

Duties of PTA Committee Chairs

Table of Contents

Duties of Every Committee Chair.....	2
Duties of the Bylaws Chair.....	3
Duties of the Community Outreach Chair	4
Duties of the Health & Safety Chair	5
Duties of the Historian.....	6
Duties of the Hospitality Chair.....	7
Duties of the Legislative or Advocacy Chair	8
Duties of the Membership Chair	9
Duties of the Parent/Family Involvement Chair.....	10
Duties of the Program Chair	11
Duties of the Publications & Media Chair.....	12
Duties of the Reflections Chair	13
Duties of the Volunteer Coordinator.....	14
Duties of the Website Coordinator	15

Committees and Committee Chairs

Duties of every committee chair

Become familiar with the *PTA Quick-Reference Guides* which are mailed to PTA presidents. The *PTA Quick-Reference Guides* are also available on the National PTA website at:

http://www.pta.org/reference_guides.asp

The Username and Password on your PTA membership card are required to access the *PTA Quick-Reference Guides* on the website.

Become familiar with resources on the National PTA website at www.pta.org and the Iowa PTA website at www.iowapta.org

Become familiar with the bylaws of your PTA

Be knowledgeable in the area in which you serve and be a member of the local PTA

Protect members' privacy by allowing NO distribution of membership lists to outside interests

Perform duties as indicated in your bylaws, policies and standing rules

Prepare a plan of work including goals, action steps, timelines, budget, evaluation and identify who is responsible for each step. Have the plan approved by the board. Request monies to be budgeted for your programs and projects.

Maintain a procedure book, which can be a three-ring binder. It should contain the plan of work, a record of work done, bylaws, agendas, minutes, budget, contact information for anyone associated with the committee including resource people, and other helpful material.

Confer with the president before adding members to the committee

Spend money only within the approved budget

Study materials distributed by the PTA

Attend meetings as appropriate for your position

Make reports promptly

Answer correspondence promptly and keep correspondence files. Copy others as appropriate.

Transmit procedure book, records, reports, and other materials promptly to successor and train you successor

Return to the treasurer, without delay, any funds pertaining to the position

Take advantage of opportunities to train for PTA leadership

In cases where there are co-chairs, only one person shall be designated as the official contact person for Iowa PTA and National PTA, and only one set of materials will be mailed to the person so named.

Iowa PTA will send e-mail to all co-chairs if e-mail addresses are provided to Iowa PTA.

Ensure that your PTA is not used by other individuals, groups or organizations to promote non-PTA interests. In voter surveys, PTA is widely respected for its positions on children's issues. Every PTA member and PTA must safeguard the reputation and integrity of the organization by avoiding these situations. Unauthorized use of the PTA name should be reported to the Iowa PTA office at 515-225-4197 or 800-475-4782 or send email to

ia_office@pta.org

The following list of duties of committee chairs is provided as a suggestion and may be adapted by your PTA as necessary to meet the needs of your organization.

Duties of the Bylaws Chair

Each local PTA or PTSA is a self-governing unit, with the structure and specific regulations prescribed in bylaws that the members have adopted. The bylaws are the “final word” in any dispute. They may not be suspended even by unanimous vote.

In addition to the duties of every committee chair, the duties of the Bylaws Chair are:

Become familiar with your PTA’s bylaws. If you cannot locate a copy of your PTA’s bylaws, contact the Iowa PTA office for a copy.

Distribute copies of the bylaws to all board members and other PTA members upon request

File the approved copy in the secretary’s permanent minute book for safekeeping and quick reference

Review your PTA’s bylaws every year. Make any changes to # sections of the bylaws if notified by Iowa PTA to do so. Follow procedures in local unit bylaws (usually found in the last article of the bylaws) for amending bylaws, giving proper notice to membership prior to a vote. A 2/3 majority is required to in any vote to amend the bylaws. Submit bylaws to Iowa PTA for approval any time they are amended or every three years, whichever comes first. Detailed instructions for amending bylaws and getting Iowa PTA approval can be found at:

http://www.iowapta.org/files/documents/pdf/Bylaws_Information_Sheet.pdf

Study and discuss bylaws at board meetings. A copy of the bylaws should be a part of the procedure book for each officer and committee chair

