

# PTA Leader Toolkit

2023 – 24

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## Section 4: Secretary

[LouisianaPTA.org/secretary](https://LouisianaPTA.org/secretary)

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[LouisianaPTA.org](https://LouisianaPTA.org)

# INDEX

Importance of Secretary .....	78
LAPTA Calendar.....	79
Responsibilities of Secretary .....	81
Historian .....	82
Minutes.....	83
Motions and Elections .....	84
Content of Minutes .....	84
Records Retention.....	85
Secretary's Binder .....	86
Customize the PTA Logo.....	86
Communications and Social Media.....	87
Sample Agenda.....	89
Sample Minutes.....	90
Motion Form .....	91
Roster Sign-In Sheet .....	92
Inventory Accountability Form.....	93
Confidentiality, Ethics, & Conflict of Interest Policy....	94
Active Affiliation .....	96
Retention Plan.....	96



## IMPORTANCE OF THE SECRETARY

The Secretary is a particularly critical position on a Local PTA Board and one of only two positions that are required by law as an organization in Louisiana (Secretary and President). The PTA Secretary is responsible for keeping accurate records of the proceedings of the PTA, maintaining complete records of members and leaders, and sending communications on behalf of the Board. The records the Secretary maintains will be the history of the PTA.

Never say, “I’m just the Secretary”! An effective Secretary should be prompt, accurate, and dependable, and have a thorough knowledge of the PTA purposes, Bylaws, Standing Rules, policies, and methods. This guide details the responsibilities of an effective Secretary.

# LAPTA CALENDAR & IMPORTANT DATES

## July 2023

- July 1 Board position terms begin
- July 15 Submit officer data at [LouisianaPTA.org/register](https://LouisianaPTA.org/register)

## August 2023

- August 1 Submit officer data at [LouisianaPTA.org/register](https://LouisianaPTA.org/register)
- August 15 Reflections Program opens
- August 12 Start working on Active Affiliation Report. See [LouisianaPTA.org/activeaffiliation](https://LouisianaPTA.org/activeaffiliation).
- August 19 LAPTA Leadership Training South for southern Local PTA Units
- August 25 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)
- August 26 LAPTA Leadership Training North
- August 30 Reflections Program Training Zoom Meeting at 12:00 pm and 7:00 pm

## September 2023

- September 1 Review PTA.org and *LAPTA ToolKit: Grants* for available grants and their deadlines
- September 5 Healthy Minds Zoom Training at 12:00 noon and 7:00 pm
- September 6 Reflections Q&A Zoom Meeting at 12:00 noon and 7:00 pm
- September 11 Affiliation Requirements Zoom Training at 12:00 noon and 7:00 pm
- September 12 Programs & Grants Zoom Training at 12:00 noon and 7:00 pm
- September 13 Secretary Zoom Training at 12:00 noon and 7:00 pm
- September 14 Membership Zoom Training at 11:00 am and 6:00 pm
- September 14 Presidents & VPs Zoom Training at 12:00 noon and 7:00 pm
- September 16 Treasurer Zoom Training at 12:00 noon
- September 19 Diversity & Inclusion Zoom Training at 12:00 noon and 7:00 pm
- September 21 Developing Your Leaders Zoom Training at 12:00 noon and 7:00 pm
- September 25 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)

## October 2023

- October 1 Deadline for National PTA.org School of Excellence submissions
- October 12 Reflections Q&A Zoom Meeting at 12:00 pm and 7:00 pm
- October 14 Statewide Election Day – Advocate for all children by voting
- October 20 Red Ribbon Poster Contest Deadline to Submit to LAPTA
- October 23–31 National Red Ribbon Week
- October 25 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)
- October 27 Deadline for Active Affiliation Report. See [LouisianaPTA.org/activeaffiliation](https://LouisianaPTA.org/activeaffiliation).**
- October 30 LAPTA Red Ribbon Poster Contest Winners Announced

## November 2023

- November 1 Plan Family Reading Experience Event; visit [PTA.org/home/programs/family-reading](https://PTA.org/home/programs/family-reading)
- November 15 Reflections Q&A Zoom Meeting at 12:00 pm and 7:00 pm
- November 17 LAPTA Literacy Grant Deadline (<https://form.jotform.com/221748002230038>)
- November 17 Reflections Theme Contest Submission Deadline <https://form.jotform.com/221745830340147>
- November 18 Statewide Election Day – Advocate for all children by voting
- November 25 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)
- November 30 LAPTA Reflections Theme Search Winners announced

