



CADDO DISTRICT PTA NEWSLETTER



Affiliated State & National PTA
April 2011

Margie Rayburn, President
Issue #7

2010-2011 Caddo District Board of Directors

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Eppie Adams, *1st Vice President*
Lloyd Thompson, *2nd Vice President*
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Sandi Walton, *Teacher Appreciation*
Eppie Adams, *Webmaster*

Visit our Website:

www.caddodistrictpta.org



PRESIDENT'S MESSAGE

It's not too late to join the fun at the Louisiana PTA Convention, come and register on-site. Business on Friday will be the



Membership Awards to local units and we will

begin convention business with the amendments to the bylaws. Also on Friday night we will have what is being called a **Tailgating Party** so put on your team spirit wear and join us. Refreshments will be served at this event. On Saturday morning we will convene with the remainder of the bylaws amendments and the nominations of officers will take place. All candidates will be nominated from the floor. The offices up for election are President, President/Elect or 1st Vice President and 1st Vice President or Second Vice President according to how the bylaws amendments are approved. Since all candidates are coming from the floor the elections of officers will take place in the Saturday morning meeting when all other business is finished. Be sure you are in the Saturday morning meeting when the doors are closed for voting. If you are not, you will not be able to cast your vote for your candidate. You must show your voting card to receive a ballot. After voting we will be adjourned for the Children's Luncheon.

At the Children's Luncheon all of the state award winners in Reflections and Safety Programs will receive their awards. There will be many vendors at this convention for you to talk with and sign up for the upcoming year and also be sure to sign up for their door prizes,

There will be a PTA Boutique where you may purchase PTA items for a minimal cost to share with PTA friends and members. There is also a "Silent Auction and Raffle" for you to participate in. Drawing for the Raffle and Silent Auction items will be at 4:45 pm on Saturday afternoon.

There are four sets of workshops to attend. Unit members will want to divide up and attend the workshops to be able to bring this information back to your local unit. Workshops are given on information that is beneficial to PTA members help their PTA units become a more successful.

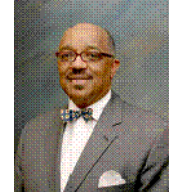
The Awards Banquet is the highlight of local unit awards. Louisiana PTA Scholarship Winners, Educator of Distinction (Caddo District PTA has no winners), Honor and Outstanding Unit awards, Newsletter and Website awards will be presented. The doors will open at 6:30 pm. The convention will end Saturday evening with a dance, ***Jungle Jive: Spots and Stripes Alive.***

Margie Rayburn, President



FROM THE DESK OF DR. GERALD D. DAWKINS SUPERINTENDENT

CREATING WORLD CLASS SCHOOLS FOR WORLD CLASS STUDENTS™



CADDO SCHOOL BOARD APPROVES VISION 2020 STRATEGIC PLAN

March 24, 2011 – By a vote of 9 to 2, with one abstaining, members of the Caddo Parish School Board tonight approved moving forward with Vision 2020, the strategic plan to guide the future of Caddo’s public schools. The plan, presented to the board on March 8th, is broken into three phases and calls for immediate action to address academic challenges and anticipated budget shortfalls in the coming year and long-term changes that will maintain the fiscal and academic stability of the district for years to come.

According to Superintendent Dawkins, “Tonight’s vote signifies the beginning of a long-range planning process that this district has not had for some time. We will begin immediately to implement the plan, with priorities being our students’ education, their safety and the fiscal health of our district. We appreciate all of the input from the community, and we will continue to work together for the future of Caddo’s students.”

Work will begin immediately on the plan’s first phase, which includes:

- An intense focus on reading in K through 2nd grade
- Expanding career, vocational and technical options for middle-schoolers
- Redesigning alternative schools
- Streamlining and improving efficiency of operations
- Realigning facilities
- Off-line Newton Smith and combine with Green Oaks to create a 7-12 campus at Green Oaks.
- Off-line J.S. Clark (for one year) and combine with Booker T. Washington to

create a 7-12 campus at Booker T. Washington.

◦Off-line Bethune, with students from the northern part of Bethune’s district and the northern part of M.J. Moore’s district combining with existing students at Fair Park to create a 7-12 campus at Fair Park.