Immediately bring to the attention of the board any violation of the bylaws

Duties of the Community Outreach Chair

Iowa PTA recognizes that involvement of diverse populations enriches PTA activities and, more importantly, enhances the well being of all children and youth. Community Outreach is PTA's commitment to include the entire community in all phases of PTA programs and activities. It is of such importance that it must be given top priority when planning PTA activities. A concerted effort must be made to involve every member of the community in PTA, including but not limited to parents, step-parents, foster parents, grandparents, students, teachers, school staff, school administrators, law enforcement officers, governmental services and agencies, and businesses. Everyone needs to be included.

In addition to the duties of every committee chair, the duties of the Community Outreach Chair are:

- Form a committee whose members are representative of the school and community

- Develop a community outreach plan and set goals

- Develop activities that include and would be of interest to students, single parent families, working parents, grandparents, senior citizens, people with disabilities, non-English speaking people and community business people

- Provide a translator for meetings, as needed

- Reach out through other groups to co-sponsor events or activities with: student leadership and school organizations, local school councils, other PTAs in your community, community or government groups and agencies, senior citizen centers and civic organizations, local chambers of commerce, and businesses

- Promote and publicize your activities through your PTA newsletters, email, website, flyers, local newspaper, personal telephone calls, and public service announcements (PSAs).

- Communicate opportunities beyond PTA activities to appreciate and learn more about cultures from around the world (e.g., museums, festivals, special events/activities, books, TV programs, videos and movies)

- Encourage community outreach projects that promote awareness of the school as part of the community

- Encourage projects for the community, such as clothing and food drives, disaster relief, etc.

- Encourage volunteer programs that enrich and enhance educational opportunities for all children

- Provide an orientation and welcome packet to new students and parents

- Organize activities that encourage parent and community involvement in public schools

- Evaluate each activity while in progress, at its completion, and at the end of the year. Ask:

 - Were you successful in your outreach efforts?

 - Did those participating show an interest in the program?

 - Will they come again? Will they bring others?

 - Was it accessible to them?

 - Will they become involved on your PTA board?

 - What would you do differently?

 - Were there conflicts in planning (scheduling, translators, facilities)?

 - Was the program timely and of interest to participants?

 - How could you reach more people?

 - What made the program a success?

 - Were your goals reached? Do your goals need to be revised?

- You know your outreach efforts have succeeded when:

 - The make-up of your PTA reflects the make-up of your school community.

 - You have some new PTA board members every year who represent all parts of your school community.

 - New people are at each PTA association meeting and many come to the next meeting.

 - PTA members ask questions and make suggestions during association meetings.

 - Your involved membership includes students, teachers, community, and extended family members, not just parents.

 - Members talk and socialize together before your meeting starts.

 - Membership and outreach are part of all PTA activity planning.

 - Your PTA board and membership does not think in terms of "them" and "us."

- adapted from Georgia PTA

Duties of the Health & Safety Chair

Health is a state of physical, emotional and mental well being, not merely the absence of disease or infirmity. Promoting healthy behaviors is the responsibility of all the stakeholders (parents, teachers, school and community) to ensure the well being of all children. Safety programs are designed to educate children, youth and/or parents to prevent injuries or death.

In addition to the duties of every committee chair, the duties of the Health & Safety Chair are:

Educate parents and community on the health and safety needs of children and how to meet those needs. Promote and provide essential materials and information concerning health and safety issues. Whenever possible, provide materials in multiple languages.

Promote programs that teach children and youth to respect and care for themselves

Determine the health and safety education needs in the community. Contact school administrators to express interest in related programs or projects. Survey teachers and school personnel (school nurses) on needs and effects of existing services within the school.

Invite health and safety professionals to PTA meetings to promote comprehensive programs. Put articles in newsletter and on the website.

