

# Effective Communication Techniques

HCC PTA  
Spring Training  
May 22, 2010

## “Old” Communication Methods

- Flyers
- Marquee
- Printed Newsletter
- Website

## “New” Communication Methods

- E Newsletters
- Twitter
- Facebook
- Parent Link

## So, Which Should You Use?

A combination is most effective.

Newsletters and flyers are **PASSIVE**

Websites are **ACTIVE**


E Newsletters, Twitter and Facebook are both **PASSIVE**  
and **ACTIVE**

# Newsletters & Flyers

- Design Matters!
  - Information must be noticed before communication takes place
  - Keep it simple, organized, and consistent

Bay Crest Elementary School 4121 Walsh Road, Tampa, FL 33611 (813) 873-5382

**THE PTA PINK PAGES**  
PRESENTING:  
**THE SEAGULL SCOOP FOR THE BAY CREST SCHOOL YEAR, 2009-2010**



*Message from PTA President:*  
Gearing Up and Getting Excited... Welcome Señoritas!

Dear Parents,

My name is Irada Malpica, and I am the new president of our school PTA. Last year we had GREAT successes here at Bay Crest. Our students did a great job on the FCAT testing, helping to make our school one of the only A+ schools in Hillsborough County. Our PTA started planning and creating a reading garden last year. We had a Wonderful Spring Carnival in which the proceeds went towards the purchase of a New Playground, which we are hoping to finish purchasing this year. So please think about this during our fundraisers because a portion of those funds will go towards this playground.

There are many opportunities to get involved during your child's time here at Bay Crest, and your PTA is a GREAT way to get started. If you want to be involved and have any questions or ideas, and/or suggestions please feel free to contact me or any of the board members below and we will be glad to assist you. My phone number is: 813-375-2050 and I can be reached by email at [irama37@yahoo.com](mailto:irama37@yahoo.com).

The Board Members are:  
 Irada Malpica: President  
 Stephanie May and Kelly Summa: VP Programs  
 Patricia Cooper: VP Membership  
 Casey Walling: VP Fundraising  
 Janina Perdomo: Treasurer  
 Denise Johnson: Secretary  
 Kellie Ramonow: Volunteer Coordinator

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**EARN YOUR CHILD A PEARL POINT BY READING AND REMOVING THE AREA AND SENDING IT BACK TO SCHOOL WITH YOUR STUDENT.**

Student: \_\_\_\_\_ Teacher: \_\_\_\_\_  
 Parent: \_\_\_\_\_ Grade: \_\_\_\_\_

Date: August 1<sup>st</sup>, 2009 Volume 1 of the 2008-2009 School Year

(Formerly The PTA Pink Pages)

**THE SEAGULL SCOOP**

August September, 2006

Volume 1, Issue 1

**A Message from the PTA President**

*Gearing Up and Getting Excited ...  
Welcome Back! Bienvenido!  
We are proud to be an A+ school!*

Dear Parents,

My name is Irada Malpica, and I am the new president of our school PTA. Last year we had GREAT successes here at Bay Crest. Our students did a great job on the FCAT testing, helping to make our school one of the A+ schools in Hillsborough County. We hope our successes this year will be even greater than last year.

There are many opportunities to get involved during your child's time here at Bay Crest, and your PTA is a GREAT way to get started. If you want to be involved and have any questions, ideas, and/or suggestions, please feel free to contact me or any of the board members listed in this newsletter and we will be glad to assist you. My phone number is: 813-375-2050 and I can be reached by e-mail at [irama37@yahoo.com](mailto:irama37@yahoo.com).

Sincerely,  
 Irada Malpica  
 PTA President

**The Seagull Scoop** is a publication of Bay Crest PTA, it is designed to keep you informed on the activities of your PTA.

It is published 4 times per year in August/September, October, November, December/January, February, March, April, and May.

Articles are due on the 1<sup>st</sup> of the month prior to publication and all articles are required to have photos (optional) included in their stories ([irama37@yahoo.com](mailto:irama37@yahoo.com)).

