

# Communication and Your PTA

## Why We Communicate

To inform the PTA members and school community the purpose and activities of the PTA.

## How We Communicate

CUCPTSA (Council) – Meetings, Website, Email

PTA/PTSA Units – Meetings, Newsletters, Website, List Serve, Email, Flyers

Identify the audience and choose a method of Communication – Print vs. Electronic

## Council Resources

CUCPTSA Website

Resources for President Page

Forms

Unit Association Meeting dates by Family

Picture Directory – All Council Board members and Presidents by Family

## Specific Guidelines

### All Publications (ref: Toolkit 6.2.3b)

- « **Use of the PTA Logo** - All PTA publications must use the approved National PTA logo. The logo should only be included with association approved events. Information can be found about the logo on the Council and Fourth District website as well as the National PTA website at [www.pta.org](http://www.pta.org). (ref: 6.1.2)
- « **PTA is Non Commercial** – Follow all non commercial guidelines in publications (ref : 5.9.4 and 6.2.2)
- « **Follow all Advocacy Guidelines** – While advocacy is one of the primary functions of PTA, advocacy may not be included in publications sent home in student backpacks or printed or mailed using the CUSD Print Shop or Mail Room based on CUSD policies. (ref: 4.2.5k) Advocacy MAY be included in PTA website and List Serves or if mailed and printed commercially. <sup>1</sup>
- « **Photos and personal information may only be used with permission** in publications. Do NOT publish any personal information about adults or students without WRITTEN permission.
- « **All publications require the approval** of the PTA President and for all school based information, the approval of the Principal.
- « **Publications may include a summary of PTA actions** but should not include Minutes or Financial information if distributed or on a public website.
- « **The name of the PTA Unit**, Council and District should be included on all publications.

### Use of Mail Permits – Newsletters, Flyers, Brochures (Ref: 6.2.4)

- « **CUCPTSA has a Mail Permit** for use through the Mission Viejo Post Office. It may be used by all Capistrano Unified Council PTA's and PTSA's for PTA related material including newsletters, flyers and PTA approved advocacy. **Units must pay for the mailing upon delivery** to the Post Office. CUCPTSA does not allow for charging the order on account.
- « **The PTA Non Profit Mail Permit** may only be used by PTA (no booster clubs, athletics, etc.)
- « **If the CUSD Print Shop or Mail Room** is used, the appropriate procedure must be followed <sup>2</sup>
- « **Use of the mail permit requires adherence** to all postal regulations including specific paperwork required for submitting mail.
- « **No advertising** may be included in any publication that is distributed using the Non Profit Mail Permit.

## **Print Publications – Newsletters, Flyers, Brochures (Ref: 6.2.6)**

- « **All printed publications require the approval of the PTA President and the Principal.**
- « **A disclaimer must be included** – “Not printed at CUSD Expense” on all publications. A disclaimer must also be included if companies or products are mentioned that “Mention of any product does not infer endorsement by the PTA”.
- « **If the CUSD Print Shop or Mail Room** is used; the appropriate procedure must be followed. <sup>2</sup>
- « **All advocacy guidelines** must be followed. <sup>1</sup>

## **Electronic Communications – Websites, List Serve, Email (Ref: 6.2.5)**

Using **School** websites or List Serve:

- « **The PTA website link may be included** on the school website as an active link if CUSD policy is followed. \*
- « **With the Principal’s approval**, the school website may include basic PTA information. No advocacy. <sup>3</sup>

Using the **PTA** website or List Serve

- « **Content for the Website and List Serve** messages must be approved by the President
- « **Use the PTA Website and List Serve** for PTA information, and advocacy. <sup>4</sup>
- « **Use Blind Copy (BCC)** for any mass distributed emails.
- « **The PTA ListServ and email list** should only be used for messages from the PTA, school, school district or from local public agencies (police, fire, etc.)

### **Websites (Ref: 6.2.5a)**

- « **Websites may be developed by private companies or by parents.** Either way, be sure there is an editor set up for site maintenance.
- « **Costs include** the site development, annual domain registration and annual hosting.
- « **The PTA website editor is responsible** for maintaining the content of the site. <sup>4</sup>

### **List Serve (Ref: 6.2.5b)**

- « **The List Serve function can come as a part of a website or be purchased separately.** Google Groups can also be used.
- « **An alternative way is to collect email addresses** at registration and compile them in a database. This is used to merge addresses to send out notices from an individuals email. It is recommended to have a dedicated email address used if this is the method. Always use Blind Copy.

### **E-mail (Ref: 6.2.5b)**

- « **Dedicated email addresses may be included** with a website (e.g. [president@ABCPTA.org](mailto:president@ABCPTA.org))
- « **On line service providers** are also available for a minimal monthly cost.
- « **Using this type of email** addresses avoids the publication of private email addresses.
- « **Always use Blind Copy** for delivery of messages

### **E-newsletters (Ref: 6.2.5b)**

- « **Using a PTA List Serve**, the newsletter can be formatted as an e-newsletter.
- « **An e-newsletter saves the cost** of printing and postage.
- « **Always use text format** to insure all recipients can view the content. Avoid the use of too many graphics.
- « **This may replace a print** version however this must be the decision of the individual PTA. The reduced cost is clearly a benefit however the PTA must insure that communication will be available for all families that may or may not have access to computer based messaging.

---

**Procedures and references can be found on the Council website under “Communication”**

- <sup>1</sup> Guidelines for the Distribution of Advocacy Information
- <sup>2</sup> Procedure for the Use of the CUSD Print Shop and Mail Room
- <sup>3</sup> Guidelines for Unit PTA/PTSA Information on CUSD Websites
- <sup>4</sup> Website Content Guidelines for PTA Websites

\* UPDATED – November 2009