Get Your PTA Online

Presented by:

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Booth on Exhibit Floor

Agenda

• Purpose and Benefits of a Website
• PTA Guidelines
• Getting Started/Content Ideas
• Do’s and Don’ts
• Good :-)/Bad :-| Sample Sites
• I have A Techie Parent Web Building
• I DON’T have A Techie Parent Web Building
• Resources

Purpose of a Website

• Encourage
• Inform
• Outreach / Marketing
• Motivate
• Revenue
## Benefits of a Website

- Available 24/7
- Give content to inaccessible parents
- Regular updates and communication
- Reduces costs/improves efficiency
- Business Partners/Donations
- Shows organization

## Guidelines – PTA Policies

- Adhere to PTA policies:
  - Non-commercial
  - Non-partisan
  - Non-sectarian

## Guidelines - Responsibilities

- All materials are to be cleared with the PTA president and the principal before posting.
  - The principal is responsible for the accuracy of school information
  - The PTA president is responsible for the accuracy of PTA information and compliance with PTA policies.
Guidelines – Personal Information

- Do not post or publish personal information about students or adults without specific authorization. This includes:
  - A child’s name or other personal information
  - Photographs (with/without first or full names)
  - Home addresses and/or telephone numbers
  - Email addresses

Using PTA Name & Logo

- All PTAs/PTSAs Entitled to Use
- Builds Image
- Universal Brand Identity – National Organization

Use of PTA Name & Logo

- Always publish, print, or speak the name of your PTA in a consistent manner
- Always show your PTA logo in the same color
  - Official PTA Color: Dark Slate Blue (Pantone #541)
  - Acceptable Colors: Black or White
Use of PTA Name & Logo

Del Cerro Elementary

Getting Started

- Budget
- Web Site Manager / Committee
- Domain Registration / Hosting
- Development / Maintenance
- Build in Phases

Getting Started - Content

- Attend Training Workshops
- Subscribe and Utilize Existing PTA Publications
- Follow PTA guidelines for content
- View Web Sites
Getting Started - Content

- Encourage officers and chairmen to keep you informed about their projects.
- Set deadlines
- Work with Publications Chairman and/or Newsletter Editor

From your computer to the web

- Keep these key features in mind:
  - LEGIBILITY
  - CONSISTENCY
  - TIMELINESS
Designing Your Site – Content

- Layout initial design in organizational chart structure
- Seek suggestions from your board and membership
- Refer back to other PTA websites

Designing Your Site – Overall Design

- Page Layout
- Navigational Flow
- Graphics and Photos
- Credibility

Designing Your Site - Heading

- Identify the website
  - Include:
    - Name of PTA/PTSA
    - Street Address
    - Council (if in council)
    - PTA District
    - California State PTA
    - National PTA

PLACE THE PTA LOGO, WITH YOUR SIGNATURE, IN A PROMINENT LOCATION ON YOUR “HOME” PAGE
Designing Your Site

- Keep your website:
  - Interesting
  - Accurate
  - Brief
  - Easy Navigation

Designing Your Site - Features

- Welcome Page
- Mission / Goals
- Notice of Meetings
- Messages
- Events Calendar
- Legislative Information

Designing Your Site - Features

- Forms / Documents
- Program Details
- Donations
- Membership Information
- Fundraising
- Links of Interest
Designing Your Site - Features

- Volunteer Opportunities
- Online Membership Form

Designing Your Site - Features

- The Power of Email
  - Communication
  - Interactive Forms
  - Branding

Take Your Newsletter Online

- Accessibility
- Cost Effectiveness
- Networking
Writing Guidelines for the Web

- Individual Page Content
- Use bullets
- Place primary information on first screen.
- Use color and attention-getting headlines.

Designing for the Web

- Be consistent from page to page
- Use direct and descriptive titles.
- Date your main page after each update so visitors know the content is current.
- Place a copyright notice on every page, e.g.:
  Copyright © 2004, Grant Elementary PTA, Yourtown, USA

Good Examples

- Deal Washington
- Dove Texas
- Santiago California
Designing for the Web
— Graphics & Fonts —

• Don’t go overboard with a cute design. Keep it simple!
• Use GIF (GIF) or PNG files for graphics and clip art; use JPEG (JPG) for photos.
• Minimize use of large graphic files. http://www.gypta.com/

Designing for the Web – DON’Ts
— Graphics & Fonts —

• No fancy or ornate fonts.
• No external links
• Limit animated graphics and audio
• Avoid “under construction” pages.

Web Challenged Sites

• Kittery Maine
• Lockwood Montana
• York Washington
• *** There were not any in CA :-)

PTA
<table>
<thead>
<tr>
<th>Auto Builders</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Auto Builders</td>
</tr>
<tr>
<td>• Easy Maintenance</td>
</tr>
<tr>
<td>• Less Overall Cost</td>
</tr>
<tr>
<td>• No Need for the Techie Parent</td>
</tr>
<tr>
<td>• Easy to pass on duties</td>
</tr>
<tr>
<td>• Feature Rich</td>
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<tr>
<td>• Sample</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Let’s Go Live! – Evaluate First</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ask Yourself:</td>
</tr>
<tr>
<td>• Does site load easily?</td>
</tr>
<tr>
<td>• Does it render as designed in all browsers?</td>
</tr>
<tr>
<td>• Is information arranged logically? Easy to read?</td>
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<tr>
<td>• Beta test before the pages are “live”</td>
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<tr>
<td>• Ask a few key people to evaluate</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Promote Your Web Site</th>
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</thead>
<tbody>
<tr>
<td>• Submit to Top Search Engines</td>
</tr>
<tr>
<td>• Print Website Address Everywhere</td>
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<tr>
<td>• Create Banners</td>
</tr>
<tr>
<td>• Submit to your School District</td>
</tr>
<tr>
<td>• Submit to Council, District, State and National PTAs</td>
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Resources

- California State PTA Toolkit
- PTA in California
- Our Children
- California State PTA – capta.org
- National PTA – pta.org

Contact Us

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