◦Off-line M.J. Moore, with students from the southern part of Bethune’s district and the southern part of M.J. Moore’s district combining with existing Woodlawn students to create a 7-12 campus at Woodlawn.

◦Off-line Hillsdale. Huntington High School would become a PreK-12 “single campus”, considering Turner as part of the main campus; Turner would house PreK-6, Huntington would house grades 7-12.

◦Off-line Hosston Alternative.

- Liquidate vacant schools, abandoned sites and unused property with Board approval.
- Continue use of capital projects funds to address health and safety issues throughout the district.
- Ensure energy efficiency of all facilities.
- Use QSCB funds to upgrade data, security and facilities.
- All attendance zones will be analyzed for efficient alignment over the course of the Vision 2020 plan with Board approval.

Additional information on the Vision 2020 plan and video of tonight’s meeting will be posted on our website, www.caddo.k12.la.us.

JUST A REMINDER
PTA/PTSA is a national trademark and does not have periods in it.

**“SUCCESS COMES IN CANS,
FAILURE IN CAN'TS.”**
SOURCE UNKNOWN



MEMBERSHIP MATTERS

Eppie Adams, 1st V.P. Caddo District PTA/Membership

Now that we're in the 4th nine weeks, it's time to evaluate & assess the effectiveness of your PTA this past year. By using the steps below, your PTA/PTSA Unit can better meet the needs and expectations of its members for the coming school year.

•**Conduct a Program/Product Analysis**—A successful plan begins with analyzing your local PTA's existing products, activities, and services. Your analysis should answer these basic questions:

1. **What goods or services do people want/need/expect your PTA to offer?** (Ask yourself what are your most successful events and activities, your least successful, what new services could be offered, etc.)
2. **What will motivate people to continue to want/buy PTA goods and services?**
3. **What might prevent people from wanting/buying PTA goods or services?**
4. **Is it cost effective to offer the PTA good or service?** (Consider cost of promotions, number of volunteers needed, time to organize/run it, return on the invested amount of money and time, etc.)

•**Set Realistic & Measurable Goals**—Clearly define what you want your PTA efforts to accomplish and by when. This step helps you set realistic and measurable goals for your marketing efforts. A good, measurable example would be: "Increase membership by 5 percent by December 1."

•**Select Marketing Strategies**—Choose methods that will most effectively let people know of your PTA's goods or services. When

selecting the best promotion methods, keep your target customers in mind—those who are most likely to want or buy what you are offering—and choose methods, within your budget range, that will reach them. Remember, you may have to use a combination of methods and repeat your promotion several times before people will act on it.

•**Create an Action Plan**—Define the Who, What, When, and How of your marketing plan. Your action plan should detail what will be done, when it will begin and be completed, who will accomplish the tasks, and how much it will cost (in materials, volunteers, hours, etc.).

•**Measure and Evaluate Results**—Decide how you will measure success and what you will do with those results. This step is often overlooked in the planning stages but is invaluable in helping PTAs determine what worked and what didn't, and what could be improved.

These steps can help reveal what your PTA does best, and help determine if a program or service should be improved or discontinued. Recognizing and letting go of unsuccessful programs or activities is one of the hardest things for PTAs to do. Try to identify your best PTA projects and put your energy and resources behind them—it is better to do a few well-organized projects than many poorly attended or under-funded events.

Membership cards are only \$2.75 and now must be ordered from State. If you have any questions or would like helping developing membership goals for the 2010-2011 school year, please contact Eppie Adams (687-0442) or web@caddodistrictpta.org