Serve on or work with your School Wellness Team (parent participation is required by law) to develop, promote, and maintain a wellness plan for the school

Work with your local police/fire department and emergency management agencies. They offer many programs such as fire safety, CPR, first aid and drug education.

Program ideas:

Physical Fitness (e.g., Fun & Fitness Day, Health & Wellness Challenge)

Nutrition (e.g., Healthy Snacks Cookbook)

First Aid

Immunizations

Health Fair

Dental Health (e.g., speakers, poster contest)

Hand Washing

Blood Drives

Tobacco, alcohol, and drug abuse prevention and awareness

Helping Parents Talk to Teens (e.g., teen pregnancy, HIV/Aids, sexually transmitted diseases)

Sun safety

Fire safety

Bike, skateboard, skate, and scooter safety (stressing the importance of helmets and other protective gear)

Playground safety

Bus safety

Child restraints (e.g., car seats and seatbelts)

Hearing and vision screening

Fad diets

Eating disorders

Team Nutrition Kits (provided through the USDA)

- adapted from Georgia PTA

Duties of the Historian

In addition to the duties of every committee chair, the duties of the Historian are:

Compile a record of the activities and achievements of the association and provide historical facts which may be needed by officers and committee chairs

Be responsible for preserving a list of officers and committee chairs, amendments to bylaws, list of special activities carried on during the year with any available photographs and newspaper clippings, list of awards given by the PTA or received by the PTA, and other important materials

Maintain accounts of current activities in a scrapbook or other file, being careful to include correct names and complete dates. Include mementos, photos, press clippings, newsletters, flyers, etc.

Place a copy of the history or scrapbook in a central location where parents and visitors to the school can enjoy it.

Compile a brief narrative at the end of the year so that a chapter may be added to a running history of the PTA.

Distribute the narrative in the newsletter, post it to the website, or present it at a meeting near the end of the year.

Collaborate with the Founders Day Chair to promote the history of your PTA during Founders Day activities (February 17)

- adapted from Georgia PTA

Duties of the Hospitality Chair

The Hospitality Chairperson is the official host of the PTA and, with a committee, has the responsibility of establishing a friendly, comfortable atmosphere at PTA meetings and events. The Hospitality Committee helps to create a sense of belonging that invites members to become involved in PTA activities.

In addition to the duties of every committee chair, the duties of the Hospitality Chair are:

- Work in cooperation with the committees who plan programs or events

- Develop practices that are reflective of the various cultures in the school and community (social events, programs, refreshments, decorations, etc.)

- Be knowledgeable about department of health and school district policies regarding restrictions on home prepared food

- The Americans with Disabilities Act requires that disabled persons must be reasonably accommodated by modifying policies, making physical changes, and obtaining equipment to assist their participation in an activity. For PTA meetings/events, this could include seating in a location to accommodate a member's special need, providing written handouts to supplement discussion and/or providing qualified readers or interpreters for individuals having a hearing or sight impairment.

- Make arrangements for baby-sitting if needed in compliance with school district policies and insurance coverage

- Prepare name tags, registration sheets, and any decorations to be used

- Obtain names of special guests from president or program chairperson and carry out any special arrangements that have been planned for them

- Make arrangements for an adequate number of chairs, lectern, microphone, water and glasses, head table, flags, flipchart, audio-visual equipment, etc

- Arrange to have tables for registration, membership, exhibits, etc

- Be sure adequate food, beverages, and supplies are available

- Arrive early to be sure the door is unlocked, lights are on, temperature is comfortable and the room is ready

- Be sure meeting place is left in order and PTA belongings properly stored

- Record expenditures and other notes about meeting details in your procedure book

- Send thank you notes in consultation with the president and/or other committee chairpersons involved

- adapted from Georgia PTA

Duties of the Legislative or Advocacy Chair

Since 1897 the PTA has worked to improve the lives of children and their families. PTA volunteers have used their time, energy, experience and knowledge to bring about changes in laws, policies and programs for the benefit of children and youth. PTA is a nonprofit, noncommercial, nonsectarian, and nonpartisan organization whose members can and should speak out on behalf of *all* children. Your PTA may work to promote a National PTA or Iowa PTA issue without a vote of your membership. Your PTA may NOT take a conflicting position; however, your PTA may choose to remain silent on the issue. If an official position by National PTA or Iowa PTA does not exist, your PTA may adopt a resolution by a vote of your membership prior to speaking on the issue.

