



EXECUTIVE BOARD

VICE PRESIDENT—COMMUNICATIONS

PURPOSE: TO FACILITATE COMMUNICATIONS WITHIN AND OUTSIDE THE PTSA; TO PROMOTE THE ORGANIZATION

Make sure your committee chairs know what to do, support them in getting it done and stay informed on their activities and budgets. A Vice President may be called upon at any time to assume temporarily the place of the President. The following committees are included in Communications:

- Newsletter Editor (enn)
- Web page
- Volunteer Coordinator

The Communications area is busy year round. Of all the areas on the board, this is probably the one that has the most effort on a monthly basis, even including the summer. These committees are the links that hold the PTSA together, so the chairs and the VP have to regularly seek out and disseminate information.

During the summer, have a meeting with all of the chairs in your area, to discuss responsibilities, to get to know each other, to discuss budget requests, and to welcome them. Establish open lines of communication.

During the school year, be aware of all upcoming events and communicate with all chairs *at least* monthly. Also communicate any news, plans, concerns, or questions to the co-presidents at least monthly.

During the school year, the website should be checked bi-weekly for outdated information and updated with upcoming relevant information. This responsibility should be a function of the VP-Communications, who then notifies the webmaster of the necessary changes.

Encourage all PTSA committee chairs to promote their activities in the PTSA electronic newsletter and web site. If any event might generate interest in the larger community, encourage the Publicity chair to submit an article in the local press.