Principal: Dr. Susan Parks  
 Vice Principal: Jennifer Johnson  
 PTA President: Irada Malpica  
 Editor: Sherry Stevens

VP Programs: Stephanie May and Kelly Summa  
 VP Membership: Patricia Cooper  
 VP Fundraising: Casey Walling  
 Treasurer: Janina Perdomo  
 Secretary: Denise Johnson  
 Volunteer Coord.: Kellie Ramonow

**Upcoming Dates**

Aug 14 PTA Congress Book  
 Fundraiser Kick-Off  
 Aug 15 Welcome Back Party at  
 Stone World 5-7 p.m.  
 Aug 22 SAC and Volunteer  
 Orientation 9:00 a.m.

Aug 24 Open House 5-7pm  
 Sep 4 Brown Bag Night  
 Sep 11 Book O' Monday's Night  
 Sep 20 Pizza Hot Night  
 Sep 27 Chili-68 A Night

Bay Crest PTA  
 4025 Walsh Road  
 Tampa, FL 33611  
**813.872.5382**

Earn your child a Pearl Point by Reading and Removing this area and sending it back to school with your student.

Student: \_\_\_\_\_ Teacher: \_\_\_\_\_  
 Parent: \_\_\_\_\_ Grade: \_\_\_\_\_

# Websites

- Consistency
- Make easy to navigate
- Use PDFs when posting forms
- Update frequently

The screenshot shows a website for ABC Middle School with a tiger-themed background. The page includes a navigation menu with links such as Awards, Calendar, Classes, Electives, Faculty, Guidance, Homework Central, Smuga Gallery, In The News, Media Center, School Information (PDF), School History, Spanish English, Student Handbook, Student Work, Teams, Volunteer Sign-Up, Civil Air Patrol, Support The Team, and Student Activities. A text box on the left says "Don't forget to call when your child is absent" with the phone number 555-1212. The main content area features a "Welcome to ABC Middle School Home of the Tigers" message, a "Come Hear our Mighty Roar!" call to action, and a "School Mission" statement: "That every student have every opportunity to reach their full potential." A right-hand navigation menu lists "In the News", "Calendar", "School Information", "Faculty", "PTSA", "Students", "Parents", and "Contact Us".

Cool backgrounds can be fun, but make sure your font and color choices are easy to read!

# eNewsletters

- Supplement/reinforce printed newsletter
- Keep consistent format
- Keep brief

**Always include way to view in web browser**

**Limit # of articles**

**Create a nameplate**

**Can link to more information**

**Include a masthead**

**eNotes**

May 18, 2010

**Spring Training**  
 Our annual spring training will be held this Saturday, May 22, 2010 from 9:00 am - 2:00 pm at Chulavita High School. To see the schedule of classes, please [view the flyer](#). Please [click here to RSVP](#) if you or your FTA will be attending.

Attending training now, before the next school year begins, will start your FTA off right. Presidents and treasurers will especially benefit from this training as new IRS regulations are putting many of our FTAs in jeopardy of losing their non-profit status. Because of the importance of these two positions, we are offering classes in both the morning and afternoon to hopefully accommodate everyone's busy schedules.

A vendors fair is being held in conjunction with our spring training. Please feel free to invite booster clubs or other school organizations to visit the fair.

**Leadership Training Grants**  
 Has your FTA/PTSA always wanted to send new officers to the Florida FTA Leadership Conference at Innisbrook, but couldn't afford it? Well, the HCC FTA/PTSA is offering grants to three local units to send two officers to this valuable training. The grants will cover the cost of registration only (gas, meals, hotel, etc. shall be the responsibility of the attendees).

All applications must be submitted by e-mail and the deadline to apply is Thursday, May 27, 2010. [Click here for the application.](#)

**Annual Meeting**  
 The annual general meeting will be held on Wednesday, May 26, 2010 at 6:30 pm at BOSSAC. We hope to see you there. If you are an outgoing president, please consider bringing your incoming president to the meeting so that we may meet them. Please note that *Special Rules of Order* will be presented for adoption.

Don't forget to follow us on [Twitter](#).