## December 2023

- December 1 LAPTA Literacy Grant Winners Announced
- December 5 Reflections Q&A Zoom Meeting at 12:00 pm and 7:00 pm
- December 20 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)

## January 2024

- January 22 Reflections Submission Deadline to LAPTA
- January 25 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)

## February 2024

- February 9 Louisiana PTA's 100th Birthday
- February 13 Mardi Gras Day
- February 17 National PTA Founders' Day
- February 28 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)

## March 2024

- March 1 LAPTA Reflections Program LAPTA winners announced
- March 1 LAPTA Day of Service Grant application deadline at [LouisianaPTA.org/grants](https://LouisianaPTA.org/grants)
- March 1 Newsletter Award application deadline at [LouisianaPTA.org/awards](https://LouisianaPTA.org/awards)
- March 1 Advocacy Award application deadline at [LouisianaPTA.org/awards](https://LouisianaPTA.org/awards)
- March 2 Read Across America Day ([nea.org](https://nea.org))
- March 22 Deadline for Volunteer of the Year Award and Mentor-a-PTA Award
- March 25 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)
- March 27 LAPTA Healthy Minds Grant Application Deadline at [LouisianaPTA.org/grants](https://LouisianaPTA.org/grants)
- March TBA National PTA Legislative Convention (LegCon)

## April 2024

- April Transition Time and Planning for the Year Ahead
- April 1 Deadline for Creative Teacher Grants at [LouisianaPTA.org/grants](https://LouisianaPTA.org/grants)
- April 1 Deadline for membership reports for LAPTA Annual Membership Awards
- April 20 LAPTA Recognition Ceremony and State Meeting; Winners announced for Day of Service Grants, Creative Teacher Grants, Volunteer of the Year, and Outstanding Newsletter Awards
- April 25 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)
- April 28 Submit officer data at [LouisianaPTA.org/register](https://LouisianaPTA.org/register)

## May 2024

- May Transition Time and Planning for the Year Ahead
- May 1 LAPTA Healthy Minds Grant Winners Announced
- May 6-10 Teacher Appreciation Week
- May 25 Submit new officer data at [LouisianaPTA.org/register](https://LouisianaPTA.org/register)
- May 25 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)

## June 2024

- June 1 Search and publicize Summer Learning Programs at [PTA.org](https://PTA.org) and your local community
- June 25 Submit new officer data at [LouisianaPTA.org/register](https://LouisianaPTA.org/register)
- June 30 Submit new membership dues at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership)
- June TBD National PTA Virtual Convention (tentative dates)



# **RESPONSIBILITIES OF THE SECRETARY**

- Register annually as a PTA Leader at [LouisianaPTA.org/register](http://LouisianaPTA.org/register).
- Work with the outgoing Secretary to review the responsibilities and the PTA's practices.
- Provide guidance to incoming Board members on best practices for the PTA.
- Sign the Louisiana PTA (LAPTA) Confidentiality, Ethics, and Conflict of Interest Policy. Ensure all Board members signed the PTA Confidentiality, Ethics, and Conflict of Interest Policy.
- Ensure all members of the Board have completed LAPTA Training.
- Review and follow the Records Retention Policy.
- Keep accurate records of the proceedings of the PTA and complete records of members and leaders.
- Send communications on behalf of the Board.
- Participate with full rights of a Board member, make motions, nominate candidates, enter discussions, and vote.
- Prepares order of business, if asked by the President, on all pending matters known in advance.
- Record in the minutes all business transacted at each meeting of the General Membership and Board.
- Sit close to the President and stand to read the minutes or when making the Board report.
- Assist the President in establishing a quorum and maintain a roster record. See a sample Roster Sign-In Sheet at the end of this section.
- Assist in counting a verbal vote when requested by the President.
- Call the meeting to order in the absence of the President and Vice-President(s) and preside until a temporary chair is elected by the membership.
- Prepare a draft of the minutes of a meeting within five days after each meeting for the President.
- Assume the duties of the historian if one is not designated in the Bylaws. Collect and preserve documents relating to the history of the PTA. Present a written report to the membership as the official history to be adopted at the annual meeting (optional).
- Maintain all minutes, records, reports, procedure book, and other pertinent materials.
- Study all references to duties in the PTA Bylaws, policies, and Standing Rules.
- Ensure the local PTA meets all requirements of Active Affiliation with LAPTA. If not, follow up on what is missing. See [LouisianaPTA.org/activeaffiliation](http://LouisianaPTA.org/activeaffiliation).
- Keep on permanent file the PTA Employer Identification Number (EIN) as assigned by the IRS.
- Notify Board members, as requested, of all called meetings.
- Present a report of the Board meeting's actions and recommendations at the next meeting.
- Coordinate with the membership chair to report member totals and amount of dues submitted to LAPTA.