In addition to the duties of every committee chair, the duties of the Legislative or Advocacy Chair are:

Take the National PTA E-learning course, "How to Be an Effective Advocate for Your School."

Go to: <http://www.pta.org/1449.htm>

The Username and Password on your PTA membership card are required to take an E-learning course.

Learn about National PTA issues at http://www.pta.org/take_action.asp - while on the site, sign up to receive National PTA's legislative e-newsletter, *This Week in Washington*, to stay informed about federal issues.

Learn about Iowa PTA positions on issues at

http://www.iowapta.org/en/legislative/joining_the_legislative_network.cfm

Receive timely information about state issues via email by joining the Iowa PTA Legislative Network. To join, go to:

Be familiar with the advocacy rules for nonprofit organizations in *Guidelines for Advocacy* at:

http://www.iowapta.org/en/legislative/how_to_advocate.cfm

Because PTAs are 501(c)3 tax-exempt organizations, the IRS rules regulating some types of legislative activities must be followed. PTAs may NOT support or oppose political parties or candidates. PTAs may ONLY engage in nonpartisan, issue-oriented lobbying that does not exceed about 5% of the PTA's time and money. The following activities are educational and are not considered lobbying:

- Reporting on passed, or pending, legislation to members

- Reporting state and national PTA positions to PTA members

- Adopting PTA position statements

- Researching an issue without bias toward one side or the other

Refer to *Guidelines for Advocacy* before becoming involved with legislative forums or ballot issues.

Be familiar with tips for advocating in *Advocating to Lawmakers* at:

http://www.iowapta.org/en/legislative/how_to_advocate.cfm

Communicate regularly with your legislators and develop a relationship with them. This is essential to effective advocacy. Talk to them at the capitol or at local legislative forums. Write letters or postcards, send email and make phone calls.

Set up an email list of PTA members, educators, and other advocates for children so that information can be distributed in a timely manner. Forward legislative updates and alerts sent to you by National PTA and Iowa PTA as well as information about local issues.

Report on local, state and national issues at PTA meetings and promote National PTA and Iowa PTA positions

Write articles about the issues for your PTA newsletter

Provide members with the names and contact information of their legislators and school board members

Encourage and educate PTA members to be effective advocates for children and parents.

Work with other organizations, associations, and agencies that have concerns compatible to those of PTA

If your local issue addresses a statewide concern, submit a resolution or legislative item (planks) to Iowa PTA to get the power of the state PTA behind your issue! For more information go to:

http://www.iowapta.org/en/legislative/resolution_process.cfm

Duties of the Membership Chair

Members make it possible for PTA to carry out its mission on behalf of children and youth. The goals of the Membership Committee are to build an informed, active membership that supports the mission and purposes of the local, state, and National PTA, and to be aware of the local community's concerns about matters that affect the well-being of its children. In addition to recruiting parents, teachers, other school staff, community members, and students (if included in the PTA's bylaws), each PTA should make a year-round effort to involve and recruit new members, including all members of the community who share the goals of the PTA. PTA membership is open to anyone who supports the mission and purposes of the PTA.

In addition to the duties of every committee chair, the duties of the Membership Chair are:

Become familiar with the *PTA Membership Quick-Reference Guide* which is mailed to PTA presidents. The *PTA Quick-Reference Guides* are also available on the National PTA website at:

http://www.pta.org/reference_guides.asp

The Username and Password on your PTA membership card are required to access the *PTA Quick-Reference Guides* on the website.

Become familiar with the Membership section of the Iowa PTA website at www.iowapta.org

In conjunction with the Membership Committee, develop a membership growth plan that will direct the activities of the committee. A well-thought-out plan made early and carried out with enthusiasm and imagination throughout the year will contribute much to the success of membership development.