Events at a Glance	HCC FTA/PTSA Officers
May 25 Awards Banquet	President: Melissa Escobedo
27 Training	VF Leadership: Sylvia Hildner
28 Annual General Meeting	VF Advancement: Leigh Miller
30 No School	VF Program: Lynn
31 Last Day of School	VF Organization: Julia Caselli
	Treasurer: Carol Deane
	Recording Secretary: Deborah Hines
	Corresponding Secretary: Julia Deane
	AVP 1: Stephanie Korman
	AVP 2: Myra Escobedo
	AVP 3: Mia McCannell
	AVP 4: Jennifer Lewis
	AVP 5: Sarah Hines
	AVP 6: Sarah Lewis
	AVP 7: Elizabeth

[www.hccpta.org](http://www.hccpta.org)

# eNewsletters

- Non-profits can send free e-newsletters
- Offer text only, raw HTML, and templates



www.verticalresponse.com

**VerticalResponse** Hillsborough County Council PTA PTSA

Home | Emails | Postcards | Surveys | Lists | Calendar | Library | Community | Account | Help

5-18 Track performance in real-time

Dashboard | Reports

**5-18** Sent to 222 list members on May 17, 2010 11:00PM PDT

Statistics current as of Now | Update

**Overall Performance**

Opens (91)	40.99%
Clicks (114)	11.33%
Bounces (1)	0.43%
Unsubscribes (0)	0.00%

Non-responders: 119 Forwards: 1 Total Emails Sent: 222

**Top Performing Links**

Link	Clicks	%
View the flyer <a href="http://hillsboroughptas.org/pta/pta110.pdf">http://hillsboroughptas.org/pta/pta110.pdf</a>	56	23.23%
click here to RSVP <a href="http://hillsboroughptas.org/pta/pta110.pdf">http://hillsboroughptas.org/pta/pta110.pdf</a>	19	6.54%
Click here to view in your browser <a href="http://hillsboroughptas.org/pta/pta110.pdf">http://hillsboroughptas.org/pta/pta110.pdf</a>	14	4.31%
Click here for the application <a href="http://hillsboroughptas.org/pta/pta110.pdf">http://hillsboroughptas.org/pta/pta110.pdf</a>	8	3.60%
Special Rules of Order <a href="http://hillsboroughptas.org/pta/pta110.pdf">http://hillsboroughptas.org/pta/pta110.pdf</a>	8	3.60%

**Activity** (12 Hours)


Horizontal axis represents time since launch

**Reply-To Address** info@hillsboroughpta.org

**ROI Calculator** Click here to enable ROI tracking.


**Top Performing Lists**

Name	Sent	Open	Click	Bounce	Unsub	Non-Resp.
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[www.twitter.com](http://www.twitter.com)

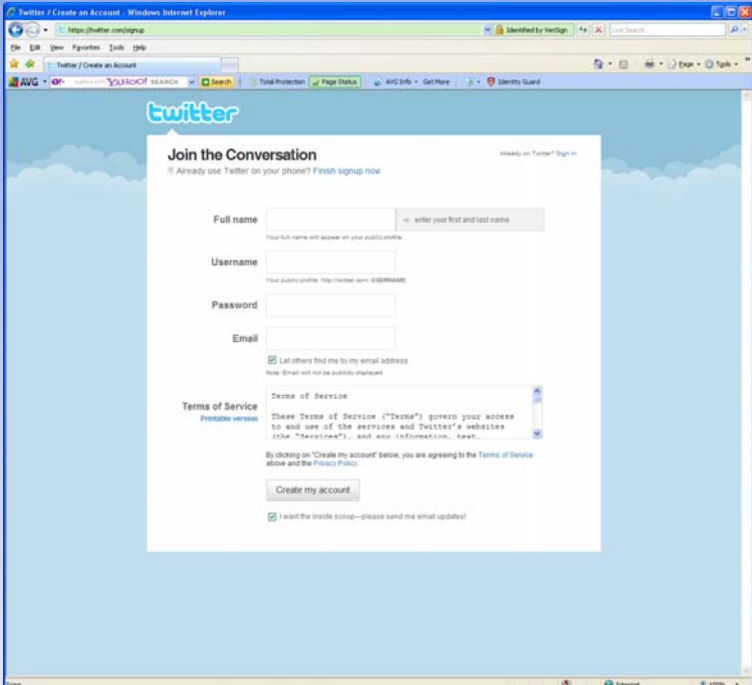
- Great for short information blurbs (140 characters or less)
- Don't overuse