Local PTA Units may have one Secretary perform all duties of the office or have a Corresponding Secretary and Recording Secretary share duties. Below are how the duties might be divided.

## **The Corresponding Secretary**

- Manages all correspondence promptly and accurately.
- Writes letters for the President as directed by the Board or PTA.
- Gives information with copies of recommendations, resolutions, motions, and reasons for any action taken.
- Keeps copies of all letters received and replies written.
- Notifies members of their election to office.
- Notifies officers and committee chairs of meetings.
- Reads correspondence aloud, summarized, or passed around for all to read.

## **Recording Secretary**

Prior to each meeting, if requested and at the consultation of the President, prepares a complete agenda. An agenda shows the order in which business should

- come before the group.
- Maintains and retains the roster record for meetings.

- Assists the President in determining if a quorum is present.
- The Recording Secretary should have the following available at all meetings:
  - Minute book (bound journal with numbered pages)
  - Agenda
  - Most current and approved Bylaws and Standing Rules
  - PTA Calendar
  - Minutes of previous meetings
  - List of Standing and Special Committees and their members' names
  - Membership list (A list of Board members is needed for Board meetings. A list of all members is needed for General Membership meetings. The membership list is maintained by the Membership Chair.)
  - Copy of Robert's Rules of Order, Newly Revised, if possible
  - Blank paper for ballots
  - Motion Forms (See end of this section.)
- Calls the meeting to order in the absence of the President and Vice-President, unless the Bylaws state otherwise, and presides until election of a *chair pro tem*.
- Accurately records all business transacted at each meeting of the PTA, which includes General Membership, Board of Directors, and Executive Committee meetings.
- Distributes the appropriate minutes for each meeting type. Board of Director meeting minutes are read and distributed only at Board meetings. General Membership meeting minutes are read and distributed only at General Membership meetings.
- Stands and reads the minutes at all meetings.
- Acts as custodian of all records except those specifically assigned to others.
- Makes minutes and records available upon the request of a member. The records of the Secretary are open for the inspection of any member. However, records must not be released from the custody of the Secretary except upon written order of the President.
- Attends all training offered.
- Perform other delegated duties as assigned such as those of a corresponding Secretary.
- Counts a rising vote when requested by the presiding officer.

## **HISTORIAN**

The position of historian is an optional position. If the PTA does not have a historian, these duties are the responsibility of the Secretary. Check the PTA Bylaws to determine if the PTA has a historian. The PTA may have a tradition that a history book or scrapbook is created to include all activities sponsored by the PTA and includes the Historian Report. This book should be kept in a convenient place such as the school library or office. In this case, the historian is usually a designated position and not the responsibility of the Secretary.

The historian prepares and updates a record of the activities and achievements of the PTA and makes historical facts available on request to the membership. The historian's formal written report is the official history, presented and adopted at the annual membership meeting, and filed with the minutes. It is a summary of all the PTA's activities for that fiscal year. The Historian Report includes:

- A list of the Board members and when they were elected or appointed.
- All Board meeting and membership meeting dates along with any major business conducted by the Board and presented to the membership.
- The programs and activities hosted by the PTA during the year, including a brief description of each training or other events or activities that Board members attended.