Select a theme or slogan, or join the statewide campaign. For information about the annual statewide membership theme, go to: http://www.iowapta.org/en/membership/membership_campaign.cfm

Send a cordial letter of invitation to join the PTA to the home of each student. Have the president and the principal sign the letter.

Have membership tables at registration day, open house and all PTA events during the entire school year

Administer distribution of membership cards to members upon payment of dues, one card for each member. This includes informing members of their National PTA local unit identification number. Fill out cards completely.

Never issue blank cards.

Provide information to members and potential members on the value and benefits of PTA membership.

Why PTA? Go to: http://www.iowapta.org/files/documents/pdf/Why_PTA.pdf

What are the benefits of membership? Go to: http://www.pta.org/pta_member_benefits.asp

For answers to frequently asked questions about PTA, refer to the *PTA Membership Quick-Reference Guide* and visit: <http://www.pta.org/1169.asp>

Collect and count membership money. (Money should always be counted by AT LEAST two people)

Remit membership money immediately to the treasurer and request a receipt. Include names and addresses of new members for the Dues Remittal Form and Membership Roster which must be sent to Iowa PTA.

For more information visit: http://www.iowapta.org/en/membership/membership_committee.cfm

Keep names, addresses, telephone numbers and email addresses of members and provide a duplicate copy for the secretary's official book.

Maintain accurate membership records and relevant information on the committee's work

Attend scheduled meetings as determined by the president

Attend leadership and membership training whenever possible

Evaluate membership efforts at the end of the year. Identify trends.

Celebrate your success! For information about PTA membership awards, go to:

http://www.iowapta.org/en/membership/membership_awards.cfm

Duties of the Parent/Family Involvement Chair

The Parent/Family Involvement Committee addresses the very foundation of PTA by promoting the welfare of all children. The inherent goal of the committee is to help strengthen, support, and sustain the involvement of parents in the lives of their children.

In addition to the duties of every committee chair, the duties of the Parent/Family Involvement Chair are:

- Become knowledgeable about National PTA's National Standards for Family-School Partnerships.

- For information, go to: <http://www.pta.org/2112.htm>

- Ensure that Parent-School Partnership Standards are included in all PTA functions

- Develop and implement PTA programs that focus on parenting skills and education

- Develop and implement PTA programs that assist parents in supporting student learning

- Develop strategies that increase the number of parents involved in volunteer activities, committees and advisory boards

- Address ways to strengthen home-school-community partnerships

- Compile and share information about community agencies that provide services to families

- adapted from Georgia PTA

Duties of the Program Chair

Providing information, resources, events, and activities for members is central to the work of PTAs. National PTA has information and resources to help you.

In addition to the duties of every committee chair, the duties of the Program Chair are:

Become familiar with the *PTA Programs Quick-Reference Guide* which is mailed to PTA presidents. The *PTA Quick-Reference Guides* are also available on the National PTA website at:

http://www.pta.org/reference_guides.asp

The Username and Password on your PTA membership card are required to access the *PTA Quick-Reference Guides* on the website.

Become familiar with the programs, workshops and presentations available from Iowa PTA. For information, go to: http://ipta.octadyne.net/files/documents/pdf/Presentation_Request_Form.pdf

Form a Program Committee or team

Identify priorities

Set a goal

Determine the type of program format (e.g., discussion, workshop, study circle)

Plan the program and develop a budget

Publicize the program

Deliver the program

Evaluate the program and follow up

- adapted from Georgia PTA

Duties of the Publications & Media Chair

In addition to the duties of every committee chair, the duties of the Publications & Media Chair are:

Refer to the National PTA website for instructions on using the PTA name and logo properly and other marketing tools: http://www.pta.org/pta_marketing_resources.asp

Use the National PTA publication, *Our Children*, to get articles and information for parents. Each issue contains a black and white “pull out” section with reproducible information for your newsletter. PTA presidents receive a copy of each issue of *Our Children* in the mail. The publication can also be accessed online at:

http://www.pta.org/pta_magazine.asp

Refer to Iowa PTA electronic newsletters and the electronic publication, *One Voice*, for state PTA information.