- Pros
  - Immediate distribution
  - Parents can receive "tweets" on their cell phones
- Cons
  - Very limited in size (140 characters)
  - No un-do ... once you've sent a tweet, it's out there
  - Parents must "follow" to receive on cell phone
    - Text "on hccptaptsa" to 40404



- Best Uses
  - Late-breaking news, like a date or location change
  - Reminders
  - Announcements
  
- Exercise Caution
  - Don't send at odd hours
  - Don't overuse; save for important or urgent items



Twitter / Create an Account

Join the Conversation [Already on Twitter? Sign in](#)

If already use Twitter on your phone? Finish signup now.

Full name  enter your first and last name  
Your full name will appear on your public profile.

Username   
Your public profile: [http://twitter.com/XXXXXXXXXX](#)

Password

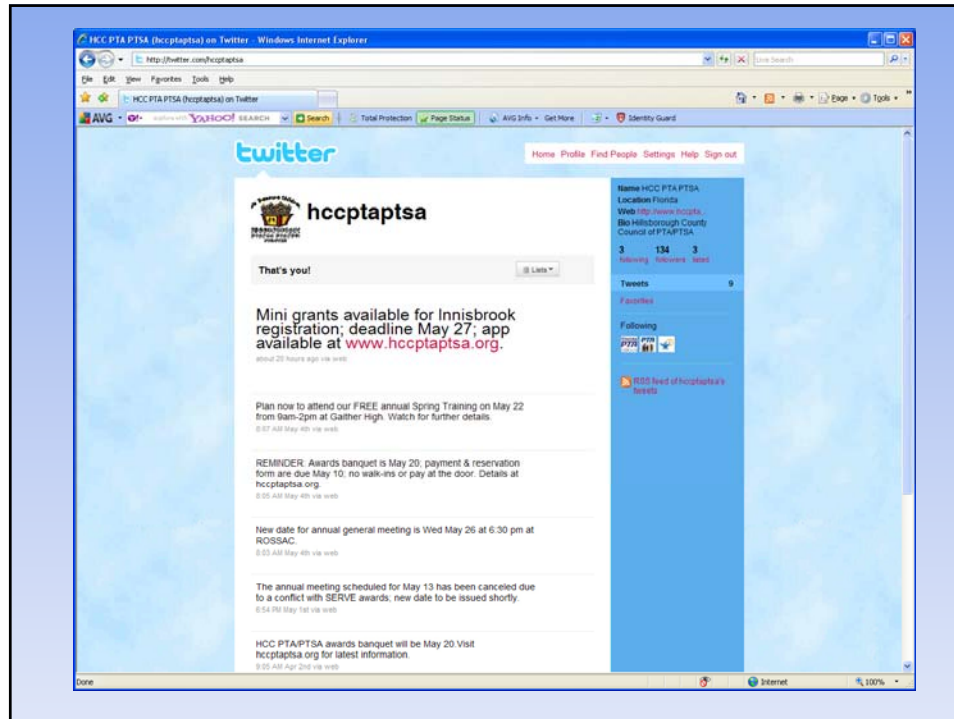
Email

Let others find me by my email address  
Note: Email will not be publicly displayed.

Terms of Service [Portable version](#)  
These Terms of Service ("Terms") govern your access to and use of the services and Twitter's website (the "Services"), and any information, text...

By clicking on "Create my account" below, you are agreeing to the Terms of Service above and the Privacy Policy.

I want the inside scoop—please send me email updates!




**facebook** [www.facebook.com](http://www.facebook.com)

- A cross between website, e-Newsletter, and Twitter
- [www.facebook.com](http://www.facebook.com)
  - Can create pages for an organization
  - Post events, announcements, and information