# MINUTES

The official record of all meetings is referred to as the minutes. They need to be kept forever as the permanent record of the PTA. Because minutes can be used as legal documents in litigation, it is imperative that they be objectively recorded and conscientiously transcribed into a final document. Although it is the responsibility of the Secretary to record, prepare, and preserve the minutes, it is every member's responsibility to read the minutes. Remember, if it is not in the minutes, it did not happen.

Minutes are not a report but a record of the business of the PTA. Minutes protect the PTA and its members. They contain a record of what is done, not what is said. Personal opinions and discussions are not recorded. The minutes contain a record of all actions taken by the group, including the exact wording of every motion, the name of the maker of the motion, and the action taken on the motion. Minutes are written efficiently – complete, concise, and accurate. They must be as brief as possible but include all necessary and accurate information.

The minutes are written legibly in permanent black or blue ink and signed by the Secretary in a **bound journal with numbered pages** to avoid alteration or removal of pages. Minutes specify the date, place, time, type of meeting, and the names and presence of the presiding officer and Secretary or names of their alternates. Then the Secretary follows the agenda, taking notes on information and motions, while excluding personal opinions and discussions. At the close of the meeting, the Secretary signs the minutes.

When taking the minutes of the meeting, have extra pens, the bound journal for minutes, and blank Motion Forms (found at the end of this section). Arrive at the meeting site early to ensure that everything is ready. Have a copy of the agenda, the roster sign-in sheet, any reports, financial statements, or other documents that may be referred to during the meeting. In the absence of the Secretary, a *secretary pro tem* may be elected.

The most difficult part of taking minutes is deciding what information must be written down verbatim, what can be paraphrased, and what is nonessential for the official record. Minutes are meant to be concise, factual, and objective records of what has happened during the meeting. Therefore, do not allow personal preferences to influence notetaking. It can be difficult to discriminate from among all the opinions and facts. Record the proceedings fairly and take a disinterested position. As a recorder, listen carefully and ask the President or Chair for clarification, if needed.

All meetings may be recorded (audio or video) by one Board member, preferably the Secretary, for the purpose of accurately documenting business conducted during the meeting. Everyone present must be told at the start that the meeting will be recorded, and anyone may request to pause the recording during discussion. All recordings are to be destroyed after minutes have been documented.

**Courtesy Seat:** Only those people listed on the agenda may speak at a meeting. Therefore, a "Courtesy Seat" may be extended to a visiting non-Board member. The minutes would state something like, "**A courtesy seat was extended to** Officer Brown with Louisiana State Police. He spoke about dismissal traffic concerns."

When a **counted vote** occurs, the manner and number of votes for each side should be recorded. The Secretary should be prepared with blank paper for voting by ballot and help count the vote when requested. Reports of officers, standing, and special committees may be attached to the minutes to avoid copying. The Secretary can record a brief statement of activity. Any motions coming from the report must be recorded in the minutes. A sample Tellers Report is in the *LAPTA Toolkit: Elections*.

At the end of a meeting, a motion to adjourn is only necessary if a member wants to adjourn before completing all business.

# MOTIONS & ELECTIONS

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. There is an optional **Motion Form** at the end of this section to assist in recording motions properly. Record the name of the person who made the motion, whether there was a second (no name is needed), 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.

When typing a motion in the minutes, it shall be indented, in bold, and all caps. Here is an example:

**A MOTION WAS MADE** by Kaionnia Snow and seconded to create a Nominating Committee of Cindy Allen, Ree Jones, and Tonya Lincoln. A verbal vote was taken. **MOTION PASSED.**

## **Elections**

When writing the minutes for election results, use the following sample template.

No nominations from the floor were submitted. A verbal vote was taken, and the slate of officers was accepted.

**The elected Board of Directors** for 2024 ABC PTA is:

Abby Lincoln, President  
Gina Washington, Vice-President  
Kami Adams, Treasurer  
Ree Kennedy, Secretary

# CONTENT OF MINUTES

- **Heading:** Kind of meeting (General Membership, Board of Directors, Special); PTA name; date; location
- **Call to Order:** by \_\_\_\_\_(name) at \_\_\_\_\_(time)
- **Opening:** optional such as stating the PTA Mission and why we PTA; note what it was 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.
- **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.
- **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 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.

