

Eastover Elementary PTA **Communications Protocol**

Eastover has multiple ways to get information to committees, parents and teachers. The procedures listed below are to help committees get information out accurately and effectively.

It is the responsibility of EVERY committee chair to create flyers, Eastover Express content, determine deadlines, collect sign-ups, etc. and to submit information and event details according to the procedures below.

The Communications Chair has final approval of all PTA related communications and has the right to edit text for brevity or clarity in all communications outlets including: Eastover Express, Tuesday Folders, PTA Website, Marquee, and PTA Bulletin Boards.

If you have questions or need assistance please contact Meredith Sorrell Communications Chair (meredithsorrell@me.com).

Please note: At the request of Dr. Nichols, nothing should go home with students, in Tuesday Folders without being approved by her (or her designee) and no dates should be set on the calendar without her approval.

PRIMARY COMMUNICATION OUTLETS

Eastover Express (EE)

Meredith Sorrell, Eastover Express Chair

The Eastover Express is a weekly email distribution (sent on Sundays) via Constant Contact. Recipients include parents who have registered to receive the emails via PTA website.

Submission Deadline: Wednesday 5:00 pm for approval

Information submitted after the deadline may not be included in that week's distribution.

Submissions should be limited to two weeks for the same topic/event (except for longer-ranging committees such as SOAR, Invest in Your Child, etc.) and should follow this general timing:

- 3 weeks before: Announcement of event, including information below
- 1 week before: Reminder the Friday before deadline

Announcements via EE will link to the PTA website. It will be also be updated on the PTA calendar and remain there until the event has concluded.

Information submitted for Eastover Express should be “copy ready” and include:

- Event /Item details with **brief** description
- Specific dates, times and location
- Deadlines when appropriate
- Contact name, email, phone and PTA committee organizing event
- Attached form(s) available via link to PTA website.

**EE submissions should be as brief as possible. Longer articles should be included on the website with a link in EE

Submissions to Eastover Express should be emailed to:

- Meredith Sorrell, Eastover Express Chair (meredithsorrell@me.com)
- Ann Miller Mattocks, Website Chair (amattocks@me.com)
- The Executive Board member to whom your committee reports

E-mail blasts: Requests for email blasts will only be considered for time sensitive issues, with a single focus (example -deadline for a particular grade level or last minute change for event). The email blasts will not have the format of the Eastover Express, but rather, will be sent as a regular email. All e-mail blast must be approved by PTA President, Lindsay Jones (lindsayhawfieldjones@gmail.com).

Eastover Social Media

Anna Tartak, Social Media Chair

Eastover has a Facebook and Instagram page to promote events and to celebrate school-wide and classroom special events and projects. Please include pictures when possible. If photos include students, applicable waivers must be signed or photo must be large group shots.

In addition to promoting upcoming events, we are also looking for pictures/recaps of class outings, projects and special events.

Submissions to Facebook/Instagram should be emailed to:

- Anna Tartak, Social Media, (anna@ashlandadvertising.com)
- The Executive Board member to whom your committee reports
- Meredith Sorrell, Communications Chair (meredithsorrell@me.com)

Tuesday Folders

Tuesday Folders include weekly hardcopy distributions (sent home with students on Tuesdays). Recipients include every student, grades K – 5.

Submission Deadlines:

- One Week Prior to distribution - Approval to Dr. Nichols and others listed below
- Monday 2:00 pm - Printing and distribution in each teacher's mail box

Information should be drafted and submitted for approval by the Tuesday prior to distribution:

*Please include "Tuesday Folder Approval Needed" in subject line

- Principal, Susan Nichols (susans.nichols@cms.k12.nc.us)
- The Executive Board member to whom your committee reports
- Meredith Sorrell, Communications Chair (meredithsorrell@me.com)

All flyers / forms should include:

- Event /Item details with brief description
- Specific dates, times and location
- Deadlines when appropriate
- Contact name, email, phone and PTA committee organizing event

Committees are responsible for making all copies and placing the right number per class in each teacher's box. Classroom totals will be kept current and displayed in copy room.

Please see below for information on printing copies.

Please note that outside vendor information is not to be included in Tuesday folders. This is separate from any type of Spirit Night or partnership we may do. Any exception would need approval by CMS Communications Office (publicinfo@cms.k12.nc.us), and there is no guarantee it will be included.

Eastover PTA Website

Ann Miller Mattocks, Website Chair

www.eastoverpta.org

Permanent links will include the following (and will be regularly updated as needed):

- PTA Calendar
- PTA Meeting minutes
- Eastover Express posts

Requests for information, page changes / updates on the website should be submitted to:

- The Executive Board member to whom your committee reports
- Ann Miller Mattocks, Website Chair (amattocks@me.com)
- Lindsay Jones, PTA President (lindsayhawfieldjones@gmail.com)

Marquee (sign in front of gymnasium entrance)

Maida Welch, Marquee Chair

Requests for messages/announcements must be sent to Lindsay Jones, (lindsayhawfieldjones@gmail.com) as well as the Marquee Chair, Maida Welch (maida.welch@cms.k12.nc.us), at least two weeks in advance. The Marquee Chair will manage a calendar of requests and work with Dr. Nichols and the PTA Executive Board to prioritize requests.

Bulletin Board

Adele Yonchak, Bulletin Board Chair

The PTA has one bulletin board in the front hall of school for use by PTA committees. Ideas for boards or specific requests for messages/announcements must be sent to Adele Yonchak, (arankinm@gmail.com) who will determine rotation. Please contact her if you anticipate a need for use of the Bulletin Board and consideration will be given and requests prioritized.

PRINTING / COPYING PROCEDURES

DO IT YOURSELF Copying (in house) Teacher Workroom printer(s):

- PTA is to use one of the two copiers in the teacher workroom to the right of the school office. (Copier in the office is for fewer than 20 copies only)
- PTA code for use by all committees is 52645
- White paper is kept in a locked closet at the end of the hallway by Katie's office. In order to make copies, you must get the key from Ms. Means or Katie. Please try to be judicious! We will try and keep colored paper in the closet and label it for PTA use but if you have a specific color requirement, please bring your own paper.
- The Rizio may also be used when making copies greater than 20
- When possible, please seek assistance first from other parents before asking front office staff for help.

OUTSIDE PRINTER (outside vendor) for complex jobs, folding, cardstock, etc. Contact **Sydney Coffin at Executive Document Services** at 704-907-8240 or sydcoffin@aol.com for quotes or questions.

Once approved, final documents can be emailed to Sydney and will be delivered to the Teacher Workroom at school. She requires at least 24 hours in advance with the following details provided:

- Number of copies need
- Front / back or single sided
- Stapled or bound color paper desired (this is available at NO additional cost)
- Date needed (24 hours or more in advance)