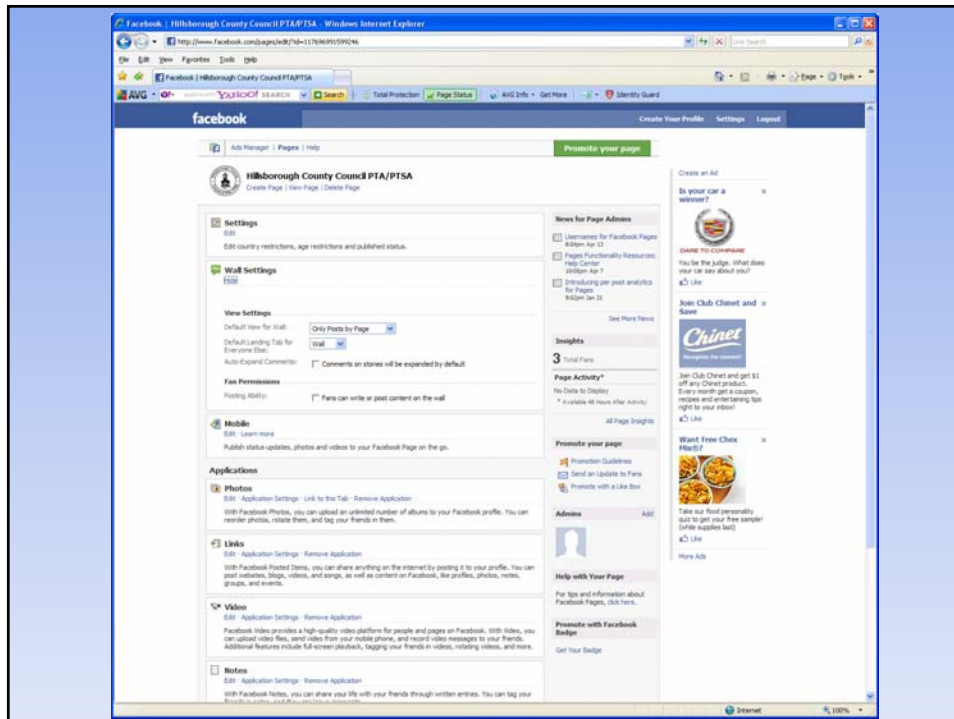
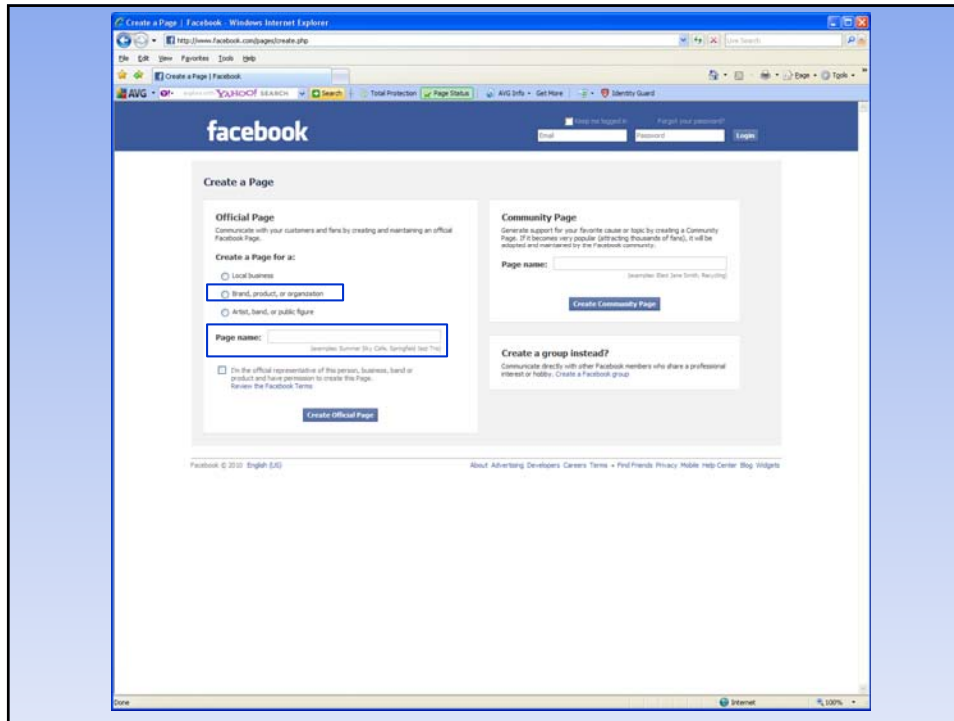
The word "facebook" is written in white lowercase letters on a dark blue rectangular background.

