



# COMMUNICATIONS

The communication chair is responsible for ensuring that your members, families, school community, and beyond know what your PTA is doing. This includes marketing the PTA and telling the PTA story, informing of events and meetings, and ensuring that the community is aware of the advocacy work of the PTA at the local level as well as by Texas PTA and National PTA.

## TOP THINGS TO KNOW FOR THIS POSITION

1. What to do **FIRST**: Complete Key Trainings and the Getting Started Items on the back side of this page.
2. Communication chairs are unique in every PTA. Some PTAs have one communication chair responsible for all types of communication, while other PTAs may have several chairs. Make sure you understand the specifics of our position by meeting with the previous chair, reviewing your standing rules, if applicable, and meeting with the president to discuss expectations.
3. Develop your Plan of Work based on your responsibilities and goals and submit it to the executive board for approval.
4. If your position is best served by involving others, form a committee. Recruit a team of volunteers with various ideas, talents, and skills.
5. Collect information from the executive board, teachers and staff, sub-committee chairs, Texas PTA, and National PTA to share with the PTA community. Communicate deadlines often and set deadlines for yourself as well.
6. If you have a committee, hold committee meetings as needed.
7. Refer to the Communications Resource Guide often. It has a wealth of information, from using the PTA Brand to how to set up a website.

## KEY TRAININGS

- Foundations ESSENTIALS:** An introductory course for new PTA leaders required once in their PTA service
- BASICS Boardsmanship:** Required online course for all executive board members.
- BASICS Communications:** Required online course for all communication chairs.
- BASICS Boardsmanship & Communications Resource Guides:** Written guide to provide more in-depth answers to questions about serving in your position and serving on the executive board.

## IMPORTANT DATES AND DEADLINES

- **Within 30 days of Election or Appointment:** Complete ESSENTIALS and BASICS training
- **August: Develop a Communications Plan:** collect input from the president, principal, and staff to discover the needs of the school community
- **August:** Review Texas PTA Social Media Policy and ensure that it is adopted by your membership annually unless it's been incorporated into your Standing Rules.
- **August:** Ensure you have all of the necessary passwords for all communication tools and platforms.
- **August:** Familiarize yourself with the Texas PTA Back the Future campaign
- **Every Month/As Needed:** Collect information to share with your PTA Community.

**Questions? Find more resources at [txpta.org/communications](https://txpta.org/communications). Contact your Council PTA or Field Service Representative. In addition, you can email [vpl@txpta.org](mailto:vpl@txpta.org) or contact the Texas PTA State Office at 1-800-TALK-PTA.**

# Quick Start Guide

*The BASICS materials provide essential training for many PTA positions. This guide is just the beginning!*

## ABOUT PTA

The mission of PTA is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

*What this means: We engage, empower, and advocate to achieve our vision—every child's potential is a reality. Our mission statement guides us and should drive any significant decision. The funds we raise are used to support our mission.*

## WHAT IS PTA?

PTA is a 501c3, member-based association that advocates for the best interest of ALL children in many areas. It is self-governing and non-partisan. PTA advocates for or against issues but does not endorse any candidate or political party.

*What this means: You are a member of a nonprofit executive board and therefore have certain legal responsibilities. Executive board members have three fundamental fiduciary duties: the duty of care, duty of loyalty, and duty of obedience. Executive board members act as trustees of the PTA's assets and must exercise due diligence to oversee that the PTA is well-managed and that its financial situation remains sound. The executive board verifies that all filing requirements and tax obligations are completed.*

## OUR PURPOSE

- Welcoming families into the school community
- Communicating effectively
- Supporting student success
- Speaking up for every child
- Sharing power
- Collaborating with communities

## PTA STRUCTURE

Members  
 Local PTA (campus level)  
 Council PTA (district or community)  
 Texas PTA  
 National PTA

## FINANCE

### The Life Cycle of A Budget

- Elected/appointed executive board members create plans of work which include a budget detailing project-related expenses.
- PTA happens, and expenses occur.
- The executive board approves the plans of work and the membership votes to adopt the budget plan. Financial reports are presented at each regular executive board and membership meeting. Financial reconciliation happens at the end of the year, and the membership receives the report at the first meeting of the next school year.

## TRAINING

Scan the code or visit [txpta.org/training](http://txpta.org/training) to learn more.



## GETTING STARTED

As a leader in PTA, there are a few things you need to do to start the year.

ONE	TWO	THREE	FOUR
First, join your local PTA! All executive board members must be PTA members.	Next, register with Texas PTA at <a href="http://txpta.org/register-as-a-board-member">txpta.org/register-as-a-board-member</a> .	Your local PTA secretary asks all executive board members to sign a Confidentiality, Ethics, and Conflict of Interest Agreement.	Your local PTA president asks all executive board members to create a Plan of Work which begins the annual budget process.

