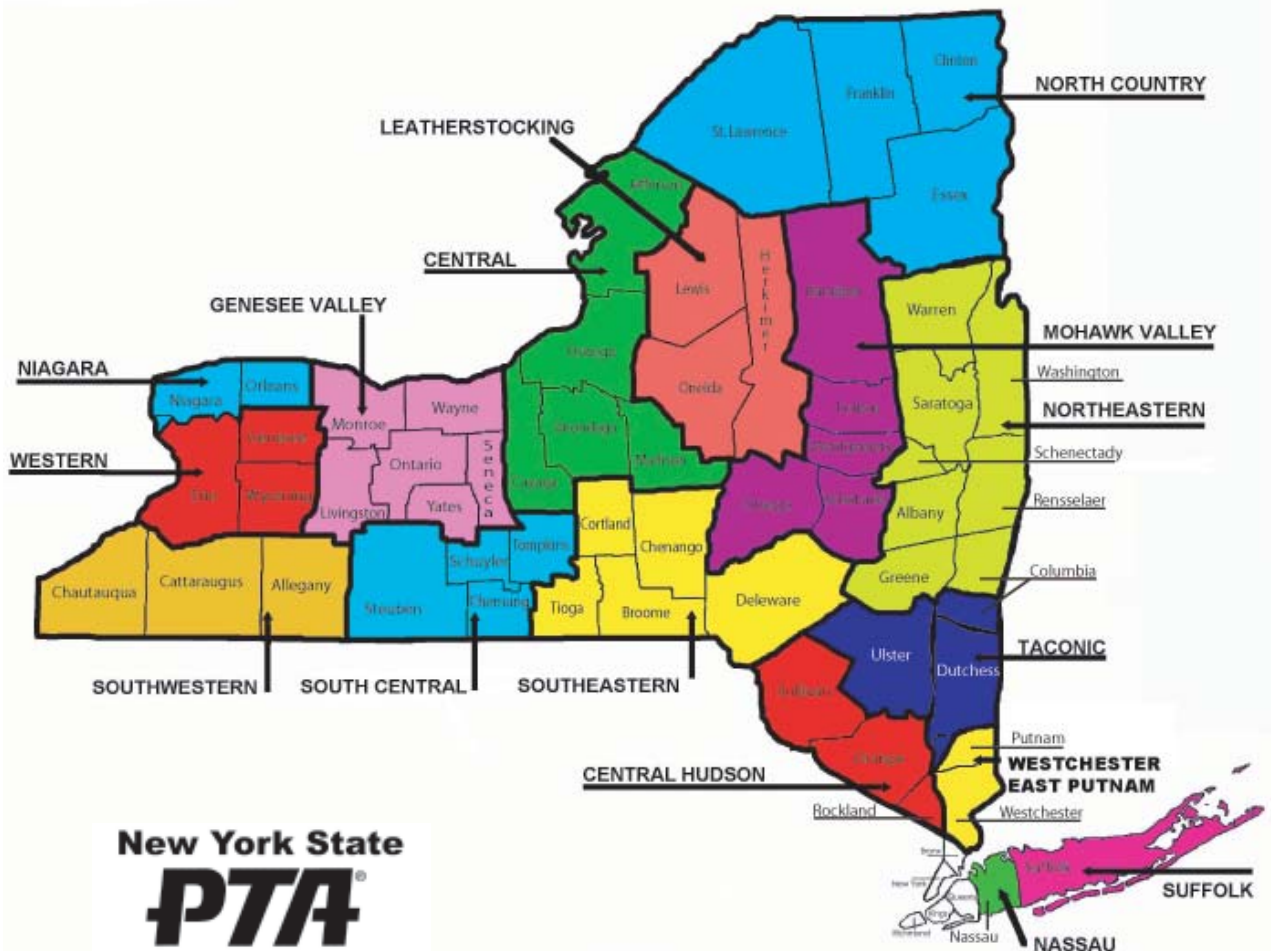
State Office Staff:

Assistant to the President -- Rick Longhurst; Office & Events Manager -- Rachel Taylor; Membership Specialist -- Noreen Iacobucci; Receptionist/Secretary -- Irene Light; Office Assistant -- Pamela Chrysler

Our Mission...

The New York State Congress of Parents and Teachers, Inc. (NYS PTA) recognizes that every child deserves excellence in education and quality of life. NYS PTA will maintain its commitment and service to all children and to its diverse membership through increased parent involvement and community awareness, advocacy, education and involvement.

Our Regions...



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