



PTA Leadership Training

Presidents & Principals

Hosted by Louisiana PTA

LouisianaPTA.org/president

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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.**

Purposes of PTA:

- To promote the **welfare** of children and youth in home, school, community, and place of worship.
- To raise the **standards** of home life.
- To secure **adequate laws** for the care and protection of children and youth.
- To bring into closer relation **the home and the school**, that parents and teachers may cooperate intelligently in the education of children and youth.
- To develop between educators and the general public such united efforts as will secure for all children and youth the **highest advantages** in physical, mental, social, and spiritual education.

Local Unit PTA Structure

Your Leadership Team

Executive Committee

- Elected Officers

Board of Directors

- Elected Officers
- Principal (or his/her designee)
- Parliamentarian (appointed)
- Standing Committee Chairs
- Special Committee Chairs
- Other members as designated by the Standing Rules

The PTA & Principal Relationship

- Is a member of your PTA team. They sit on your Board of Directors.
- Provides the forum for PTA to operate.
- Schedule regular meetings with your principal
 - * Review the goals of school over the course of the year
 - * Discuss what PTA programs can be implemented to support the school's goals to benefit students, families and the community
 - * Bring member feedback
- No one person controls PTA funds – the general membership votes on the PTA budget.
- Be respectful of that relationship

What does it mean to be a 501(c)(3)

- Upon chartering, local units receive their 501(c)(3) status
- LAPTA issues an annual Validation letter after your Active Affiliation files are accepted
- Must adhere to bylaws that promote/exclude certain activities
- Membership approved budget -- funds spent to support mission & goals; not distributed to stakeholders or spent in an unethical manner
- Can earn profit (“carryover”) to further the mission
- Don’t earn program money for other organizations

Fundraising should not be your primary focus!

Protect your 501(c)(3) status – it’s valuable!

Bylaws

- Bylaws are the fundamental governing rules of a PTA.
- They contain the basic rules related to conducting the unit's business and governing its affairs.
- The bylaws:
 - Define the primary characteristics of the organization
 - Prescribe how the association functions
 - Includes all rules considered important to the rights and responsibilities of membership.
- The Bylaws template created by LAPTA includes required language which cannot be changed by the local PTA.
- The customizable areas are changeable by the local PTA to best meet their needs.
- Download the Bylaws template at LouisianaPTA.org/bylaws.
- Amendments to the customizable areas may occur at any time and require approval by the General Membership at a meeting with twenty days (20) notice and then final approval by LAPTA.
- Once approved, Local Unit Bylaws expire in three years from the LAPTA approval date.

Promote Your PTA Partnership

- Use the PTA logo on everything
- Make it easy for people to join your PTA
- Make everyone feel welcome
- Send thank you notes and recognize volunteers and educators, staff, and administration publicly
- Give credit to your PTA for hosting programs. “Courtesy of the XYZ Elementary School PTA” (with logo)
- Give credit to your school for the opportunity to host
- Communicate consistently

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, 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.

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, 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 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 & Social Media

Communicate to share the work of PTA

- Newsletters
- Website
- Social media platforms



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 your 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.

National PTA Programs

National PTA programs provide access to engaging, educational and fun opportunities that inspire, recognize and impact all students and their families.



Local PTAs can host a Family Reading Experience program to support families as they encourage a love of reading through access to books



National PTA's STEM + Families® program delivers access and hands-on exposure to science, technology, engineering and math to engage families and inspire students to pursue career opportunities in STEM fields.



The Healthy Lifestyles initiative offers educational resources and engagement opportunities that empower students and families to make better-informed health decisions.



PTA Connected strives to help children act safely, responsibly and thoughtfully online.



Thank you for attending

Presidents & Principals