These are sent to all PTA officers in the state for whom we have email addresses. If you are not receiving our email, send your name and your PTA name to ia_office@pta.org and state that you are the Publications Chair and would like to receive electronic newsletters. Past issues of newsletters can be found at:

<http://www.iowapta.org/en/newsletter.cfm>

Adhere to PTA noncommercial, nonpartisan, and nonsectarian policies

Ask for time during meetings to discuss and promote publications

Display publications at meetings and events

Send copies of PTA publications to school board members, the superintendent, and to the public library

Determine the purpose of the newsletter and who your readers are. Always ask, “Do the readers really care about this?” Be sure the article is relevant before publishing it.

Never use material that criticizes any individual or group

Make publications eye catching so people will read it. This means neat, clean copy (no blurs or smudges), sharp black type and illustrations (uncluttered, with plenty of white space)

Make use of devices (such as screens, color blocks, arrows, bullets, and subheads) to break up copy, organize material and call attention to important items

Vary the look with photos or clip art. Avoid mixing the two and don’t overuse. Too much clip art is distracting.

Make sure each issue contains the name and address of the PTA and school. Include a masthead in each issue (the box with name of the newsletter), name and address of the president, editor, and information about the newsletter such as copy deadlines and frequency of publication.

Feature a mix of short informational items and longer, factual articles or mini-features

Invite the school principal and staff to write. Give them a specific topic, some pointers on what the audience would want to know, and a word limit.

Pay attention to grammar, spelling and usage

Edit for clarity and style and eliminate extra words and jargon

Use large, readable type, and headlines that are the right proportion to the type. For better readability, set type in columns, but don’t make them too wide.

Insist that your printer produce a good product. Don’t settle for faint, hard to read type.

Exchange newsletters with other PTAs; look at the content and layout of many publications. Imitate the best.

Feedback is necessary to find out whether your publication is achieving its goals. Take an opinion poll at board meetings. Insert a questionnaire to learn which information is most helpful to your readers.

Iowa PTA materials may be reprinted, please credit the source. Read National PTA materials carefully to determine when permission to reprint is required. Observe copyright laws by obtaining permission to reprint all non-PTA materials.

- adapted from Georgia PTA

Duties of the Reflections Chair

In addition to the duties of every committee chair, the duties of the Reflections Chair are:

Read “Conducting a Reflections Program” and other instructions on the Iowa PTA website:

http://www.iowapta.org/en/state_pta/programs/reflections.cfm

Visit the National PTA website for information on running an effective Reflections program:

<http://www.pta.org/2032.asp>

The Username and Password on your PTA membership card are required to access Reflections forms and instructions.

Read all information

Fill in chairperson’s box on the Official Entry Form (before copying!)

Establish a timeline – All entries are due to Iowa PTA on January 22

Set budget

Recruit help

Encourage participation

Allow students to create works; be prepared to answer questions

Make copies of rules and entry form and place in office or where students can easily pick them up

Recruit judges

Set judging dates

Identify a location to showcase works

Determine recognition and awards for participants

Collect works and organize for judging

Make sure that all entry forms are taped or stapled across the top and folded under on the fold line before you take them to be judged!

Judge entries

Complete the Local Unit Participation Form and FORM B

Organize and send up to 24 entries to the Iowa PTA for judging

Showcase works not advancing to the next level in the school or community library

Plan awards ceremony

Have the awards ceremony

Send thank you notes to judges and others

Attend the state Reflections recognition ceremony. Following the ceremony, take entries from your school back with you so they can be returned to the students.

Acknowledge students from your school who received recognition at the state or national level.

