

AGMS PTO
Marketing & Communications Policies and Procedures
2018-2019

The goal of these procedures and policies is to help all committees get information out quickly, effectively and accurately. It is the responsibility of every committee chair to be aware of the procedures and to submit information **regardless** of whether it is already on the school calendar.

PTO Executive Board and principal have final approval on all communications and the right to edit text submitted for clarity, brevity, etc.

I. Scope of Approved Communications

- a. The communication avenues described in the remainder of the document will be used only for topics that are directly applicable to AGMS, students or parents.
- b. Topics that are outside events or offers will **ONLY** be approved if they directly relate to AG school students or parents (sports offerings for applicable age group).
- c. Events or offerings for other schools will not be included, unless they are specific for rising students or prospective parents.

II. PTO Calendar

- a. The PTO maintains a calendar of PTO events throughout the year. It will be on the website and published in the directory. It is the responsibility of every committee to ensure the calendar is accurate and updated with changes. Any changes should be sent to Ghazale Johnston (ghazalejohnston@gmail.com) and Rebecca Drendel (rdrendel@gmail.com).
- b. The school staff also maintains a calendar of school events to ensure appropriate rooms are reserved. The two calendars should always be in sync.

III. Weekly email communication

- a. The weekly PTO email newsletter, "Bulldog Bulletin," is sent on Wednesdays.
- b. The deadline to be included in the newsletter is the **Friday** prior to publication date.
- c. When submitting information for publication, please provide the following:
 - i. Event/Item details.
 - ii. Specific dates and times (e.g. deadlines, beginning/end time of events).
 - iii. Contact information for questions (name, email and phone number).
 - iv. Links to be included (graphics and photos are discouraged).
- d. Newsletter items should be sent by the Friday before it is needed to run to Carmalita Monroe and Denise Portor (AGBulldogBulletin@gmail.com) with copies to Ghazale Johnston (ghazalejohnston@gmail.com) and Rebecca Drendel (rdrendel@gmail.com).

IV. Web site updates

- a. The website has general PTO information such as:
 - i. PTO Calendar and Roster
 - ii. PTO Forms (check request, deposit forms) and Procedures (Marketing & Communication, Financial, Fundraising)
 - iii. Archive of Meeting Minutes
 - iv. Archive of Bulldog Bulletin and link to sign-up

- b. The web site also has pages for the following committees; committee chairs are responsible for keeping information on their page current:
 - i. Spiritwear
 - ii. Community Partners
 - iii. Prospective Parents
 - iv. Bulldog Club
 - v. Invest in Excellence
 - vi. Outreach / Inreach
- c. All events that are submitted for “Bulldog Bulletin” weekly email will automatically be considered for the website.
- d. Additional items to be included on the web site (that are not in the weekly email) should be sent to Patrick Boyle (pmboyle72@gmail.com) with copies to Ghazale Johnston (ghazalejohnston@gmail.com) and Rebecca Drendel (rdrendel@gmail.com).
- e. The web site will be updated as needed. However, items for web site should be submitted at least two weeks in advance of the event or program (allow one week for posting and one week for display on website).
- f. Graphics, logos and photos are okay for website.

V. Message Board/Marquee

- a. Requests for messages/announcements on the marquee should be sent to Beth Cory (ecory2001@yahoo.com) with copies to Ghazale Johnston (ghazalejohnston@gmail.com) and Rebecca Drendel (rdrendel@gmail.com). at least two weeks in advance.
- b. Beth will manage a calendar of requests and work with staff and the PTO Exec Board to prioritize any competing messages.

VI. AG Closed Circuit TV

- a. AG TV is a great way to get messages to students regarding upcoming events (like Lost and Found or Honor Role awards).
- b. Teacher Ashli Calvert manages the morning “production” and can help schedule a guest appearance or arrange for students to present your topic. Please contact Ashli at least 2 weeks in advance at ashli.calvert@cms.k12.nc.us.

VII. Flyers, Banners or Other Printed Material:

- a. Banners and posters must be submitted for approval to principal (robert.folk@cms.k12.nc.us) and Ghazale Johnston (ghazalejohnston@gmail.com) and Rebecca Drendel (rdrendel@gmail.com) **one week** before printing. If no response is received in the allotted time, you may proceed.
- b. All documents, letters or flyers that are intended for the **entire school, entire staff, or entire grade** must be submitted for approval to principal (robert.folk@cms.k12.nc.us) and Ghazale Johnston (ghazalejohnston@gmail.com) and Rebecca Drendel (rdrendel@gmail.com) **one week** ahead of printing. If no response is received in the allotted time, you may proceed.
- c. All documents with smaller distribution than above must be submitted for approval to Ghazale Johnston (ghazalejohnston@gmail.com) and Rebecca Drendel (rdrendel@gmail.com) three days in advance of printing. If no response is received in the allotted time, you may proceed.

- d. There are several options for documents requiring copies. Please note that the PTO **WILL NOT** reimburse for copies made outside of these options.
 - i. “Self Serve” at the school for simple copying on standard paper:
 - ✓ There are copy machines for PTO use in the media center workroom.
 - ✓ The copy machine is for 14 or fewer copies; the RISO is for 15 or more copies.
 - ✓ There is a supply of white paper that can be used for PTO copies. If you have specific color requirements, you should bring your own paper.
 - ii. Executive Document Services for complex jobs requiring folding, card stock, etc.
 - ✓ Contact David Dees at Executive Document Services (david.dees@executivedocumentservices.com) for quotes or questions.
 - ✓ Final documents can be emailed to printer 24 hours in advance and will be delivered to school. Include specific instructions:
 - a. Number of copies need
 - b. Front / back or single sided?
 - c. Stapled or bound?
 - d. Color paper desired (this is available at NO additional cost)
 - e. Color ink desired (this costs significantly more and should be discussed with Exec in advance)
 - f. Date needed (24 hours or more in advance)
 - iii. CMS Graphics Department is an option, but recommended only for banners, posters or other “graphic intense” jobs. Contact number is 980.343.3880

VIII. Approved AG Logos

- a. There are 2 AG logos available on the PTO website. These are the only approved logos and should be used for all communications and merchandise.
- b. If additional logos are needed, for specific events or simply for additional variety, please contact Ghazale Johnston (ghazalejohnston@gmail.com) and Rebecca Drendel (rdrendel@gmail.com) as this must be requested from CMS Graphics Department and approved by school principal.