



PTA Leadership Training Secretary

Hosted by Louisiana PTA

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Objectives today:

- Become aware of LAPTA Officer and Unit requirements
- Identify the basic roles and responsibilities of a PTA secretary
- Become familiar with basic terms used in running a PTA
- Recognize what belongs in minutes
- Understand the importance of the minute and record retention
- Become aware of the LAPTA Communications and Social Media Guidance memo

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Why are we here? Why do you PTA?

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

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Where to start? With Sign-Ups & Downloads

- Visit **LouisianaPTA.org/secretary**
- Download the **LAPTA Toolkit: Secretary Sec 4**. The Toolkit contains information on your job
- Create an account at **PTA.org** and **create an account**. There is lots of information plus e-Learning and "Thrive" educational videos.
- Register at **LouisianaPTA.org/submit-officer-data-1**. This is required and will allow you to receive LAPTA emails and e-newsletters.
- All officers need to be **PTA members** of their Local PTA Units -- this also makes you a LAPTA and National PTA member.

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Do you have the “Write” Stuff?

- You are not “just a secretary”.
- Your duties as the secretary are second only to that of the president.
- You are essential to the smooth operation of your PTA.
- Your positive attitude and enthusiasm are contagious.
- You are prompt, efficient and dependable.

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Basic Roles and Responsibilities of the Secretary

- You are a member of the Executive Committee and Board of Directors.
- Your basic duties are defined in your unit bylaws: Article VII, Section 4.
- Your additional duties may be designated in your unit standing rules.
- You manage and keep the records of PTA business.
- You prepare for the meetings by providing notifications and agendas.
- You record the activity occurring during meetings.
- You provide post-meeting follow through with your minutes.
- You maintain all records in compliance with the PTA Records Retention policy outlined in the LAPTA Secretary Toolkit.
- You should review the Toolkit for a more complete description of your responsibilities.

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Terms to know and understand

- **Bylaws:** The governing rules of our association. LAPTA has a Local Unit bylaws template on the state website that each unit must use (<https://louisianapta.org/bylaws>).
 - Instructions and submission information posted there
 - Bylaws cover a 3-year period and must be renewed before expiration
 - List the name and purpose of the association
 - Who may be member
 - Officers and their duties
 - Types of meeting and quorum
 - Nominations, elections and vacancies
 - Committees, standing and special
 - Parliamentary authority
 - Amendments to bylaws

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Terms to know and understand, cont’d:

- **Quorum:** The minimum number of members necessary for a PTA to conduct business. Your quorum numbers are found in your bylaws.
- **Board of Directors:** The main governing body of your PTA. It consists of the elected officers (Executive Committee) and members as defined by your bylaws.
- **Parliamentary Procedure:** A set of rules for conducting orderly meetings that accomplish goals fairly. Most PTAs use Robert’s Rules of Order (<https://robertsrules.com/>).
- **Motions:** Statements that describe a proposed action or decision.

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Minutes are:

- The official record of all meetings. They are kept forever and become the history of your PTA.
- They protect the members of the PTA. Every member has the responsibility to read the minutes
- A record of what is done, not what is said.
- If it is not in the minutes, it did not happen.
- Personal opinions and discussions are not recorded.
- Written efficiently – complete, concise and efficiently.
- Written in ink in a bound journal with consecutively numbered pages. The secretary signs the minutes at the close of the meeting.
- Meetings may be recorded by one person and all members must be aware of the recording. Recordings assist the secretary in preparing accurate minutes. Recordings are destroyed after minutes have been documented.

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Contents of Minutes

- **Heading:** Kind of meeting (General Membership, Board of Directors, Special); PTA name; date; location
- **Call to Order:** by (name) at (time)
- **Opening:** The PTA mission and Why We PTA is how we open every meeting. In the minutes note that it was read and and by whom.
- **Attendance:** Names of members present (usually in Board or Committee meetings with 20 or fewer members) may be included or attach a sign-in sheet; quorum was or was not established. Also add any courtesy seats here (non voting members allowed by the President to attend)
- **Minutes:** Draft minutes from (date) meeting were read (or distributed or emailed) and approved as read (or approved as corrected) or the reading of the minutes was waived and approved as distributed.

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Contents of Minutes, cont'd:

- **Treasurer's Report:** State the bank name and account balance(s); attach the reconciliation report, budget report, reviewed and signed bank statement, and other details; a motion is not required to file the reports
- **President's Report:** details
- **Principal's Report:** details
- **Committee Reports:** List the PTA committees and their details
- **Unfinished Business:** details
- **New Business:** details
- **Announcements:** details
- **Adjournment:** The meeting adjourned at am/pm.
- Secretary shall sign their full name and date the minutes in both the journal and the final approved minutes.

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Motions are:

- Statements that describe a proposed action or decision.
- The process of making motions ensures that all decisions are fairly discussed and voted on.
- It is necessary to record motions verbatim, as well as the names of the individuals who made them.
- This optional **Motion Form** can be used to assist in recording motions properly.
- Record the name of the person who made the motion, whether there was a second, the date, the exact verbiage of the motion, verbal or ballot vote, and whether the motion passed or failed.
- When there are multiple motions in a meeting, keep the motions numbered and in order.
- If a motion is withdrawn, it is as though it never happened.
- Only record the final version of a motion.

