



NCPTA Convention 2025
Theme: Getting Back To Our Roots! It Takes A Village!
How Do You Lead: Leadership-Education-Advocacy-Data
October 10, 2025 - October 12, 2025

Friday, October 10, 2025
2:00 p.m. - 4:00 p.m.
Marbles Kids Museum Venture Hall
201 E Hargett St, Raleigh, NC 27601

***Can't Look Away* Movie Screening**

The film *Can't Look Away: The Case Against Social Media*, directed by Matthew O'Neill and Perri Peltz, is a documentary about the legal battle against major tech platforms for the harm caused to young users by their algorithms. This isn't just a film—it's a critical wake-up call for every parent, educator, and community leader.

Based on intense investigative reporting, the film follows a dedicated team of lawyers battling tech giants like Meta, TikTok, and Snap on behalf of grieving families whose children suffered tragic consequences tied to platform use.

This screening serves as a vital step in the conversation, highlighting the urgent need for industry reform and empowering our community to take action to protect the next generation.

A post-screening discussion on digital safety and next steps will follow.



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6:30 p.m. - 8:30 p.m.
Marbles Kids Museum Venture Hall
201 E Hargett St, Raleigh, NC 27601

***Meet and Greet Game Night
and Karaoke Reception***

Enjoy the food, games, networking, singing, and dancing with colleagues

Welcome, Greetings, and Recognition of Our Sponsors

Destini Hardy-Stover
NCPTA At-Large Director and NCPTA Convention Committee Member

Food, Fun, and Fellowship

Wrap Up and Reminders About Tomorrow's Day of Learning

Destini Hardy-Stover
NCPTA At-Large Director and NCPTA Convention Committee Member



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Saturday, October 11, 2025
9:00 a.m. - 5:15 p.m.
McKimmon Center
1801 Gorman Street Raleigh, North Carolina

9:00 a.m. - 9:30 a.m.

**Registration, Continental Breakfast,
and
Exhibit Hall BINGO Visit**

Registration

Your first stop! Check in to officially kick off your NCPTA Convention experience. Our team will quickly get you set up and provide everything you need to navigate the event.

At the registration table, you will receive:

- *Your Official Badge: Your key to all sessions, meals, and the Exhibit Hall. Please wear it at all times.*
- *The Program Guide: A detailed schedule, speaker biographies, and maps.*
- *Welcome Kit: A curated bag containing sponsored materials, note pad, pen, and other goodies.*

Continental Breakfast

A complimentary spread of coffee, juice, pastries, and fresh fruit to start your morning. Grab a quick bite and network before the opening session!



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	<p><i>Exhibit Hall BINGO Visit</i> <i>Tired of wandering the Exhibit Hall aimlessly? Turn your networking into a fun, focused game! Our Exhibit Hall BINGO Visit is the most exciting way to navigate the floor, ensuring you connect with vendors and discover products and solutions that are directly relevant to your goals. This isn't just a scavenger hunt; it's a structured path to maximizing your time and walking away with valuable connections—and amazing prizes!</i></p>
<p>9:30 a.m. -10:30 a.m. General Session One</p>	<p>President Dr. Shaneeka Moore-Brown NCPTA State President, NCPTA Executive Committee Chair, and NCPTA Convention Committee Member</p> <p>Introduction of NCPTA Officers and At-Large Board of Directors</p> <p>Connection Activities</p> <p>Greetings from National PTA Yvonne Johnson National PTA President</p>
<p>10:30 a.m. - 10:40 a.m.</p>	<p>PTA Connected Yvonne Johnson National PTA President</p>



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<p>10:40 a.m. - 11:30 a.m.</p> <p><i>Exhibit Hall BINGO Visit</i></p>	<p>Networking and Sharing: Make the Connections That Matter Take a dedicated break to connect with your peers and build valuable professional relationships. This open session is designed to foster casual conversation and organic idea-sharing. Grab a coffee, meet a new face, and exchange best practices, insights, and solutions. Leave with a stronger network and fresh perspectives.</p>
<p>11:30 a.m. - 1:00 p.m.</p> <p><i>Lunch and Learn with Lynn Edmonds, Director of Outreach and Engagement, Public Schools First NC</i></p>	<p><i>Advocacy: Working to Make Our Public Schools Better and Stronger</i></p>
<p>1:00 p.m. - 2:00 p.m.</p> <p><i>General Session Two</i></p>	<p>Greetings Dr. Leroy Wray, Jr. NCPTA State President-Elect NCPTA Executive Committee Member and NCPTA Convention Committee Member</p> <p>Credential Report and Treasurer's Report Stephanie Lynch NCPTA State Treasurer and NCPTA Executive Committee Member</p>



