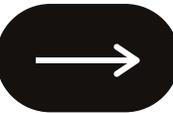




**FREE STATE PTA**  
**CON LIVE**  
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# How Implicit Bias Impacts Advocacy and PTA Leadership

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## OUR MISSION

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children

# My Why





# Selena Sloane Butler Founder, NCCPT

# AGREEMENTS

- **All opinions are valid**
- **No judgement, positive or negative**
- **Allow everyone to speak without interruption**
- **We are adults. Respect each other**
- **You are welcome to leave the conversation at any time**

# GOALS/OBJECTIVES

- Identify, then eliminate potential barriers to advocating for all children
- Examine how implicit bias can impact the ability to successfully advocate for all children
- Acknowledge we all have biases; leads to effective leadership
- Create a cache of resources to share and utilize at the local unit level

# TERMS TO UNDERSTAND

- **Implicit Bias**

**Attitudes towards people or associate stereotypes with them without our conscious knowledge**

- **Explicit Bias**

**Attitudes or beliefs we have about a person or group on a conscious level**

# TERMS TO KNOW

- **Advocacy**

**The act of speaking out in support or defense of a person, cause, etc; pleading for or in behalf of another**

- **Family Engagement**

**A full, equal, and equitable partnership among families, educators and community partners to promote children's learning and development**

**-Karen L. Mapp**

# BARRIER IDENTIFICATION

- Low turnover on executive board
- Zip code bias
- Language
- “Belief gap”
- Cliques/gossip
- Gender bias

# COGNITIVE DISSONANCE

**The mental discomfort  
that results from holding  
two conflicting beliefs,  
values, or attitudes**

# HOW ARE YOU PERCEIVED?

- **Passionate**

- **Angry**

- **Concerned**

- **Aggressive**

- **Involved**

- **Combative**

- **Engaged**

- **Loud**

# INTERSECTIONALITY

The interconnected nature of social categorizations such as race, class, and gender, regarded as creating overlapping and interdependent systems of discrimination or disadvantage

- Kimberle' Crenshaw

# THEORIES OF CULTURE



**Melting Pot**  
Assimilation



**Salad Bowl**  
Pluralism

# PRIVILEGE PORTFOLIO

**Give yourself one point for every  
category that applies to you**

# REFLECTION

**Think of a time when you were apprehensive about advocating for a specific group or cause:**

- **What stopped you?**
- **Is there a circumstance that could have changed your mind?**
- **Was the situation one you felt violated your personal beliefs or made you question your assumptions about someone?**

# STANDARDIZATION

**When whiteness is perceived as the human norm from which all other people deviate, maintained through legislative, institutional, empirical, and violent intentional action**

# OVERCOMING BARRIERS TO INCLUSION

- **Be flexible in your meeting times/locations**
- **Expand modes of communication**
- **Recruit a diverse representation of leaders**
- **Know when to step aside**

# QUESTIONS?

**THANK YOU FOR  
ATTENDING!**

**Penny Christian**

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