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.
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
- “Belief gap”
- Zip code bias
- Cliques/gossip
- Language
- Gender bias
COGNITIVE DISSONANCE

The mental discomfort that results from holding two conflicting beliefs, values, or attitudes.
HOW ARE YOU PERCEIVED?

- Passionate
- Concerned
- Involved
- Engaged

- Angry
- Aggressive
- Combative
- 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
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!

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