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	<p> National PTA's 2025-2027 Public Policy Priorities NCPTA's Advocacy Priorities 2023-2026 </p> <p> Connection Activities </p>
<p> 2:00 p.m. - 3:30 p.m. Workshop Session One </p>	<p align="center"> <u>Workshop A</u> <u>The Program Blueprint: Structuring a Year of Impactful PTA Events</u> </p> <p> Description: Are your PTA events feeling disjointed or reactive? Ready to move beyond the same old routine? This hands-on session is designed to transform the way your PTA plans its year. We will move step-by-step through creating a strategic Program Blueprint that ensures every event, fundraiser, and initiative serves a clear purpose. </p> <p> Participants will learn how to: </p> <ul style="list-style-type: none"> ● Conduct a Needs Assessment: Identify the top priorities of your students, families, and staff. ● Balance the Calendar: Strategically place fundraising, academic support, and community building events. ● Maximize Impact: Prioritize high-return events and sunset activities that drain resources. ● Streamline Execution: Develop timelines and budget templates to reduce stress and volunteer burnout.



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<p>2:00 p.m. - 3:30 p.m.</p> <p>Workshop Session One</p>	<p>Presenters: Stephanie Lynch, NCPTA Treasurer and NCPTA Executive Committee Member; Destini Hardy-Stover, NCPTA At-Large Board Member and NCPTA Convention Committee Member</p> <p>Room #: 3</p> <p>Workshop B Mirror, Window, Door: A Guide to DEI and Perspective</p> <p>Description: Building a truly inclusive environment requires more than good intentions—it requires intentional perspective-taking. This dynamic workshop utilizes three essential tools for deepening your commitment to DEI:</p> <ol style="list-style-type: none">1. The Mirror (Self-Reflection): Learn techniques to examine your own identity, assumptions, and biases (both conscious and unconscious) and understand their impact on your interactions.2. The Window (Empathy & Understanding): Develop skills for active listening and empathetic dialogue to genuinely see and appreciate the experiences and perspectives of others in your community.3. The Door (Action & Advocacy): Move beyond reflection to identify specific, actionable steps you can take to dismantle barriers, advocate for equitable practices, and open up opportunities for all students and
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<p>2:00 p.m. - 3:30 p.m.</p> <p>Workshop Session One</p>	<p>families.</p> <p>Presenter: Dr. Kelvin Bullock, co-founder and Truth Teller for WE ARE (Working to Extend Anti-Racist Education)</p> <p>Room #: 8A</p> <p><u>Workshop C</u> <u>Level Up:</u> <u>Elevating Your PTA Leadership Game</u></p> <p>Description: Tired of feeling like you're just putting out fires? This dynamic training session provides the framework and skills necessary to Level Up your PTA leadership and transform your organization's effectiveness. Designed for all PTA leaders, from treasurers to committee chairs, we will focus on moving from reactive management to proactive, visionary leadership.</p> <p>You will learn essential strategies for:</p> <ul style="list-style-type: none">• Strategic Goal Setting: Aligning PTA efforts directly with the school's needs for maximum impact.• Effective Delegation: Mastering the art of recruiting, empowering, and retaining volunteers without burnout.
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<p>2:00 p.m. - 3:30 p.m.</p> <p>Workshop Session One</p>	<ul style="list-style-type: none">● Conflict Resolution: Tools for navigating difficult conversations and fostering a positive, cohesive board.● Streamlined Operations: Implementing simple systems and tech tools to save time and increase efficiency. <p>Presenters: Aja Purnell-Mitchell, NCPTA At-Large Board Member and NCPTA Executive Committee Member</p> <p>Room #: 8B</p> <p><u>Workshop D</u> <u>Setting the Table:</u> <u>Advocating for Healthy School Meals for All</u></p> <p>Description: Ready to champion a policy that benefits every student? This dynamic session provides the knowledge and advocacy skills necessary to push for Universal Healthy School Meals. Moving beyond fragmented solutions, we will explore how guaranteeing healthy meals for all students eliminates lunch debt, reduces stigma, and creates a more equitable learning environment.</p> <p>You will learn:</p> <ul style="list-style-type: none">● The Case for Universal Meals: Data and research showing the academic, nutritional, and emotional benefits.
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	<ul style="list-style-type: none"> • Effective Messaging: How to frame the issue to resonate with policymakers, school boards, and community members. • Action Planning: Strategies for grassroots advocacy, including sample letters, meeting scripts, and coalition building. • Funding and Policy: An overview of current federal and state policies and potential avenues for local change. <p>Presenters: Tiffany Foster, NCPTA At-Large Board Member and NCPTA Executive Committee Member</p> <p>Room #: 9</p>
<p>3:30 p.m. - 3:45 p.m.</p>	<p><i>Break and Exhibit Hall BINGO Visit</i></p>
<p>3:45 p.m. - 5:15 pm.</p> <p><i>Workshop Session Two</i></p>	<p align="center"> <u>Workshop A</u> <i>Stop Asking, Start Offering:</i> <i>High-Value Membership Recruitment</i> </p> <p>Description: Membership recruitment shouldn't feel like a sales pitch. This essential workshop is designed for PTA leaders ready to move past low-energy sign-up tables and implement a year-round, value-driven strategy. The key to high growth is shifting your messaging from "what we need" to</p>