**Draft 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 for an initial viewing.



**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.

The written minutes remain in the bound journal. All audio or video recordings must be discarded. A copy of the minutes may be stored on a flash drive. Should minutes not be available for approval, then those minutes are approved first at the next meeting. Past minutes are approved in date order. Minutes are read only to the body who created them. Unless password-protected, do not post on websites. Do not publish them in newsletters or post where non-members may access them.

It is permissible, if the meeting occurs less often than quarterly, to authorize a committee to approve the minutes on behalf of the assembly during the meeting. An annual convention is a good example. It would be futile to get the minutes one year later.

**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. 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 initialed by the Secretary.

Nothing is ever erased once the minutes have been approved and signed. Any member has a right to examine the minutes of the General Membership meetings, but this right must not be abused. The original minutes must not be released from the custody of the Secretary except upon the written order of the President. If a committee needs records held by the Secretary, the Secretary provides a copy to the committee chair after consulting with the President. For help or questions, contact LAPTA at [office@LouisianaPTA.org](mailto:office@LouisianaPTA.org).

**Distribution:** The Secretary should provide the President with a copy of the minutes within five days and well in advance of the next meeting. Minutes of Board meetings can be distributed by email to save time at meetings. General Membership meeting minutes can be disbursed or posted on a bulletin board. If minutes have been previously distributed, they can be approved without reading and recorded as “approved as distributed.”

## **RECORDS RETENTION**

Digital and paper records are acceptable.

### **Permanent**

- Minutes
- 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

### **1 Year**

- Routine Emails

# 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, 5, 9, and 10 (at minimum)

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

# CUSTOMIZE THE PTA LOGO

PTA established guidelines for the proper use of the PTA name, logos, and tagline (*everychild.onevoice*). When used properly, PTA's logo and tagline create a consistent message, help to unify all PTAs, and set PTA apart from other organizations. The success of the PTA brand identity depends on all PTAs' adherence to the guidelines. PTA.org provides a uniform, effective system for PTAs to maintain a consistent, visual style and brand identity for all PTA-produced materials. Visit [PTA.org/home/run-your-pta/PTA-Branding-and-Web-Guidelines](http://PTA.org/home/run-your-pta/PTA-Branding-and-Web-Guidelines). Download "**Customize Your PTA Logo**" Power Point file to type in the PTA name and save the customized logo.

Just as a Chick-fil-A franchise wouldn't change the logo of the company for its location, Local PTA Units may not change the PTA logo. It is a registered trademark. **The PTA Blue is Pantone 541c, or hex code #1A3E6F, or RGB (26, 62, 111). Only PTA Blue, black, or white may be used. The font is Arial Black.** The Registered Trademark symbol must follow "PTA" and the tagline "*everychild.onevoice*."



**PTA** is a <sup>**VERB!**</sup> ~~noun.~~

Louisiana Parent Teacher Association

# COMMUNICATIONS AND SOCIAL MEDIA

## **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 the materials into other languages as needed.

## **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, truthful, discreet, and responsible. Posts must be noncommercial, nonsectarian, 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.

## **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, fundraise, generate positive exposure, receive feedback, and network. **Use social media to teach, remind, and recognize the members. Consistently monitor the sites. Give credit where it is due.** In the process of gathering ideas and being influenced by others, remember to provide 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. Quickly address 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, while 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 to speak on behalf 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 the 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 school year releasing the rights to use and post pictures. Do not discuss a situation involving individuals on a social media site that might identify the person. Don’t post anything that would not be appropriate to present at a conference or in person. When sharing 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.

# COMMUNICATIONS OVERVIEW

## Remember, You Are Representing the PTA

- Adhere to PTA policies regarding noncommercial, nonpartisan, and nonsectarian content.
- Inform every family in the school about the aims and accomplishments of the PTA.
- Encourage and highlight attendance at PTA meetings and family engagement in PTA programs.
- Foster cooperation with the school in keeping parents informed about school functions, regulations, and procedures on child-related issues.
- Inform the community about PTA activities and school functions.
- Express appreciation to those participating in or contributing to programs.
- Tackle barriers such as language and culture by translating materials.