INCREASE MEMBERSHIP THROUGH COMMUNITY RELEVANCY

HOST A CONNECT FOR RESPECT EVENT ON BULLYING PREVENTION

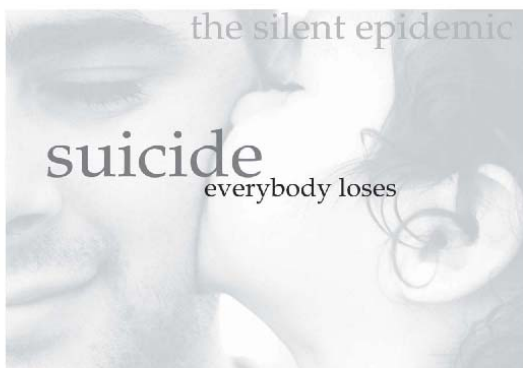
National PTA recently launched the Connect for Respect bullying prevention campaign. Make your PTA unit a relevant resource for your community and increase spring membership numbers by hosting a Connect for Respect event at your school. Connect for Respect events can provide a timely forum to unite

parents, teachers, students, and community leaders to prevent bullying, as well as share the relevance of parent involvement through PTA and distribute information on membership resources.

See Connect continued on page 5

COMMUNITY NEWS

SAVE THE DATE



5th Annual
Northwest Louisiana Suicide Prevention Coalition Conference
Suicide: How Many More?

May 13, 2011 ♦ LSUS University Center

Registration 7:00 am – 8:00 am ♦ Sessions begin at 8:00 am

This is a Professional Conference

Pre-registration required: Go to www.ce.lsus.edu, then type "suicide" in search box

Cost – \$49.00 (includes lunch and CEU's)

This is the 5th Annual Northwest Louisiana Suicide Prevention Conference that Caddo Parish Schools sponsors, along with other agencies yearly. The registration website at LSUS should be up in less than 2 weeks. This year you will be able to log on and select the break-out sessions without calling. Remember, registration is limited to 520. Attached is the information to distribute to all that may benefit. Conference Date: May 13, 2011 (\$49.00).

The FREE Community Forum will be held on May 12, 2011 from 6:00 - 8:30 PM at LSUS University Center Theater. The Keynote speaker is Clark Flatt - Jason Foundation that lost his son, Jason, to suicide. His presentation is moving and very informative...from a parent's perspective. And the other dynamic speaker that evening is Dr. Mary Bartlett who will present on suicide prevention as a family initiative.

COLORING CONTEST FOR CHILDREN



We invite all children from ages four through eight within the Shreveport-Bossier and surrounding community

to participate in this year's We Care Coloring Contest, a new and exciting event on the agenda for the Maggie Lee Henson Celebration of Caring. Children need just color the We Care sign as pictured below. Coloring forms can be obtained on line via the Community Renewal International Facebook home page at the following link www.facebook.com/communityrenewal. Right click on the "Photos" button, and print out the coloring picture on your local printer. Forms can also be obtained at the CRI office, 838 Margaret Place in Shreveport or at Chick-fil-A, 7010 Youree Drive in Shreveport. The completed pictures can be mailed or delivered to the Community Renewal office (838 Margaret Place), and must be received by Tuesday, April 12. Make sure to print name, address, age, and phone number as indicated at the bottom of the form. The completed pictures will be judged by an independent art critic who will then determine the first, second, and third place winners. The winning entries along with other entries will be displayed in the Barnwell Center on the Shreveport Riverfront during the Maggie Lee Henson Celebration of Caring on Saturday, April 16. All three winners will be recognized during the Awards Ceremony between 11:45 am and 12:15 pm. Each winner will also receive a gift, compliments of the Celebration main sponsor, Red Ball Oxygen. Give your children an opportunity to display their coloring skills, and show how they care by coloring a We Care sign for this wonderful caring event, the Maggie Lee Henson Celebration of Caring.

Tom Watts, Renewal Team Director



DISTRICT PTA NEWS

GEE, LEAP, AND ILEAP TESTING

The GEE and LEAP will be administered in 2 phases this year. It is the same test; however, it is divided into two testing times.

Phase 1 testing was completed on March 22, 2011, with all 4th, 8th, 10th and 11th graders completing the writing section and the mathematics constructive response items.

Phase 2 testing is April 11-14, 2011. All 4th & 8th graders will complete the remaining sections as follows:

- English/Language Arts—April 11, 2011
- Mathematics—April 12, 2011
- Science—April 13, 2011
- Social Studies—April 14, 2011

10th graders will complete the remaining sections as follows:

- English/Language Arts—April 11, 2011
- Mathematics—April 12, 2011

11th graders will complete the remaining sections as follows:

- Science—April 11, 2011
- Social Studies—April 12, 2011

The iLEAP will be administered to grades 3, 5, 6, and 9 on April 11—14, 2011.

