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ABC Council PTA

1925-2015



every child. one voice

ABC Council PTA

won 2016 Spotlight award

from CA PTA for Council Communication

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### What program did you organize?

ABC Council PTA has been using our new website ([www.abccouncilpta.org](http://www.abccouncilpta.org)) to communicate with all units on various events and activities and sharing helpful links from CAPTA and National PTA websites.

We had a volunteer board member build a portal for units to upload various documents which helped with compliance and reduce audit issues and improve communication with the units.

We have a very active facebook group (<https://www.facebook.com/groups/abcpta/>) we use to share helpful, timely information and event notifications and pictures from various units.

Recently, a mobile site was launched at <http://www.abcptsa.org/mobile>

For the 50<sup>th</sup> anniversary celebration carnival of the ABC School district, we had a booth with PTA information and a clown entertain kids helping to attract many parents to PTA.

We play helpful videos and share various resources from PTA websites at our monthly unit presidents meetings using a projector.

At our unit Presidents & Principals dinner, we had a game to demonstrate and improve the collaboration between them.

### 2. Why was this program developed?

Communicate important information, freely available on PTA websites, in a timely manner to the right audience.

To improve the communication among council board members, unit board members and unit members. Make communication real time, using social media and online trends, reducing paper trails, become more environment friendly.

Help units submit various documents faster, more efficiently via secured online portal. Reduce compliance issues and audit violations.

Address shortage of paper membership cards using eCards on smartphone using mobile website. Help more members receive membership cards on time.

Exploit Social media frenzy to increase PTA adoption and participation by parents, students and teachers.

When council PTA officers change, make the transition easy and smooth by asking officers to use official emails instead of personal emails and giving it more authenticity.

### **3. How was your program implemented?**

Our VP-technology took initiative and implemented the programs with support from other board members.

Created a website [www.abccouncilpta.org](http://www.abccouncilpta.org) for ABC Council PTA following the guidelines provided by PTA.

Started a Facebook group and moderated the posts to make sure they are appropriate for the audience, using the guidelines provided by PTA. Encouraged units to collaborate, sharing events and pictures, learning from each other, inspired by other's success.

Created official emails (like [president@abccouncilpta.org](mailto:president@abccouncilpta.org), [treasurer@abccouncilpta.org](mailto:treasurer@abccouncilpta.org)) for use by all council officers.

Mobile site was created with electronic membership card feature to view, print and save eCards using smartphones and tablets.

We have created inspiring videos (see some on our website) showcasing our events to get members excited and get more involvement.

### **4. How will you continue to promote and sustain your program's objectives during the year?**

After the elections in April and before new school year start, provide training for future officers and make sure they continue our work.

Work with school staff to teach students web development and help them maintain the website, portal and Facebook groups. This will help students acquire essential IT skills for their future, help parents and teachers see more value in PTA, getting more support and adoption.

### **5. What was the impact of your program on your school community?**

Facebook group helped units collaborate and learn from success stories of others like Fire up your feet, Kick ball with Dads, Teacher appreciation lunch.

These help other units learn and get inspired and use them for their own success in the form of more parent, teacher involvement.

All these initiatives help communicate with units and members in real time, avoiding paper trails and helping PTA set example by becoming environment friendly!