## Ensure Quality Communication

- The principal is responsible for the accuracy of school information and compliance with the State Education Code and school district policy, while the PTA president is responsible for the accuracy of PTA information and compliance with PTA policies.
- Use the PTA logo in all communications.
- Abide by copyright laws and republish articles and art in an ethical manner.
- Do not include photographs of or specific information (names, class, email, address, etc.) about adults or students without written permission.
- Create visually interesting communications with careful use of photographs, bullets, quotes, and graphics.
- Have 2-3 people other than the author proofread prior to publishing or posting.
- Keep the message brief and to the point.
- Arrange for translation services.
- Date all materials.

## Social Media Guidelines

- **All PTA social media posts must be respectful, truthful, discreet, and responsible. Posts must be noncommercial, nonsectarian, and nonpartisan according to PTA policies.**
- Have at least two administrators for each site.
- Posts should be PTA-related such as flyers, events, grants, PTA and school deadlines, and other information valuable to PTA members.
- Keep information current.
- Respond promptly to messages and comments.
- Cite or link the source of original content.
- State when someone is speaking on behalf of the PTA.
- Contact the insurance company to discuss additional coverage for Media Liability.
- Consult Louisiana PTA for further guidance at [President@LouisianaPTA.org](mailto:President@LouisianaPTA.org).

# SAMPLE AGENDA

## Madison High PTA Board Meeting

January 19, 2024

## AGENDA

Meeting called by Tera

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### Executive Board Members:

President: Tera  
Treasurer: Carolyn

Vice-Presidents: Shelley & Beth  
Secretary: Stephanie

### Committee Board Members:

Membership: Katie  
Volunteer: Sandra  
Fundraising: Amy, Melanie, Christen  
Hospitality: Jenn, Amy, Elizabeth  
Room Mom: Kristy  
Reflections Program: Amy

Beautification: Bessy  
Newsletter: Angie, Doris  
Uniforms: Carolyn  
Grants & Awards: Christie  
Teacher Rep: Erin, Sarah

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Opening: PTA Mission: To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.....Tera

Secretary's Report – Minutes .....Stephanie

Treasurer's Report – Budget Review; Bank Balance: \$ ##,### .....Carolyn

President's Report – .....Tera

- Ramrock note; Slime date
- Bring-a-Buddy Breakfast; teacher treat day note

### Committee Reports

- Principal's Report .....Mrs. Welch
- Membership Committee .....Katie
- Volunteer Committee .....Sandra
- Fundraising.....Tera
- Hospitality .....Jenn
- Room Moms .....Kristie
- Reflections .....Shelley
- Art Parents.....Amy
- Beautification.....Bessy
- Box Tops Committee .....Amy
- Newsletter.....Angie
- Uniforms.....Carolyn
- Grants & Awards.....Christie
- Teacher Representative .....Erin/Sarah

### New Business

- Upcoming Flyers/Events - .....Beth

### Old Business

### Important Dates

Jan 23-26	Bring-a-Buddy Breakfasts	Feb 21	Board Meeting at 9:30
Jan 31	Dominos night	Mar 21	Board Meeting at 1:30

Adjournment.....Tera

# SAMPLE MINUTES

## ABC PTA Board of Directors Meeting

November 12, 2024

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

Attendance: See the attached roster. A quorum was established.

Minutes: The minutes from 10/12/22 were dispersed by Secretary Beth Cleveland and approved as read.

Treasurer's Report: The XYZ Bank account balance is \$#,###. The dispersed budget and reconciliation reports were reviewed and filed. Treasurer Catherine Tully filed IRS taxes on 10/4/22.

President's Report: The Lunch & Learn for Family Engagement on 11/20/22 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 Tamika 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 visitor rules. Food drive on 12/19/22 needs non-perishable food donations.

Committee Reports:

Membership: 652 memberships YTD; submitted dues to LAPTA on 11/5/22 for 289 new members

Reflections: A verbal vote was taken in favor of a \$25 Barnes & Noble gift card for the Reflections winners.

Hospitality:

**A MOTION WAS MADE** by Julia Johnson and seconded to provide snacks for the teachers every Friday. **MOTION FAILED.**

Newsletter: Photos needed at the 8<sup>th</sup> Grade Dance on 11/28/22 and band concert on 12/6/22

Beautification: Need to decorate campus for Christmas/winter holidays.