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Draft Your Minutes

- Minutes shall be typed within five days of its meeting, which are called the “draft minutes.”
- To begin have the agenda, bound journal, Secretary’s binder, any reports or documents distributed at the meeting, verbatim copies of motions, and Bylaws at hand.
- Use the same template for all minutes which can be in a narrative or outline form.
- Number the pages consecutively.
- Assemble all attachments for inclusion with the final copy.
- Minutes are written in the third person.
- It is good practice to present the President with a draft to help find misinterpretations or sensitive material that should not be printed.

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Correcting the Minutes

- Corrections are suggested without motion or vote.
- Be grateful for corrections to the minutes! At least someone was listening closely enough to detect an error, and those corrections enable you to keep a more accurate record for the PTA.
- Minutes may be corrected whenever the error is noticed, regardless of the time that has elapsed.
- To correct minutes after they have been approved requires a 2/3 vote.
- Corrections are made in red ink by drawing a line through the information with the correction above or written in the margin and initiated by the Secretary.

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Approved Minutes

- At the next meeting of that body and after the call to order, opening, and establishment of a quorum, the Secretary immediately stands and reads the distributed draft minutes.
- By a majority vote without debate, the reading of the minutes may be waived and not read. The minutes can also be read later in the meeting.
- Upon completion, the Secretary asks, “**Are there are any corrections?**” Corrections are made in red ink by drawing a line through the information with the correction above or written in the margin.
- The minutes are either “approved as read” or are “approved as corrected,” with the date of approval recorded, and the Secretary’s signature on the minutes.
- The Secretary closes by saying, “**The minutes are approved as read**” or “**The minutes are approved as corrected.**”
- A motion is not needed to approve the minutes. Once approved, the minutes become the official, recorded minutes.

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Sample Minutes

 **SAMPLE MINUTES**
ABC PTA Board of Directors Meeting
November 12, 2022
ABC Faculty Lounge

Call to Order: President Kayla Pagel opened the Board of Directors meeting at 9:03 a.m.
Opening PTA Mission read by Kayla Pagel
Absentees: See the attached roster. A quorum was established.
Minutes: The minutes from 10/12/22 were dispensed by Secretary Beth Cleveland and approved as read.
Treasurer's Report: The XYZ Bank account balance is \$8,898. The dispersed budget and reconciliation reports were reviewed and read. Treasurer Catherine Tully filed IRS taxes on 10/4/22.
President's Report: The Lunch & Learn for Family Engagement on 11/2/22 will have the LA Children's Advocacy Group to speak about students' reading skills. The Macho Taco food truck will be there for ordering food.
A MOTION WAS MADE by Yvonne Anderson and seconded to create a Nominating Committee of Beth Allen, LaRonda Jones, and Sally Lincoln. A verbal vote was taken. **MOTION PASSED.**

Principal's Report: Volunteers are needed for the vision screening on December 2, 2022, at 9:30 a.m. Continue to check in at the office and follow all school safety rules. Food drive on 12/15/22 needs non-perishable food donations.
Committee Reports:
Membership: JCC membership YTD submitted dues to LAPFA on 11/8/22 for 288 new members.
Reflection: A verbal vote was taken in favor of a \$25 Barnes & Noble gift card for the Reflections winners.
Miscellaneous:
A MOTION WAS MADE by Julia Johnson and seconded to provide snacks for the teachers every Friday. **MOTION FAILED.**

Next Steps: Photos needed at the 8th Grade Dance on 11/28/22 and band concert on 12/6/22
Reaffirmation: Need to decorate campus for Christmas/winter holidays.
Program: Sam Wright, COTD, presented information about the Safe Routes to Schools Program.
Traffic:
A MOTION WAS MADE by Rex Townsend and seconded that the ABC PTA petition the city council to place a four way stop sign at the intersection of Fifth and Main Streets. **MOTION ADOPTED.**

Unfinished Business: Backordered fundraising prizes are still on order.
New Business:
Announcements: Next Meeting is on December 10, 2022, at 9:00 a.m.
Adjournment: The meeting adjourned at 10:18 a.m.

Beth Cleveland
Beth Cleveland, Secretary or Secretary Pro-Tem
Approved as read on 11/12/22, a.s., or approved with corrections on _____
Any corrections shall be written on the minutes in the correct place and initialed by the Secretary.

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Roster Sign-In Sheet

The roster is maintained with the minutes.

ROSTER SIGN-IN SHEET

Meeting Name:	Date:		
Position	Name	Days Submitted	Signature
President		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Vice-President		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Treasurer		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Secretary		<input type="checkbox"/> Yes <input type="checkbox"/> No	
Membership		<input type="checkbox"/> Yes <input type="checkbox"/> No	
		<input type="checkbox"/> Yes <input type="checkbox"/> No	
		<input type="checkbox"/> Yes <input type="checkbox"/> No	
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Records Retention

Digital and paper records are acceptable.

