

## Communications can be Key

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Presented by Frances Frost, Kennedy Cluster Coordinator

### Who?

- ✓ PTA Officers, Volunteers
- ✓ Parents – Members, Non-Members
- ✓ School staff – Principals, Vice Principals, Teachers, Staff
- ✓ Cluster / Area
- ✓ MCCPTA
- ✓ Montgomery County- Board of Education, County Council

### What?

- ✓ Membership message
- ✓ Activities – Fundraisers, Events, Volunteer needs
- ✓ Parent concerns
- ✓ Advocacy positions
- ✓ Send out your message in other languages if your community needs it

### When?

- ✓ Regular newsletters – bi-weekly, monthly, quarterly
- ✓ Monthly PTA meetings (Executive, General), Delegates' Assembly
- ✓ Annual BOE and County Council hearings

### Why?

- ✓ Formulate the message that you want to communicate - be clear about what you want the receiver to know

- ✓ Tell them what you want them to do with this information



### Where?

- ✓ At school
- ✓ On-line
- ✓ MCCPTA Delegates Assembly

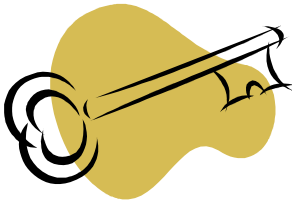


### How?

- ✓ Make your communications meaningful, succinct, and interesting
- ✓ Face-to-Face Meetings
  - Involve only those people who need to be there
  - Use convenient locations – school, coffee shop, someone's home
  - Be sure to designate someone to take notes/minutes
- ✓ Conference Calls
  - Better for small groups with a clear task
  - Free conference call numbers available
- ✓ Newsletters, Flyers
  - No more than a few pages
  - 11-12 point font, eye-catching design
  - Send out electronically but also have paper versions
  - Post to your website
  - Ask for varied input – parents, staff, students
- ✓ Internet – Websites, Listservs, Social Media (Twitter, Facebook), blog
  - Keep websites up-to-date
  - Determine who has access to listserv or social groups – PTA Members only, all school community

## *Communications can be Key*

- Decide is information be PTA/school-related only or community info, too and let users know
- ✓ Phone calls
- ✓ PTA/PTSA Logo items
  - Remind everybody about the PTA/PTSA!
  - Meeting reminders – signs, stickers for kids
  - Membership *thank-you* gifts



*My mother was the president of the PTA at every school I attended.  
Vernon Jordan - lawyer, business executive, close adviser to President Bill Clinton*