Program: Sam Wright, DOTD, presented information about the Safe Routes to Schools Program.

Traffic:

**A MOTION WAS MADE** by Rene 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 10:15 a.m.

*Beth Cleveland*

Beth Cleveland, Secretary (or Secretary Pro-tem)

Approved as read on 11/12/22 or approved with corrections on NA

*Any corrections shall be written on the minutes in the correct place and initialed by the Secretary.*

# MOTION FORM

I move that: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Printed name of person who made the motion

\_\_\_\_\_  
Signature

## FOR SECRETARY'S USE

\_\_\_\_\_  
Meeting

\_\_\_\_\_  
Date

\_\_\_\_\_  
Motion Number

Motion was:  Seconded  Adopted  Amended  Failed  Withdrawn

I move that: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Printed name of person who made the motion

\_\_\_\_\_  
Signature

## FOR SECRETARY'S USE

\_\_\_\_\_  
Meeting

\_\_\_\_\_  
Date

\_\_\_\_\_  
Motion Number

Motion was:  Seconded  Adopted  Amended  Failed  Withdrawn





# INVENTORY ACCOUNTABILITY FORM

Local PTA Units shall take inventory on a yearly, if not monthly, basis. This allows the PTA to know what assets it has and the value of that inventory as of the date on the form. Inventory includes items such as t-shirts, prizes, gifts, donated items, food, decorations, and more. Take all necessary steps to avoid theft and fraud with the PTA.

\_\_\_\_\_  
Date of Inventory      Person #1 doing inventory count      Person #2 doing inventory count

Quantity	Value	Name	Item Description	Note

Number of pages of Inventory Accountability Form: Page \_\_\_\_\_ of \_\_\_\_\_ total pages.  
We agree to the findings of this Inventory Accountability Form:

\_\_\_\_\_  
Date of Inventory      Person #1 Signature      Person #2 Signature

*This Inventory Accountability Form shall be presented at the next Board Meeting and filed with the Treasurer and Secretary as part of the official record of the PTA.*

# CONFIDENTIALITY, ETHICS, AND CONFLICT OF INTEREST POLICY

Members of the Board of Directors of the PTA serve in a **fiduciary capacity** and owe a **duty of care**, a **duty of obedience**, and a **duty of loyalty** to the PTA. Board members shall conduct themselves with **integrity** and **honesty** and act in the **best interests** of the PTA. Disclosure by a board member of any potential or actual conflict of interest is required by the standard of good faith and for the benefit of the PTA and protection of everyone.

In consideration of the PTA's affiliation with Louisiana PTA, for the protection of its integrity and its 501(c)(3) status, and for our protection, we, the undersigned officers, during our terms of office, shall:

1. Abide by and represent our PTA Bylaws, LAPTA policies, positions, procedures, and National PTA purposes and mission statement.
2. Discharge the duties and responsibilities of our individual offices with fidelity, integrity, and honesty and declare all personal and extended family conflicts of interest when PTA issues, decisions, and funds are involved.
3. Not misuse the PTA's federal tax-exempt status for personal or unauthorized purposes nor disburse funds for any purpose other than authorized, budgeted PTA programs, projects, and activities.
4. Refrain from making any slanderous or defamatory statements that could result in harm to the PTA name or brand.
5. Publicly present a united front on decisions made as a Board.
6. Maintain confidentiality as a member of the Board.
7. Follow the LAPTA and school district guidelines for fundraising.
8. Abide by the following **Conflict of Interest Policy**:
  - a. Board members and their families shall not use their relation to this PTA for financial, professional, business, employment, personal, or political gain.
  - b. A conflict of interest exists when a Board member would have to participate in the deliberation or decision of any issue of this PTA while, at the same time, the board member and their extended family has financial, professional, business, employment, personal or political interests outside the PTA that could predispose or bias the board member to a particular view, goal, or decision.
  - c. Board members shall declare to the officers of this PTA conflicts of interest (stating the nature of the conflict and pertinent information as appropriate) between their duties of this PTA and their or their extended families' financial, professional, business, employment, personal or political interests.
  - d. When a conflict of interest is declared, the Board members shall not use their personal influence of position to affect the outcome of a vote and shall leave the room during deliberations and the vote.
  - e. **The minutes of the meeting shall note any declared conflict of interest.**
  - f. Board members shall not use PTA's name, influence, or resources for their benefit or gain when running for any public elected office or while serving as an elected official.