- Permanent**
 - Bylaws and Standing Rules
 - PTA Charter
 - Confidentiality, Ethics, and Conflict of Interest Policy
 - Tax and Legal Correspondence
 - Insurance Policies and Claims
- 7 Years**
 - Contracts and leases
 - Budgets adopted at meetings
 - Financial Report
 - Grant Agreements
- 3 Years**
 - Bank statements
 - Deposit Forms
 - Expense Forms
 - General correspondence

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Secretary's Binder

Create a Secretary's Binder using the previous Secretary's Binder or start a new one. Suggested sections:

- Tab 1: Summary of PTA accounts and passwords and the Board roster.
- Tab 2: LAPTA Toolkit: Secretary, plus sections 1 (Office & PTA Basics), 5 (Board of Directors), 9 (Elections & Nominating Committee) and 10 (Bylaws, Standing Rules & Articles of Incorporation)
- Tab 3: Membership: spreadsheets, reports, notes, email campaigns, Welcome Packet, etc.
- Tab 4: Agendas, Minutes, meeting rosters, committee reports from meetings
- Tab 5: Copies of Deposit Forms and Expense Forms (optional)
- Tab 6: Charter Info (filed IRS taxes, Bylaws, Standing Rules, Secretary of State Annual Report, insurance policy, past audit reports)
- Tab 7: Other

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Communications & Social Media

More assistance is available at: <https://www.pta.org/local-leader-kit/communications>

National PTA shares tips and best practices to effectively share messages with fellow PTA members, school staff and administrators, community members, and the media.

COMMUNICATIONS AND SOCIAL MEDIA

Social Media Administrators
Local PTA Units are encouraged to have an online presence through social media and other platforms. All PTA social media posts must be respectful, timely, diverse, and responsible. Posts must be non-commercial, nonpartisan, and nonpartisan according to PTA policies. The purpose is to increase awareness, promote participation, and increase membership in PTA. Social media accounts must include "PTA/PTSA" or "Parent Teacher Association" to designate a different entity from the school. The administrators of social media accounts must be PTA Executive Committee or Board Members with a minimum of two administrators per account. The PTA has authority over the PTA social media accounts. Local PTA Units must respectfully work with their principals who shall be informed of any online accounts. Content must follow all school and school board rules, guidelines, and policies. No school may operate social media accounts with PTA/PTSA in its name.

Communication Strategy
Before posting on social media, take time to consider what information will be most useful for members and what communication methods will be most efficient. Use a variety of communication methods to reach all constituents. Not all communities have equal access to technology. Be aware of cultural and language differences and translate your materials into other languages as needed.

Social Media
Social media platforms allow PTA to connect to members and potential members in a very interactive way. PTAs can share information, photos, and videos that can help to increase membership, communicate with current and potential members, and generate positive publicity, receive feedback, and network. Use social media to teach, remind, and motivate the network. Consistently monitor the data. One could share a link to the original content and use the author's name and/or organization whenever possible. Keep content and comments professional and respectful. Be consistent. Be sure to maintain consistency across platforms with PTA brand guidelines. Be safe. Be particularly mindful of child and family privacy.

Choose PTA individuals who are willing and able to provide high-quality basic social media posts, produce content, and moderate content posted by others. Disagreements are central to growing ideas, but do not attack anyone personally. Quality addresses any inappropriate messages or misuse of the PTA brand. Be prepared to respond to negative or inaccurate posts if a reply is warranted. However, some negative comments do not require a response, which others should be taken seriously and addressed.

Personal lives and professional work can intersect on social media. Navigating between them can be difficult. Communicate the ground rules ahead of time to ensure that all volunteers are clear about the expectations. When volunteers communicate through social media, unless authorized by boards or board of PTA, they are representing themselves and should use a disclaimer that what is being said is representative of their own views and opinions. If an individual is speaking on behalf of PTA, that should also be made clear.

Privacy and Permission
PTA should not post photographs or images of any volunteers, families, children, etc., on any social media without having their express permission to do so. Secure a written consent form at events or at the beginning of the social media site that might identify the person. Don't post anything that would not be appropriate to present at a dissemination or in a book, unless stating information from another source, assume that it is copyrighted and properly cite the source or provide a link to the original content.

AIM Insurance offers additional coverage for Media Liability to cover online liability.

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Communications & Social Media

Communicate to share the work of PTA

- Newsletters
- Website
- Social media platforms



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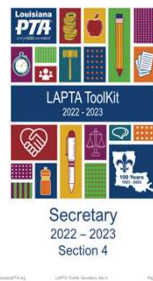
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Review - today you have covered:

- LAPTAT Officer and Unit requirements
- Basic roles and responsibilities of a PTA secretary
- Basic terms used in running a PTA
- What belongs in minutes and what doesn't
- The importance of proper record retention
- The LAPTAT Communications and Social Media Guidance memo
- Communication resources available on the National PTA website

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Any questions?



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LAPTAT is in search of a Secretary to serve on the Board of Directors

Apply here!



Email us at president@louisianapta.org if you are interested in learning more about volunteering at the state level

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