- Pros
  - Virtually immediate distribution
  - Parents can see your news every time they log in
  - No size limit like Twitter
- Cons
  - More complicated to set up
  - Must monitor comments posted by others

The word "facebook" is written in white lowercase letters on a dark blue rectangular background.

- Best Uses
  - News
  - Reminders
  - Announcements
- Exercise Caution
  - Just like a website, information is available to anyone
  - Think safety if posting photos
  - Monitor comments by others





## Parent Link

- Sends voice message to telephone numbers
- Great for reminders and announcements
- Pros
  - Passively delivered to your audience
  - Can restrict delivery to subcategories
- Cons
  - Must coordinate and schedule with school administration

Communication is a  
Two-Way Street

## Getting Feedback



As of 6/1/10, this company limited the services of the free forms. We have found a similar service, still for free, from formchamp.com



[www.esurveyspro.com](http://www.esurveyspro.com)


## Surveys

- Gather data (usually anonymously)
- Great to see how much support an event/cause has
- Not useful if you need specific information about the respondents

**SPSS Surveys Boost Profit**  
 Get This Free White Paper & Learn To Boost Profits With SPSS Surveys.  
[www.spss.com](http://www.spss.com)

Ads by Google

**HCC PTA/PTSA Local Unit Survey**  
 Answers marked with a \* are required.



1. Select One \*

Elementary
  Middle
  High
  K-8

2. Have you attended a Council meeting this year? \*


Yes
  No

3. Have you attended a Council training this year? \*

Yea
  No

4. Your Position \*

[Quit](#)
[Finished](#)



Welcome  
[info@hccptapta.org](mailto:info@hccptapta.org)  
[My Account](#) [Logout](#)

Home
Pricing
Features
Survey Templates
Company
Resources
Support

**Quick links**

MY ACCOUNT HOME

---

Ads by Google

**Employee Satisfaction Surveys**  
 Learn how engaged employees create engaged customers & increase profit  
[www.a1eagiance.com](http://www.a1eagiance.com)

CREATE SURVEY

MANAGE SURVEYS

CUSTOM SURVEY STYLES

MANAGE INVITATIONS

---

CREATE NEW POLL

MANAGE POLLS

CUSTOM POLL STYLES

POLL LANGUAGES

POLL WIDGETS

---

MANAGE ACCOUNT

LATEST NEWS

FAQ

BLOG

---

NEED HELP?  
 Contact us now!

**Survey Reports: HCC PTA/PTSA Local Unit Survey**

[Results Overview](#)
[Summary Report](#)
[Respondent Details](#)
[IP Analysis](#)

Display entire survey

[Filter Results](#)

[View Details](#)

[Export](#)

[Printer Friendly](#)

[Export to PDF](#)

Expand open text questions

**Page 1. HCC PTA/PTSA Local Unit Survey**

1. Select One	% of Respondents	Number of Respondents
Elementary	0.00%	0
Middle	33.33%	1
High	66.67%	2
K-8	0.00%	0
<i>Number of respondents</i> <b>3</b>		
<i>Number of respondents who skipped this question</i> <b>0</b>		
2. Have you attended a Council meeting this year?	% of Respondents	Number of Respondents
Yes	66.67%	2
No	33.33%	1
<i>Number of respondents</i> <b>3</b>		
<i>Number of respondents who skipped this question</i> <b>0</b>		
3. Have you attended a Council training this year?	% of Respondents	Number of Respondents
Yes	100.00%	3
No	0.00%	0
<i>Number of respondents</i> <b>3</b>		
<i>Number of respondents who skipped this question</i> <b>0</b>		
4. Your Position		
<i>Number of Respondents</i> <b>3</b>		

# Email Forms

- Gather data (specific to each respondent)

- Great for applications, RSVPs

As of 6/1/10, the company shown limited the services of the free forms. We have found a similar service, still for free, from formchamp.com

**We Treasure Children**  
PTA/PTSA  
May 22, 2010 Training RSVP

Please complete the form and click submit when done.