Parents and Guardians play a tremendous role in the success of students testing.

Ways Parents and Guardians can Help

1. Make sure your student is at school on time on test dates.
2. Make sure your student gets plenty of rest.
3. Make sure your student eats a good breakfast.
4. Create a calm home environment which will allow your student to “Show what he/she knows” on the test.
5. Homework counts—make sure your student does his/her homework every day.
6. Practice math skills by applying those skills to real-life situations.
7. Practice math facts together to develop speed.
8. Expect your student to expand his/her vocabulary daily by learning a new word.

9. Schedule time for your student to read every day.
10. Encourage your child to do his/her best on the test.



FREE One-Day Summer Camps

1st & 2nd Graders

Mondays from 9am-11am or 12pm-2pm

3rd & 4th Graders

Tuesdays from 9am-1pm

5th & 6th Graders

Wednesdays from 9am-1pm

7th & 8th Graders

Thursdays from 9am-1pm

Call us at 698-SAFE (7233) to learn more about Sheriff's Safety Town and reserve your spot today.

(Pre-registration is required.)

Angie Wilson, Co-Chair
Child Welfare & Safety

Connect Continued from page 3



[Visit PTA.org](http://PTA.org) to view examples of state and local Connect for Respect events. Connect with members and potential members. Connect for Respect.

For more information on Connect for Respect, visit PTA.org/bullying.

For additional ideas on creating relevancy to increase your spring membership numbers, contact jilindsey@pta.org, Manager of Membership Marketing.

DISTRICT PTA NEWS

CADDO DISTRICT PTA SPRING FLING LEADERSHIP

You are invited to the Caddo District PTA Spring Fling Leadership Workshop on Tuesday, April 19, 2011 in the Professional Development Teacher Resource Center, located behind Central Office at 3908 Joplin Street, from 9:00 – 11:30am.

Current PTA Presidents, Principals and emerging Leaders are invited to this special Workshop designed to ensure a smooth transition of Leadership and to provide new presidents with important information in getting ready for their year! Information on appointing your Board, developing a budget and facts about membership and fundraising will be addressed.

To register for this free workshop, you may email Margie Rayburn at lapta@comcast.net or call her at 929-5313 (H) or 458-4179 (C)

CADDO DISTRICT PTA NOMINEES

The nominating committee reports the following nominees for election for a two year term from 2011-2013:

Patricia McCann—2nd Vice President

Carol Fullilove—Treasurer

The election will be held at the General Meeting, April, 2011. **Members must bring their membership card to be eligible to vote.**

Remember the new bylaws amendment that was approved by the general membership states that: If a member wishes to run for office from the floor after the slate of nominees has been announced, they must give notice by submitting their qualifications statement to the Caddo District PTA Nominations chair fourteen (14) days prior to the election.

Carol Fullilove, Chair

CADDO DISTRICT APRIL PROGRAM

Reggie Dodd from Central Office will provide the program for the April 5, 2011 meeting He will speak on technology in the classroom in all Caddo Schools Please attend the Caddo District PTA General Meeting to hear about this important and informative program.

SAFETY NEWS

“We Care About Our Kids Day”

Sheriff’s Safety Town

8910 Jewella Av.

Shreveport, La. 71118

Date: Saturday April 16, 2011

Time: 9:00-2:00

“Justin Bloxom – We Care About Our Kids Day”

Join us for this special event at Sheriff’s Safety Town. Listed below are a few events that will be going on that day...

Child Safety Seat Fitting Event

Bike Rodeos

Bring your own bike.

Weather Safety

Water Safety

One of our Captains and a Detective will cover some really good information for the parents:

Stranger Danger, Internet Safety & Sexting

Captain Duncan and Detective Greer will arrange a schedule and program for parents to sit and ask questions. Although children may attend, this session is intended to bring awareness to parents of Justin’s case and others like it so as to help them better protect their children from child predators.