Board members shall not directly or indirectly use their current PTA position, the PTA name or organization for or against any specific candidate for elected public office, which is contrary to federal tax laws and the guidelines and policies of the PTA

We, the undersigned board members of \_\_\_\_\_ PTA, have read and agree to abide by this policy and understand that the failure to adhere to the above guidelines may result in the termination of the undersigned as Board members and will require the immediate return of all PTA property, documents, and materials belonging to this PTA.

Date	Board Member Name	Position	Signature

# ACTIVE AFFILIATION REPORT \*\*\*VERY IMPORTANT\*\*\*

Each membership year, local PTAs must submit paperwork to obtain **Active Affiliation Status** with Louisiana PTA and National PTA. To have “Active Affiliation” means that the Local PTA Unit is current with its obligations to maintain its IRS status and National PTA affiliation. The Active Affiliation Report includes nine items and are submitted online in many file formats at <https://form.jotform.com/221816998285068> or scan the QR Code. Local PTA Units who do not maintain Active Affiliation will be subject to the Retention Plan. Deadline to submit the files is **October 27, 2023**.

## DUE OCTOBER 27, 2023

Local PTA Units must annually obtain **Active Affiliation Status with Louisiana PTA and National PTA**. The required information is submitted online at <https://form.jotform.com/221816998285068> or scan the QR Code. For further information, see [LouisianaPTA.org/activeaffiliation](https://LouisianaPTA.org/activeaffiliation). The following items are individually uploaded into the corresponding field (do not combine files):



1. **MEMBERSHIP:** Submit member dues to LAPTA for all members at [LouisianaPTA.org/membership](https://LouisianaPTA.org/membership).
2. **LEADER REGISTRATION:** Register all Board members at [LouisianaPTA.org/register](https://LouisianaPTA.org/register).
3. **BYLAWS:** Submit the first page of Bylaws showing the LAPTA approval stamp. Visit [LouisianaPTA.org/bylaws](https://LouisianaPTA.org/bylaws).
4. **TAXES:** Submit proof of 2021 filed and accepted IRS Form 990 tax filing.
5. **BUDGET:** Submit the 1) Local Budget Approval Form **and** 2) the approved Annual Budget.
6. **AUDIT REPORT:** Submit the Audit Committee Report for the previous year.
7. **ARTICLES OF INCORPORATION:** Submit the updated Articles of Incorporation from [geauxbiz.com](https://geauxbiz.com).
8. **INSURANCE:** Submit the insurance declaration page. This is now required.
9. **TRAINING:** Submit proof of training for officers from LAPTA Development Day or at [LouisianaPTA.org/training](https://LouisianaPTA.org/training).

## RETENTION PLAN

If a Local PTA Unit fails to submit the Active Affiliation Packet by the yearly deadline, then LAPTA uses the Retention Plan to get units back on track. Communication with LAPTA is key and encourages the PTA to get back to Active Affiliation status. Email [afiles@LouisianaPTA.org](mailto:afiles@LouisianaPTA.org) with questions. There are five phases to the **Retention Plan**.

1. **Notification:** LAPTA notifies the PTA and gives 30 days to submit the missing items.
2. **Restriction:** The Local Unit is given a second 30-day period to submit the missing items and are additionally not eligible for awards, programs, or grants administered by LAPTA or National PTA.
3. **Intervention:** The PTA signs a Plan of Action which designates new deadlines for the missing items.
4. **Restructure:** If the PTA does not complete the report, LAPTA may choose to restructure the leadership of the PTA or choose to move into the Dissolution Phase early.
5. **Dissolution:** A Local Unit is considered for revocation of their charter and loss of their LAPTA associated IRS 501(c)(3) nonprofit status if: Active Affiliation is not acquired for three consecutive years; PTA leadership refuses to implement the Plan of Action; or the PTA is not in compliance with the Purposes and Principles of PTA as defined in the Bylaws, adopted May 2022, Articles II and III. The PTA must cease and desist further use of the PTA name. Bank accounts must be closed with any remaining funds donated to a PTA.