School/PTA Name   
Email Address   
Total Number of Attendees

Please check all that apply  
(at least 1 from your group will attend)

9:00 Classes  President I  
 Treasurer I  
 Secretary: Minutes & Parliamentary Procedure  
 The Principal's Role in PTA  
 Awards

10:00 Classes  President II  
 Treasurer II  
 Using New Communication Techniques  
 Harnessing the Power of your Council  
 Putting the S in PTSA

11:00 Number Attending Lunch/Gates Grant Presentation

12:00 Classes  President I  
 Treasurer I  
 Planning Effective Programs  
 Common Core State Standards

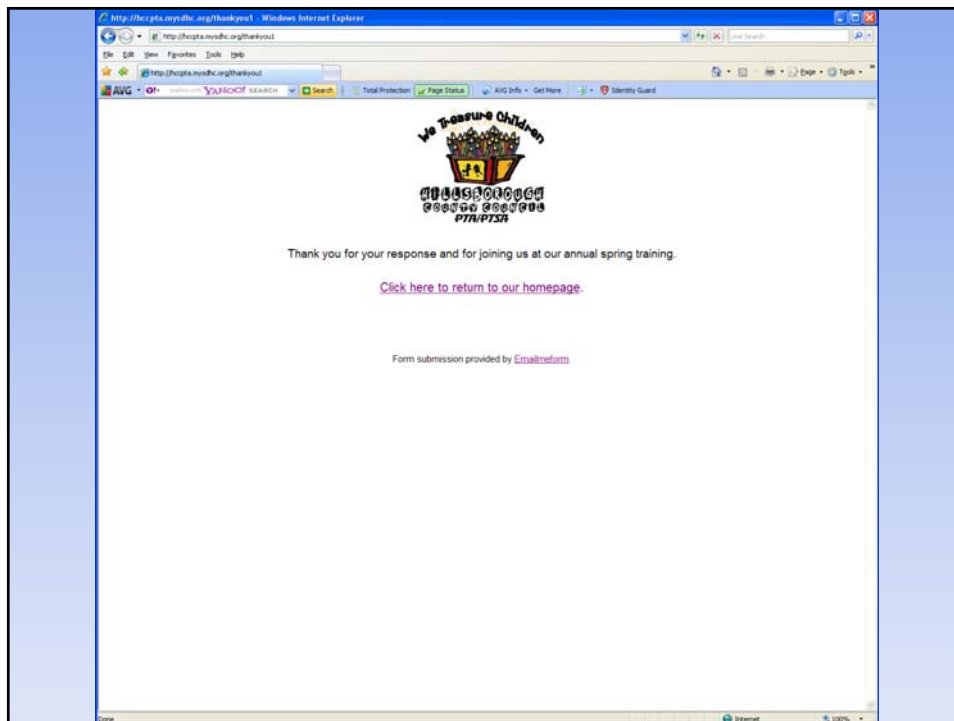
1:00 Classes  President II  
 Treasurer II  
 Reflections  
 PTA Advocacy  
 Local Unit Role in Florida PTA

Image Verification: Please enter the text from the image  
 [ Refresh Image ] [ What's This? ]

Submit Reset

Powered by EMF PTA Forms





## Maintain Professionalism

### Keep It Professional

- Remember, anything we publish is a reflection on our PTA and school
- Adhere to PTA policies
  - Non Partisan
  - Non Sectarian
  - Non Commercial
    - You can thank a person or business for supporting your PTA, but you cannot endorse them

## Use of PTA Logo

- Logo can be downloaded from National PTA website
- Both the PTA/PTSA logo and the tagline *everychild.onevoice.*<sup>®</sup> are registered trademarks of National PTA and the registered trademark symbol should be used <sup>®</sup>
- The logo and tagline should always be in the same color – the official blue, all black or all white
- You can customize the logo to add your PTA/PTSA name – must use Arial in bold

Your PTA Here  
**PTA**<sup>®</sup>  
*everychild.onevoice.*<sup>®</sup>

Your PTSA Here  
**PTSA**<sup>®</sup>  
*everychild.onevoice.*<sup>®</sup>

## Use of PTA Name

- PTA and PTSA should always be in CAPS with no periods
- To make plural, simply add an s (no apostrophe)
  - PTAs
  - PTSAs
- To make possessive (i.e., ownership) use the apostrophe
  - PTA's
  - PTAs'
  - PTSA's
  - PTSAs'