Shots for Tots Van

Safety Town Tours

For more information contact:

Deputy Angie Wilson

Sheriff’s Safety Town

698-SAFE (7233)

LOUISIANA PTA STATE CONVENTION



**APRIL 16, - 17, 2011
CROWNE PLAZA HOTEL
BATON ROUGE, LA
SEE YOU THERE!**

NATIONAL PTA NEWS



WIN \$1,000 FROM NATIONAL PTA FOR YOUR PTA

Apply for an Arts Enhancement Grant by May 3

What could your PTA do with \$1,000 to support arts education? Each year, National PTA offers a limited number of matching grants of up to \$1,000 to help local units establish or enhance student-centered arts education programs. Applications are now being accepted for the :

[2010 Mary Lou Anderson Reflections Arts Enhancement Grants.](#)

PTAs must match the grant dollar for dollar with PTA or other donated funds and/or in-kind resources. Applications are due by **Monday, 11:59 p.m. EDT, May 3, 2010.**

Special consideration is given to applicants that reach large numbers of at-risk students. "At risk" encompasses a wide range of factors that may make it more difficult for a student or a segment of the student population to succeed in learning. Some factors that make students at risk are financial, familial, health, behavioral, social, and environmental or other community conditions.

CADDO'S 2011 LOUISIANA PTA SAFETY DRAWING WINNERS

Awards of Excellence

Primary Division:

Lauren Lindsey, South Highlands Magnet
Raideen Reed, Fairfield Magnet

Intermediate Division:

Ashelyn Malik, South Highlands Magnet
Courtney Mobley, South Highlands Magnet

Middle Division:

Hayley Kirton, Youree Drive AP Magnet

Awards of Merit

Primary Division:

Ashini Modi, South Highlands Magnet

Intermediate Division:

Michelle Howard, Arthur Circle Elementary
Taylor Reed, Fairfield Magnet

Middle Division:

Emily Batte, Youree Drive AP Magnet
Lori Hardel, Youree Drive AP Magnet

PROUD NATIONAL SPONSOR

Target Store Grants

Through our local store grant program, Target funds nonprofit organizations, schools, libraries, and public agencies that have projects or programs that enhance educational experiences.

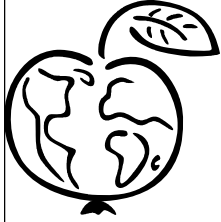
Early Childhood Reading

- Reading grants are awarded to schools, libraries, and nonprofit organizations, supporting programs such as weekend book clubs and after-school reading programs that foster a love of reading and encourage children, from preschool through 3rd grade, to read together with their families. Grants are \$2,000.
- Grant applications available at Target.com/community March 1–April 30.



Arts & Culture in Schools

- Schools and nonprofit organizations are eligible to receive Arts & Culture in Schools Grants that bring art experiences to students, inside and outside of the classroom. All programs must have a curriculum component. Grants are \$2,000.
 - Grant applications available at Target.com/community March 1–April 30.
- #### Field Trip Grants
- Educators, teachers, principals, paraprofessionals, or classified staff of the above mentioned institutions must plan and execute a field trip that will provide a demonstrable learning experience for students. Must have a curriculum component. Grants are up to \$700. Grant applications available at Target.com/community August 1–September 30.
 - Grant applications available at Target.com/community



Caddo District PTA
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Shreveport, LA 71130-2000

Margie Rayburn, President
Charlotte Echols, Editor

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CALENDAR OF EVENTS



- 5 Caddo District PTA General Meeting—9:30 a.m., CPSB Board Room
 Election of Officers—2nd vice President and Treasurer (bring a membership card)
- 11-15 Leap/ILeap Test Days
- 19 “Spring Fling” -Teacher Resource Center - 9:00 - 11:30am
- 22 School Closed—Good Friday
- 26 Caddo District Board of Directors Meeting—Room 1—9:30am



- 3 Caddo District Awards Day – LeI McCullough Auditorium – Caddo Middle Magnet - 9:30 am
- 17 Caddo District Board of Directors Meeting—Room 1—9:30am
- 31 Last Day for Students



- 9-12 115th National PTA Convention, Coronado Springs Resorts
 Orlanda Florida