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<p>3:45 p.m. - 5:15 pm.</p> <p><i>Workshop Session Two</i></p>	<p>"what you get."</p> <p>We will focus on implementing a High-Value Recruitment Model by teaching you how to:</p> <ul style="list-style-type: none"> • Audit Your Value: Identify and articulate the unique, non-monetary benefits of PTA membership (e.g., access, advocacy, leadership opportunities, community). • Segment Your Messaging: Craft customized value propositions for working parents, stay-at-home parents, school staff, and community partners. • The Seamless Sign-Up: Streamline your membership process to remove friction and make joining easy and welcoming. • Retention Through Relevance: Strategies for keeping members engaged and demonstrating value long after they've paid their dues. <p>Presenters: Dr. Leroy Wray, Jr., NCPTA State President- Elect, NCPTA Executive Committee Member, and NCPTA Convention Committee Member; Tiffany Foster, NCPTA At-Large Board Member and NCPTA Executive Committee Member</p> <p>Room #: 3</p> <p align="center"><u>Workshop B</u> <u>Calling All Advocates: Legislative Action</u></p> <p>Description: Don't just talk about change—<i>make</i> it! This essential, hands-on workshop transforms concerned citizens into effective legislative advocates.</p>
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Designed for individuals and PTA/PTO groups looking to influence education, health, and welfare policies, this session breaks down the seemingly complex world of government action.

You will leave with the tools to:

- **Track the Issues:** Learn how to monitor state and federal legislation that directly impacts your school and community.
- **Communicate with Impact:** Master the art of writing compelling emails, making effective phone calls, and delivering impactful testimony to elected officials.
- **Build a Coalition:** Strategies for mobilizing fellow parents, teachers, and community members for unified, powerful action.
- **Understand the Process:** Gain a clear understanding of the legislative timeline, from bill introduction to final vote.

3:45 p.m. - 5:15 pm.

Workshop Session Two

Presenter: *Lynn Edmonds, Director of Outreach and Engagement, Public Schools First NC*

Room #: 8A

[Workshop C](#)
It Takes A Village: Amplifying Our Collective Impact



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Description: We know that when schools and communities work together, students excel. This dynamic workshop is designed for PTA leaders, school staff, and engaged parents ready to transform their approach to engagement. We will explore proven models for building authentic, sustainable relationships with all families and local partners.

Participants will leave with actionable toolkits for:

- Mapping Community Assets: Identifying and utilizing the strengths and resources already present in your neighborhood.
- Deepening Engagement: Shifting from event attendance to genuine collaboration in student learning and school governance.
- Collective Goal Setting: Aligning the efforts of the school, home, and community toward shared priorities for student achievement and well-being.