Duties of the Volunteer Coordinator

In addition to the duties of every committee chair, the duties of the Volunteer Coordinator are:

- Meet with the principal and PTA president to review school and district policies and procedures regarding volunteers
 - Assess the need for volunteers at your school
 - Recruit from all segments of the community
 - Match the volunteer's interest and skills with the task
 - Provide opportunities for orientation and training. Furnish a handbook or an information sheet to each volunteer about their responsibilities.
 - Provide identification badges for volunteers
 - Maintain a center for volunteer sign-in and recording of hours served
 - Keep an up-to-date listing of active volunteers
 - Provide volunteers with the names, addresses, telephone number and email addresses of school volunteer coordinator and PTA president, as well as names and contact information for school principal, secretary, nurse, media specialist, custodian and classroom teachers, including grade level and room numbers
 - Encourage every volunteer to reach out to another prospective volunteer
 - Publicize volunteer opportunities
 - Promote the value of the school volunteer program within the community
 - Plan a recognition activity for volunteers at the end of the school year, but also thank and recognize volunteers on an on-going basis throughout the year. After all, it's the only pay they will receive.
 - Assess the effectiveness of recruitment forms and update them regularly
 - Ask volunteers about their volunteer experience. Collect suggestions and make the changes to improve the experience.
 - Work with your school district's volunteer coordinator or parent involvement coordinator, if they have one
 - Avoid changing dates for meetings and events that have been set. Changes require rescheduling of the volunteer's time and child care arrangements leaving the volunteer to question the importance of the meeting or event.
 - When scheduling a meeting or event, be sure everyone knows its purpose and what will be expected of them in advance. No one likes to be ill-prepared for a volunteer project.
 - Keep meetings on track. Begin and end on time, follow an agenda closely.
 - Don't call people together to simply inform or entertain them. Make their time count for something.
- Reasons people volunteer:
- Because someone they love benefits
 - To set an example for children
 - Because they were asked
 - To meet people and because they enjoy working with people
 - To gain skills or experience
 - To use otherwise unused gifts or skills
 - Because of tradition
 - Out of concern (child abuse, teen pregnancy, etc.)
 - To have a sense of purpose
- Reasons people continue to volunteer:
- They were trained or prepared to do their volunteer job well
 - Someone asked them about their volunteer experience and for their opinion about how to make it better
 - You made them feel valued and they had a positive experience!

- adapted from Georgia PTA

Duties of the Website Coordinator

In addition to the duties of every committee chair, the duties of the Website Coordinator are:

Refer to the National PTA website for instructions on using the PTA name and logo properly:

http://www.pta.org/pta_marketing_resources.asp

Adhere to PTA noncommercial, nonpartisan, and nonsectarian policies

Clear all material with the PTA president before posting to the website. The PTA president is responsible for the accuracy of PTA information and compliance with PTA policies.

Iowa PTA materials may be reprinted, please credit the source. Read National PTA materials carefully to determine when permission to reprint is required. Observe copyright laws by obtaining permission to reprint all non-PTA materials.

Never use material that criticizes any individual or group

Do not publish, without permission, photographs or personal information about adults. Iowa PTA advises against publishing photographs or personal information about students – EVER.

Date all materials

Always make it easy for the reader to identify and find you. List the PTA name, contact information (not home addresses), email addresses, and phone numbers so that you can be reached for more information about your organization.

Feedback is necessary to find out whether your website is achieving its goals. Take an opinion poll at board meetings. Use a questionnaire to learn which information is most helpful to your readers.

Make suggestions that encourage others to contribute.

Remember, people don't read, they skim. Make sure your message is easy to find. Keep things brief and to the point.

Avoid graphics that overwhelm the reader and distract from your content.

Plan for maintenance. If you have funds allocated for your website, do not spend your entire budget on the initial development.

Every page should have a purpose and be designed to meet its goals.

Whether the website construction will be done commercially or by a volunteer: forward your edited copy (preferably on computer disk) by the expected date; mark a sample hard copy so your instructions are clear; keep a duplicate disk back-up of the copy submitted; and, if possible, test before the pages are posted publicly.

Linking to Iowa PTA and National PTA website information is better than duplicating the same material

An e-newsletter is an easy way to promote the site and generate new users. Keep the e-newsletter brief; provide short summaries of new information available on the site, and include links to the specific pages being discussed.

This allows the reader to get a preview and jump to the site easily.

- adapted from Georgia PTA