Issaquah High PTSA: Communication Guidelines 2015-16 DRAFT

*Co-VPs of Communication: Tami Curtis, Valerie Yanni*

Goal: Topical, timely news and information for our members and the school community.

Getting your Committee information out - Communication Routes:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Method | Frequency | Due by | Submit to | Info |
| IHS enews | weekly | Thursday 5pm | [tami.curtis@gmail.com](mailto:tami.curtis@gmail.com) | short blurbs |
| PTSA enews | twice per month | Monday after PTSA meeting and as needed | [tami.curtis@gmail.com](mailto:tami.curtis@gmail.com) | can do urgent additional blast as needed |
| Website | as needed | give 24 hours notice | [valerie.yanni@gmail.com](mailto:valerie.yanni@gmail.com) | keep your info up-to-date |
| Facebook | as needed | give 12 hours notice | [tami.curtis@gmail.com](mailto:tami.curtis@gmail.com) | good for events |
| IVision | as needed | give 48 hours notice | [valerie.yanni@gmail.com](mailto:valerie.yanni@gmail.com) | reaches students |
| Display Case/ Bulletin Board | as needed | a few days before need | [dora.hastings@yahoo.com](mailto:dora.hastings@yahoo.com) | keep your info up-to-date/for students and parents |
| Signage | as needed | a few days before need | [bertinalsedlack@gmail.com](mailto:bertinalsedlack@gmail.com)  & [tami.curtis@gmail.com](mailto:tami.curtis@gmail.com) | premade and custom signs available |

1) IHS weekly enews; submit to [tami.curtis@gmail.com](mailto:tami.curtis@gmail.com)

- For more urgent and current news

- School enews goes to IHS households that have provided emails

- Be succinct! Look at a recent edition. Info from partners (like PTSA) is in a 1/3 column, and the typical blurb length is two sentences

- PROCESS: Get your VP’s input, write a short, direct, and complete piece and email it to Tami by the deadline. Consider also sending to Valerie at the same time as a website announcement or news item.

- DEADLINE: School enews is sent on Monday, so PTSA pieces are due by 5:00 pm Thursday. Email your text in a document or type text directly into your email.

2) PTSA enews once per month; submit to [tami.curtis@gmail.com](mailto:tami.curtis@gmail.com)

- Primary enews channel; we send through MailChimp.com

- Goes to PTSA members who have provided emails (over 1,100)

- This is your vehicle for most PTSA member announcements and news

- Typically one enewsletter and one single-topic "blast/reminder” per month

- If timing is critical, provide your expectations

- PROCESS: Get your VP’s input, write a short, direct, and complete electronic piece, and email it to Tami by the deadline. Consider also sending to Valerie at the same time as a website announcement or news item.

- USING CONTENT FROM THE WEB: Please, don’t copy text from a website and paste it into your document. It may look like a simple text, but it’s not and MailChimp can’t read it.

- DISTRIBUTION: 9/17, 10/15, 11/19, 12/17, 1/21, 2/18, 3/17, 4/21, and 5/19

- DEADLINE: The Monday before publication dates.

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3) Website; submit to [valerieyanni@gmail.com](mailto:valerieyanni@gmail.com)

- Main webpage content should be similar to that of the PTSA enews

- If there is a webpage or link that you are responsible for as committee chair (check website issaquahhighptsa.com and look at lefthand icons and also Programs, and the name of your program), please review and provide updates as your events or news change.

- You can create new web pages for your program or upload forms for access online.

PROCESS: For new content, please send formatted text to Valerie. To update web pages, you can either copy and paste online content into a document and edit, or provide an email with step by step changes (or handwritten changes) to Valerie with reference to the page or pages you are updating. If your item is urgent, please indicate that in the subject line and when update is needed.

4) PTSA Facebook page; submit to [tami.curtis@gmail.com](mailto:tami.curtis@gmail.com) IH PTSA Facebook account is maintained by Tami Curtis. Just let her know what you would like posted. This piece should be relatively truncated.

5) PTSA custom signage: submit to [tami.curtis@gmail.com](mailto:tami.curtis@gmail.com) and [bertinalsedlack@gmail.com](mailto:bertinalsedlack@gmail.com)

– Funnel custom signage requests through Bertina which will be ordered by Tami

– Large banners are already available, and custom signage may include simple table signs to small posters to larger items.

6) Issy iVision (student produced daily announcements); submit to [valerieyanni@gmail.com](mailto:valerieyanni@gmail.com)

- Issy iVision: - Issy iVision announcements are made daily by students and for students under the guidance of Buddy Bland.

PROCESS: Email to Valerie for review of your item for editing. After approval, follow these steps:

- Subject line of email should include date(s) announcement should be made and title of announcement (For example, “Subject: 9/15 – 9/18, ASB Cards”)

- Body of email should include all details of announcement

- Email to [issyivision@hotmail.com](mailto:issyivision@hotmail.com) after approval (and after requested editing)

7) Display Case/Bulletin Board and Pamphlet Holder (NEW) – submit to [dora.hastings@yahoo.com](mailto:dora.hastings@yahoo.com)

- This is new this year, so the process is being sorted out. Installation is right outside the IHS Office.

- Dora Hastings has begun contacting people to solicit content to add to this. But you can begin requesting space from her for your committee. Keep in mind, this reaches both students and parents.

- Any flyers should be edited to be made into a trifold pamphlet.

8) [IssaquahHighPTSA@gmail.com](mailto:IssaquahHighPTSA@gmail.com) email box – this is checked by Valerie and Becky Gordon frequently. Items will be forwarded to the appropriate person. When replying to the email, please copy this emailbox with the answer for storage of questions and answers.