

The PTA program chairman works with a committee and with other chairmen to plan the year's complete PTA program, which may include parent education, health/safety presentations, study groups, special events and student activities. The program chairman is responsible for preparing a schedule of programs and other PTA-related information that, after adoption by the association, is distributed to all of the students' families.

DEVELOPING A PROGRAM PLAN

Obtain (from predecessor and unit president) and study the procedure book and other materials related to performing the duties of this chairmanship:

- Program booklets and evaluations of previous programs, results of interest surveys, program materials from California State PTA convention, council and district PTA information, lists of speakers and community resources, etc.

Meet with the program committee, appointed by president-elect, early in the term.

- Suggested committee members include: principal, teacher, hospitality chairman, public relations/publicity coordinator and student (essential in a secondary PTA). Others may be appointed as members or as resource to the committee (e.g., parent education, health or safety chairman).

Determine goals for the year.

- Prioritize the most vital concerns of the PTA members, school and community, and focus program planning on those, selecting a theme, if desired.
- Brainstorm for ideas; obtain up-to-date unit, council, district, State and National PTA program information. Interview school staff and community leaders, conduct interest surveys, review prior year's programs. Network with other PTAs for possible collaboration.

Keep in mind:

- School and community factors (i.e., ethnicity, transportation, accessibility for the disabled, and meeting place availability).
- Dates of religious or public holidays (Hanukkah, Presidents' Day), traditional PTA events (Founders Day, election of officers meeting), and school district and community events.
- "Public Awareness" dates (e.g., National Child Safety Month, Health Week, Secretaries' Day).
- Meeting dates stipulated in the bylaws or PTA council and district PTA schedules.
- Accessibility of meetings for all school families, including time and length, days of week, site and transportation.

- The need to allow for unexpected developments or emergencies, and have back-up plans.
- The variability of type of programs – lecture, discussion group, panel, film/video, student activity, family event. Be open to new ideas.

Involve others to encourage inclusiveness, interest, and participation.

- Work closely with the school principal, the unit president, hospitality chairman, membership and special committees, and especially the school's student groups.
- Involve as many PTA members, community resource people, school personnel, and students as possible in programs and activities.

IMPLEMENTING A PROGRAM

- Develop a twelve-month or school-term calendar of programs to be presented to the association for adoption. After approval, distribute the program schedule via a simple printed calendar, the PTA newsletter or handbook to all school families. Ensure every program meets PTA insurance requirements. See *Insurance and Loss Prevention Guide* for allowable, discouraged and prohibited activities.
- Form a committee, seeking experienced as well as new members, and divide responsibilities; share in decision-making and implementation tasks.
- Request advance funds if necessary, (e.g., speaker's fees), or be prepared with a PTA check for approved amount to be presented at completion of program.
- Contact program participants and follow up with written confirmation, including request for information (biography for introductory purposes or equipment needs: overheads, microphone, space, easel, VCR, etc.), and who to contact if they have questions.
- Publicize the program well in advance. Provide information to unit publications and publicity chairmen, council and district PTA, and the media. Work with room representatives to implement telephone and e-mail trees or other methods of personally distributing information to school's families.
- Confirm and inform participants of the actual program date, time and location, time allotment, topic and type of presentation (question and answer opportunities or lecture). Provide participants with a directional map, description of the size and type of audience, and an emergency telephone number at the site.
- Order audio-visual materials well in advance, and preview with committee before public viewing.

PRESENTING THE PROGRAM

- Check the program site early for requested equipment, room set-up and seating, hospitality arrangements, etc.
- Allow extra time to check all sound and audio-visual equipment before the program starts.
- Greet the presenter or participants, introduce to presiding officer, if appropriate; provide a nametag, an agenda, and briefly review the presentation format and content.
- Introduce the presenter and topic and at the conclusion of the presentation, extend the group's appreciation. Accompany presenter out of the room or act as host during social time.
- Send thank-you notes to all program participants promptly, along with any authorized travel expense reimbursement, pictures and press clippings.

EVALUATING THE PROGRAM

- Review presented programs with the committee during the year, make recommendations for future planning groups, decide what worked or did not work, and report as necessary to the executive board or association.
- Provide publicity or other information to the historian for the unit history record book or scrapbook.
- Update the procedure book: list successes and failures, ideas for future presentations, copies of correspondence, program resources and references.

REMINDER

- A signed "Facilities Use Permit" may be required to be on file by the school district (PTA Use of School Facilities 1.3.4a, 18). **Never sign** a Hold Harmless Agreement on behalf of the PTA. If the school district requires the PTA to sign a Hold Harmless Agreement for use of school premises, the PTA should contact the California State PTA insurance broker, Armstrong/Robitaille Insurance Services, at 800.733.3036. If directed by the insurance broker to sign an Addendum to the facilities use permit, that form can be found under the Forms section of this *Toolkit*.
- PTA is required to **obtain** a Hold Harmless Agreement and Evidence of Insurance from each vendor, concessionaire or service provider used. Instead of providing Evidence of Insurance to each individual unit, the vendor, concessionaire or service provider may file an annual copy of coverage with the California State PTA insurance broker (Hold Harmless Agreement 5.5.2, 232; Forms 413).

ALCOHOL AND PTA EVENTS

Selling Alcohol – according to the California Education Code, Chapter 8, Article 2, Section 82580, "It is unlawful to offer or sell any controlled substance, alcoholic beverage or intoxicant on school premises." PTAs may not sell alcoholic beverages under any circumstance.

In accordance with the California State PTA insurance program, PTAs may not engage in the sale of alcoholic beverages. Many PTAs hold annual silent auctions and dinners as fundraisers at which bottles and/or cases of wine are donated for use as auction items. These donated bottles and/or cases of wine may be used as auction items, provided the auction is held at a non-school-site location and the contents are not decanted during the event or on the premises. PTAs may auction donated alcoholic beverages but may not sell alcoholic beverages under any circumstance.

Serving of Alcohol at PTA Events – The California State PTA strongly urges its unit, council, and district PTAs to refrain from serving alcoholic beverages at PTA functions. If alcoholic beverages are served at a PTA function, the PTA may not serve them. Any alcoholic beverages must be provided and served by a licensed establishment or catering company that has the appropriate permits and insurance. When a PTA is planning an event that will include alcoholic beverages, the PTA may not collect for the cost of the alcoholic beverages through ticket sales. This cost must be paid separately to the licensed establishment or catering company with the valid permits and insurance.

Under no circumstances may PTA funds be used to purchase alcoholic beverages or bottles of alcohol. Remember, the purpose of the PTA is to work on behalf of all children and speak for "everychild, onevoice." PTA funds and efforts should be used to further that purpose.

If there are any further questions regarding this subject, please do not hesitate to contact the California State PTA insurance company, Armstrong/Robitaille Insurance Services, telephone 800.733.3036.

RESOURCES

- California State PTA (www.capta.org) *Involvement Makes a Difference* brochure.
- Copies of *PTA in California* (official California State PTA newsletter) and *Our Children* (National PTA magazine). Subscriptions to these publications for the program chairman are recommended PTA expenses.
- The National PTA *Quick-Reference Guide* (section on Program Committee).
- National PTA (www.pta.org) Program Planning Guides.
- *Insurance and Loss Prevention Guide*.
- Unit bylaws.

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