

## National PTA's Urban Family Engagement Initiative

### UFEI Goals

To raise awareness and increase the usage of parent involvement materials and resources.

To serve as a catalyst for mobilizing urban parents, caregivers, community stakeholders and school administrators to discuss and alleviate the barriers and issues that prevent urban parents and caregivers from being more engaged and involved with student success.

To train parents and caregivers to effectively communicate and collaborate with others to advance the educational achievement of all children, while mentoring other parents and caregivers to do the same.

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## *Save the Date To Save Our Students!*



## *PTA Conference of Philadelphia Urban Leadership and Education*

*Mastery Charter Shoemaker Campus  
February 12, 2011*

#### *Local UFEI Partners*



**National PTA Urban Family Engagement Initiative**  
in partnership with **Pennsylvania PTA** cordially welcomes you to an exciting and educational event.

This conference will allow families the opportunity to increase their understanding of meaningful parent engagement and learn how to be effective advocates for their children and community. Participants will receive critical resources and information that positively impact not only students, but parents and caregivers as well.

### Schedule

8:15 - 9:00 Registration - Refreshments

9:00 - 9:30 Welcome & Opening Remarks

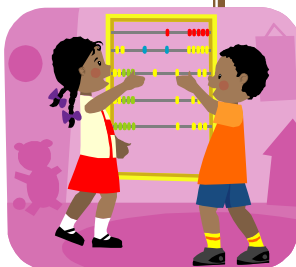
9:30 - 10:30 Workshops— Session 1

10:45 -11:45 Workshops— Session 2

12:00 - 1:00 Lunch - Resources

1:15 - 2:15 Workshops— Session 3

2:30 - 3:30 Closing



### Speakers

Michele Morrow	PAPTA President
Julie Lesitsky	PAPTA President Elect
Ginny Wade	PAPTA Vice President, Region 12
Isaac N. Patterson	PTA President Mastery Charter Shoemaker Campus
Karen Shanoski	PA PIRC
Caroline Allen	PA PIRC
Dr. George E. Thornton, Sr.	100 Black Men, Philadelphia Charter
Sarah Bruner	State Farm Insurance
Elida Perez Knapp	NPTA Community Development Specialist

### Workshops and speakers

#### 9:30-10:30 Workshops - Session 1

##### A. PTA Board Basics

Learn what all board members should do to remain ethical and responsible in their PA board service.

**Presenters:** Julie Lesitsky & Ginny Wade

##### B. Dynamics of Difference

Participants will discuss the impact of our culture and how this forms our values and beliefs and thus how we see the world.

**Presenters:** Isaac N. Patterson and Elida Perez Knapp

#### 10:45-11:45 Workshops - Session 2

##### A. PTA Financial & Assets Protection

Learn helpful tips to properly handle your non-profit funds and how to protect the PTA assets and limit their risks.

**Presenters:** Michele Morrow and Ike Patterson

##### B. Families Matter

Participants will gain an understanding of the importance and positive impact of parent involvement in student learning.

**Presenters:** Karen Shanoski and Caroline Allen, PIRC

#### 12:00-1:00 Lunch

#### 1:15-2:15 Workshops - Session 3

##### A. Building Capacity

Learn how to build capacity by increasing your membership base, and ways to recruit and keep new volunteers.

**Presenters:** Julie Lesitsky & Elida Perez Knapp

B. "Tiger Moms and Dads" in the Home and Community  
Focusing on male engagement and involvement from a parent prospective.

**Presenter:** Dr. George E. Thornton, Sr.

#### 2:30-3:30 Closing Remarks

**Michael A. Nutter — Mayor of Philadelphia**