

Dilworth Elementary PTA

Marketing & Communications Policies and Procedures

2018-2019

Below are the policies and procedures that will govern marketing and communications for the 2018-2019 school year. The Marketing & Communications team's goal is to help all committees get information out quickly, effectively, and accurately. It is the responsibility of EVERY committee chair to submit information and events to the Marketing & Communications team.

I. Weekly Email Communication – Meredith Murchison

- a. The weekly PTA newsletter, *Dragon Dispatch*, is sent on Wednesdays.
- b. The deadline for information to be included in the weekly newsletter is the Friday prior to publication date. Each committee is responsible for submitting information for the newsletter regardless of whether or not it is already on the school calendar. **Content should be 400 characters or less and must be “cut and paste” ready. Event information can be featured in the weekly newsletter for up to three weeks. If committees have additional information they want to communicate, they can utilize our website and link from the weekly newsletter. See II b.**
- c. When submitting features for publication, please format your article to include the following information:
 - i. Event/Item details
 - ii. Specific dates and times (e.g. deadlines, beginning/end time of events)
 - iii. Contact information for questions (name, email, and phone number)
 - iv. Photographs or other graphics to be included
- d. Newsletter items will be sent to the Communication E-Newsletter Chair, Meredith Murchison at mere.murchison@gmail.com, copy Kim Walsh, VP Marketing & Communications, at kap170@hotmail.com, and the VP to which the committee reports.
- e. VP of Marketing & Communications has final approval on which items can be included in the weekly newsletter. She/he has the right to edit submissions for clarity, brevity, etc.

II. Website – Jennifer Saxton

- a. The website (www.dilworthpta.org) has permanent links to the following items:
 - i. Archive of PTA Newsletter
 - ii. PTA Calendar
 - iii. Archive of PTA Meeting Minutes
- b. **Committees wishing to provide additional details above and beyond the 400 characters or less for the weekly newsletter, can submit information to be posted under PTA, “News & Events” and link from the newsletter.**
- c. The website will be updated as needed.
- d. **There are two spots on the homepage under “In the News.” Committees may submit the same information they provide for the weekly newsletter for this content. Events may only run for two weeks and which events are posted will be at the discretion of the Website Committee Chair.** All events that are submitted for weekly e-newsletter emails will be considered for the website.
- e. Items for website should be submitted at least two weeks in advance of the event.

- f. Items to be included on the website should be sent to the Website Chair, Jennifer Saxton at jennandsaxton@gmail.com, copy Kim Walsh, VP Marketing & Communications, kap170@hotmail.com, and the VP to which the committee reports.
- g. VP of Marketing & Communications has final approval on which items can be included on the website and the right to edit items for clarity, brevity, etc.

III. Facebook Page – Liz Waller

- a. The Facebook page will be managed by the Communications Social Media Chair, Liz Waller and the VP of Marketing & Communications. The PTA President and other Executive Board Members can be made administrators on an as-needed basis.
- b. The Facebook page will be updated as needed:
 - i. Only wall posts from administrators will be included.
 - ii. No additional postings or comments will be allowed via the page controls.
 - iii. No individual pictures of staff, teachers, or children will be included. Posted photos should represent three or more students and at least two families.
 - iv. All events and info. that are submitted for email and website will automatically be considered for inclusion on the Facebook page.
 - v. Items to be included on the Facebook page should be submitted at least 48 hours in advance of the event or program.
 - vi. Items to be included on the Facebook page should be sent the Communications Social Media Chair, Liz Waller at ewaller23@gmail.com, copy Kim Walsh, VP Marketing & Communications, at kap170@hotmail.com, and the VP to which the committee reports. Content needs to be “cut and paste” ready.
 - vii. Administration, when appropriate, and VP of Marketing & Communications, will have final approval on which items can be included on the Facebook page.

IV. Photography – Tammy Duzan

- a. Our objective is to have assigned photographers at all schoolwide PTA-sponsored events in order to have images for the weekly newsletter and yearbook.
- b. To request a photographer be available to take pictures at a PTA or school-sponsored event, please email the Photography Committee Chair, Tammy Duzan at DuzanTammy@gmail.com.
- c. Photos taken at grade-level events or class events may be submitted as well.
 - i. Via email to dilworthschoolpta@gmail.com
 - ii. Uploading to a shared online archive (See Appendix I for instructions)

V. Marquee/Bulletin Boards – Meredith Parrish

- a. Requests for messages/announcements on the marquee should be sent to Meredith Parrish at meredith.parrish@cms.k12.nc.us, copy Kim Walsh, VP Marketing & Communications at kap170@hotmail.com, and the VP to which the committee reports, at least two weeks in advance.

