

# Rockenbaugh Elementary School PTO

## Communication Guidelines

### 2011 – 2012

*Communication is vital to conveying information to RES Parents and Teachers! Please follow these guidelines to most effectively send information. Internal and external communication must be approved by a board member.*

#### Website

- Separate from RES & CISD websites ([www.respto.com](http://www.respto.com)) - convey events and information to RES students, teachers, parents
- Chairs may submit a Communication Request Form to publish information on it.
- Due on Friday before publish date needed

#### ROCK

- Both RES Administration and the PTO use Constant Contact, a reputable web-based email and marketing software
- RES Administration distributes to ALL enrolled students; RES PTO distributes to ALL PTO Membership
- ROCK
  - Bi-weekly (every 2 weeks) PTO-published newsletter to PTO Membership
  - Short, concise articles provided by chairs via Communication Request Form
  - Due Friday before publish date (every other Wednesday)
- Email blasts
  - Time-sensitive information
  - Short, concise articles provided by chairs via Communication Request Form
  - Provide 48 hour notice

#### Fliers

Let's use less paper and lower volunteer processing time by utilizing electronic methods to communicate with parents and teachers.

- Short, concise content; utilize reverse side if second page needed; color paper attracts more attention (at our cost)
- One flier to kick off communication; depend on electronic communication following unless low response
- APPROVAL: Put flier in filing rack no later than **FRIDAY** behind Paula's desk ("Please Initial" folder); attach sticky with your contact information to for notification of approval; flier will be in "Initialed" folder.
- COPIES: White paper only (or purchase color) BEFORE 8AM or AFTER 2:30PM due to implemented COPY SCHEDULE. Use OLDEST and ONLY counts unless you must have a separate communication for each student. DEADLINE: TUESDAY 3pm

#### Announcement Board

- Fliers WITH RES Administration initials may be placed on Announcement Board. RES or PTO related info ONLY.

#### Marquee

SHORT, CONCISE phrase submitted via Communication Request Form **1 week in advance**. Space is limited; content may be altered.

#### School Signage

Signage - Fliers are no longer permitted on glass doors. Yard signs are permitted ONLY if the advertising benefits the campus or an organization that supports the campus. New district guidelines exist regarding signage.

#### External Media

PTO-sponsored programs and events may ONLY be submitted to the media (newspaper, magazine, etc) by a board member.