Presenters: Ebone Baker, NCPTA At-Large Board Member, NCPTA Executive Committee Member, NCPTA Convention Committee Member, NCPTA Advocacy Chair, and Federal Legislative Chair

Room #: 8B

Saturday, October 11, 2025



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7:00 p.m. - 9:00 p.m.
Marbles Kids Museum Venture Hall
201 E Hargett St, Raleigh, NC 27601

7:00 p.m. - 9:00 pm.

NCPTA Annual Awards and Reflections Celebration

Welcome and Mistress of Ceremony

Aja Purnell-Mitchell, NCPTA Executive Committee Member, NCPTA Leadership Committee Chair, and NCPTA At-Large Director

Our Mission, Vision, and Values

Greetings

Yvonne Johnson, National PTA President

Recognition of NCPTA Annual Award Nominees

Recognition of State Reflection Winners

Closing Remarks

Throughout the night, we will enjoy artistic pieces from our NCPTA State Reflection Winners



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Sunday, October 12, 2025 9:00 a.m. - 5:15 p.m. McKimmon Center 1801 Gorman Street Raleigh, North Carolina	
9:00 a.m. - 10:30 am. <i>Diversity, Equity, and Inclusion Breakfast</i>	Facilitator Dr. Shaneeka Moore-Brown NCPTA State President, NCPTA Executive Committee Chair, and NCPTA Convention Committee Member Identity and Perspective Sharing: <i>The Name Story</i> Identity and Perspective Sharing: <i>I Am But I Am Not</i> Breakfast Buffet Understanding Bias and Privilege: <i>Who's In Your Circle</i> Understanding Bias and Privilege: <i>Privilege Reflection Exercise</i> Closing Remarks
10:30 a.m. - 11:00 a.m. <i>Exhibit Hall BINGO Visit</i>	<i>Tired of wandering the Exhibit Hall aimlessly? Turn your networking into a fun, focused game! Our Exhibit Hall BINGO Visit is the most exciting way to navigate the floor, ensuring you connect with vendors and discover products</i>



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	<p><i>and solutions that are directly relevant to your goals. This isn't just a scavenger hunt; it's a structured path to maximizing your time and walking away with valuable connections—and amazing prizes!</i></p>
<p>11:00 a.m. - 12:30 p.m.</p> <p><i>Village Advocacy Action Planning</i></p>	<p>Table Talk Conversations & Action Planning for PTAs, Community Organizations, and Individuals</p> <p>The "village" concept recognizes that it takes all of us—parents, educators, community members, and local leaders—to raise the bar for our children. This highly collaborative session is where we move from good ideas to concrete, unified action. We will pool our collective resources and passion to develop a strategic plan for local advocacy.</p> <p>You will leave this session with:</p> <ul style="list-style-type: none"> ● A prioritized list of key issues affecting our students. ● Clearly defined, measurable advocacy goals. ● Beginning stages of a plan focused on outlining the policy work, awareness campaigns, and community education necessary to build a better future for every child in our community.
<p>12:30 p.m. - 1:45 p.m.</p> <p><i>Lunch and Learn with Yvonne Johnson, National PTA President</i></p>	<p><i>Grassroots Advocacy - Leveraging Your Advocacy Skills As A Pta Leader</i></p> <p>Description: At this Lunch and Learn, you will learn how to create and execute a grassroots advocacy plan. Whether you are a local, council, or state leader, you will leave this workshop understanding how to meet with</p>



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	<p>decision makers, learn how to use tactics to leverage your advocacy goals, become more familiar with official positions of PTA, engage with likeminded advocates, and understand the definition of true advocacy. You will walk away fully prepared to take your advocacy skills and make them work for your community.</p>
<p>1:45 p.m. - 3:00 p.m. General Session Three</p>	<p>Greetings Stephanie Lynch NCPTA State Treasurer and NCPTA Executive Committee Member</p> <p>NCPTA Officer and Chair Reports</p> <p>The Charge: No More Sleeping Giant Dr. Shaneeka Moore-Brown, NCPTA State President, NCPTA Executive Committee Chair, and NCPTA Convention Committee Member</p> <p>Closing Remarks and Adjournment</p>