- b. Bulletin Board Chair Meredith Parrish, and VP Marketing & Communications, will work with the principal and the PTA Exec Board to prioritize any competing messages.
- c. The messages will be updated by the committee on a rotating basis starting August 2018.

VI. Flyers, Banners, or Other Printed Material – Kim Walsh

- a. Banner Development needs to be approved by Kim Walsh, VP Marketing & Communications at kap170@hotmail.com, and the VP to which the committee reports **before** printing.
 - i. Permanent Banner Stand is to the left of the driveway at the front entrance.
 - ii. Banners must be 4 feet high by 10 feet wide.
 - iii. Contact Amy Ballard at GraphiCal at amy@graphi-cal.com or 704-888-8870 to initiate the banner development process.
- b. All documents that are intended for the **entire school, entire staff, or entire grade** must be approved **prior** to copying by Principal Hall.
 - i. Submit your document to the VP to which the committee reports and Kim Walsh, VP Marketing & Communications at kap170@hotmail.com.
 - ii. PTA President, Sara Weiers, will meet with Principal Hall weekly to approve all printed communication for the following week.
 - iii. Documents should be submitted for approval no later than Wednesday prior to the following week's delivery.
- c. Flyers that are going home though Wednesday Folders must be in teacher mailboxes by Monday at 4 p.m. to ensure they get sent home the same week. Anything delivered later MAY not be sent home until the following week (teacher discretion).
- d. Always make a few extra copies of flyers for the PTA Handouts filing rack, located in the front office with the school secretary.
- e. All documents with smaller distribution than above should be submitted only to the VP to which the committee reports. Documents should be submitted for approval several days in advance of print date.
- f. There are two options for documents requiring copies. Please note: The PTA **WILL NOT** reimburse for copies made outside of these options.
 - i. Option One – “Self Serve” at the school for simple copying on standard paper (See Appendix II for directions):
 - There are two copy machines that the PTA will be able to use in the Teacher Workrooms at both campuses.
 - The copier machine is for 14 or fewer copies and the RISO is for 15 or more copies. Copier machine code is 43670 and RISO code is 4367.
 - See Appendix II for instructions for using both these machines; instructions are also posted near the machine. If you have questions the first time, PTA office volunteers are available most days from 10 a.m. – noon.
 - There is usually a supply of white paper and variety of colored paper which can be used for PTA copies. If you have specific color requirements, you should check in advance or bring your own paper.
 - The PTA will be charged \$.01 per copy on the copier and \$.0085 per copy on the RISO.
 - ii. Option Two – Executive Document Services for complex jobs requiring folding, card stock, etc.:

- Contact David Dees at Executive Document Services at 704-458-7893 (m) or david.dees@executivedocumentservices.com for quotes or questions.
- Final documents can be emailed to printer and will be delivered to the Parent Room at school.
- 24 hours in advance of need with specific instructions:
 - a. Number of copies and date needed
 - b. Front/back or single-sided?
 - c. Stapled or bound?
 - d. Color paper desired (this is available at NO additional cost).
 - e. Color ink desired (this costs significantly more and should be discussed with VP in advance to ensure sufficient budget is available).

Appendix I

Directions for uploading photos taken for Dilworth Elementary School

All images should be stored on Photobucket.com as full resolution images.

Directions to upload your photos are as follows:

1. *Download images from your camera to your computer prior to uploading to Photobucket.*
2. *After photos are downloaded to your computer and undesirable photos deleted, proceed with upload to Photobucket.*
3. Log into Photobucket @ www.photobucket.com
Username: DE_photoarchive
Password: Dilworth2010
4. *Once logged in, click on "Library" Tab.*
5. *Click on the DES 2018-2019 Photo Album.*
There are subfolders and you'll look for the one for the event you have to upload. If there is not an album, let me know and I'll create one or you may add one. The folder must go in the same place as the other sub-albums. You'll simply click the blue button that says "Create New Album." Album names should include the event and the school year (2018-2019).
6. *Click "Upload."*
Browse and select the images from your computer in the window that opens. Click "ok." Images will upload. This may take some time depending on your internet connection and number of images. Do not navigate away from page until all images have uploaded.

Voila!

* Please note: This account has been set up to archive photos for the yearbook and other publications. Please do not use this account for sharing pictures. Account settings are such that all albums are private (i.e. not viewable by the general public). **Please do not change the account settings or share the login information with others.**

*Please retain copies of all pictures that you upload as a backup.

Thanks for helping with Dilworth Elementary School's photography needs! If you have any questions, please reach out to the Photography Chair, Tammy Duzan. Thank you!

Appendix II Copier Instructions

Toshiba Copier

Use this machine for 1-14 copies. Type in the 5-digit PTA code (43670) and “enter.” Your original may be added to the automatic feeder on top or lift the lid for the glass.

Paper is loaded in the four trays at the bottom of the machine. Check the paper by pulling out the first drawer. Once the paper is of your choosing, press the picture of the first drawer on the screen. This machine will copy 1- or 2-sided, sorted or non-sorted by pressing the appropriate button on the screen.

Once finished, press “enter” to remove the PTA code.

Riso Copier

Use this machine for 15+ copies. Type the 4-digit PTA (4367) or teachers’ code and “enter.” There is no automatic feeder. Place your original on the glass. Press “reset,” your desired number of copies, and then “master maker.” It will take a couple of seconds to make the master and then it will print your copies. This machine will produce copies quickly unless you turn the auto-process off by pressing the “labeled” button.

If you are printing 2-sided, place the original on the glass with the top facing left. The loaded paper must be facing right (head to head). The paper you are using for your copies is loaded on the left side. If you are copying an original with a lot of black ink (for example, a page from the Imagine It workbook has a black 2-inch header on each page), place a scrap of paper on the glass to cover this ink. Otherwise, the copier uses too much ink and paper will get stuck.

Once you are finished making copies, press “enter” to clear the copying code. Also, empty the tray directly above the loaded paper. Do not touch the paper in this tray (it will stain) – just turn it over the trash can.

Please inform the school secretary if it is low on ink (#3 will be lit). Do **not** attempt to change this yourself.

Appendix III

Sign-Up Genius Instructions

The Dilworth Elementary PTA Sign-Up Genius should be used for all **school-wide events** or events that run across multiple grades that require volunteers or sign-ups. It should not be used for individual grade or class sign-ups. Please check with your VP before creating a sign-up.

Directions to Create a Sign-Up Genius

1. Go to www.signupgenius.com.
2. Log In:
Username: dilworthvolunteers@gmail.com
Password: Dilworthdragons#1
3. Go to green "Create a Sign-Up" button in the upper-right corner.
4. Enter the Title of the Sign-Up and Description.
5. Pick a Theme.
6. Pick a Type of Event – most likely a one-time event. Enter Date, Time, and Location.
7. Select how many Sign-Up Slots you want and add the Title and # Wanted for each Slot.
8. Choose what Contact Info users need to complete – most likely Name and Email.
9. Miscellaneous Preferences: Please un-check "Notify me by email when people sign up or edit/delete their sign-up slot."
10. Preview your event and click "Submit and Sign Up" if all the information is correct.
11. Since all emails for your event will go to the dilworthvolunteers@gmail.com email address, please check your Sign-Up frequently.

Directions to Transfer an Existing Sign-Up to the Dilworth PTA Sign-Up Account

1. Make sure the original sign-up is "live."
2. Click on the "Sign-Ups" menu on the left side of the page.
3. Find your Sign-Up under the "Created" tab. If you don't see it, click the "Past Sign-Ups" button.
4. Each past Sign-Up features several options. Hover over the option on the far right "..." (more actions). A menu will appear listing "Transfer" as an option.
5. Select "Transfer."
6. In the new window, you will be asked where to transfer the sign up. Enter dilworthvolunteers@gmail.com.
7. Click "Continue."
8. Confirm the transfer.
9. Once the transfer is made, to manage the sign-up, please sign out of your personal account and sign back in using the following information:
Username: dilworthvolunteers@gmail.com
Password: Dilworthdragons#1

Please contact Sara Weiers at saraweiers@gmail.com if you have questions or issues.

Appendix IV Dilworth Elementary School Logos

Digital files of Dilworth logos can be obtained by emailing the VP Marketing & Communications, Kim Walsh, at kap170@hotmail.com.

School Colors: Green (PMS 342) and Blue (PMS 632)
Fonts: Novarse Ultra or Swiss 721

