

The Role of the PTA Secretary & Social Media in PTA

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The Role of the PTA Secretary



Kansas PTA Uniform Unit Bylaws

ARTICLE VII: DUTIES OF OFFICERS

- **Section 3.** The Secretary shall:
- Keep an accurate account of all meetings of the PTA,
- Maintain a current copy of the Uniform Bylaws and standing rules,
- Maintain the membership roster, and
- Perform such other duties as may be prescribed in the standing rules or assigned by the PTA.

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The set of rules
for conducting
orderly
meetings that
accomplish
goals fairly.



Parliamentary Procedure Matters

“Roberts Rules of Order”

Newly Revised, 12th Edition

www.Robertsrules.com

Helpful “cheat sheet”:

https://diphi.web.unc.edu/wp-content/uploads/sites/2645/2012/02/MSG-ROBERTS_RULES_CHEAT_SHEET.pdf



Accuracy,
organization
and timely
preparation
are key to
this position.

3 Main Secretary Roles

1. Corresponding Secretary
2. Recording Secretary
3. Maintaining the historical records/files of the PTA Unit



Recording Secretary Responsibilities:


- Meeting preparation
- Send an Announcement about Meeting time, date, place
- Work with President to develop the Meeting Agenda



Recording Secretary Responsibilities:

During the Meeting

- Take attendance/Send sign-in sheet around
- Temporarily preside over meeting if President is absent
- Check for a quorum
- Present past minutes for approval
- Take minutes
 - *Record all Actions*
 - *Record all Motions/Amendments*
 - *Record all Outcomes/Decisions*
 - *Count votes*



**You do not record
conversations
during discussion**

Minutes Should Include:



- The kind of meeting (regular, special, General, Board)
- Date, time, place
- Time called to order
- If regular presiding officer and secretary were present and the names of those who substituted in their absence
- If quorum was established
- Approval of the minutes of previous meeting (whether approved, or approved as amended)

Minutes Should Include:



- Summarized reports of officers, committees
- All motions and name of the person who made the motion
- Unfinished business (formerly called “old business”)
- New business
- Announcements
- Time meeting adjourns
- Signature of the Secretary

Minutes do NOT Include:

- Opinions of the secretary or personal comments
- Judgmental phrases
- Motions that are withdrawn
- Name of person who seconds a motion
- Flowery language
- Detailed reports
- Transcripts of the meeting



Establish a quorum

- A **quorum** is the minimum number of members necessary to conduct business, as defined in the unit's current bylaws.
- Check your Standing Rules for your Unit's quorum
- Written in the minutes as *"a Quorum was present,"* or *"11 present; quorum established."*



Minutes Approval

Minutes must be approved by the body that conducted the business being reported

- Distribute copy of the Minutes during and/or prior to the Meeting
- Write “Approved. Your Name and Date.” on the official printed copy of the Minutes being approved.



Corrections to Minutes

Minutes are reviewed by members who were present at the last meeting and corrections are made, if necessary.

- Correct original copy. Initial all corrections.
- Do not erase, scribble around or White Out the original copy
- Write “Approved as Amended. Your Name and Date.” on the official printed copy of the Minutes being approved.



Document Routine Business & Committee Reports

- Follow the order of the Agenda
- Items should be recorded in separate paragraphs in the order which they were covered.
 - Committee Reports
 - Unfinished Business
 - New Business



A vintage typewriter is positioned on a wooden desk. A sheet of paper is partially inserted into the carriage. The background is a solid teal color.

Sample: Committee Reports

Membership Report: Molly reported that membership is at 288 and 15 new members were received during the membership drive.

Yearbook Report: Yolanda reported that the yearbook banner has helped sales. 344 yearbooks have been sold. A request was made to make a donation for all 6th graders to receive a yearbook this year.

Fundraiser Report: Felicia, reported sales of \$9,000 from the trash bag sales with a profit expected to be \$4,500. The prize assembly will be May 1.

Cultural Arts Report: Connie reported the Science assembly on April 9 was a huge hit with the kids. The assembly was paid for by a grant from the Science Center.

Sample: Too much detail

Overly Eager moved to replace the stage curtains with a plaid wool curtain that she can get from her cousin the wholesaler for a song because the old curtains are a disgrace to the school. Jenny Gattohaveit seconded the motion. Jane Smith said we shouldn't be buying school equipment. Billy Jones said we might be able to find some good used curtains elsewhere. Miss Windy rambled on for half an hour about how ugly the curtains are and how insulted she is that her daughter will have to do the May Pole Dance on that stage. Eventually the president said everyone should stop arguing about it and vote. There will be no new curtains from this PTA this year.



Let's talk about Motions

Main motion:

- Requires a second;
- Amendable - the motion can be changed;
- Debatable - pros and cons should be weighed;
- Requires a majority vote



Let's talk about Motions



Motion Process:

- State the motion correctly: **“I move that,....”**
- Requires a second. **“I second.”**
- The President repeats the motion and opens the floor for discussion.
- **Discussion** – the chair **DOES NOT** participate in discussion
- **“Call for the question”** – wraps up discussion and calls for the vote
- **Vote on the motion** – Aye or Nay

Refer to
Robert's
Rules for
more info.

Amending a Motion

- Used to modify the original motion
- Also requires a second;
- Also debatable;
- Also requires a majority vote;
- Once it passes becomes a part of the main motion.



Sample: Motions

Missy Notable moved to spend \$100 on the teacher appreciation project, using the miscellaneous budget. Seconded. Motion Carried.

Overly Eager moved to spend \$1,000 on stage curtains. Seconded. After lengthy discussion the motion failed.



Meeting Wrap Up

Include:

- Any Announcements
- Program Information
- Any special circumstances
- Whether business is finished or pending
- Time of adjournment
- Signature of the Secretary



Signature

Include:

- Signature on permanent copy
- Name of the recorder
- Position of the recorder

The use of “*Respectfully submitted*” is no longer appropriate.

Correct:

Submitted by Maria Purviance, SMAC PTA Secretary 20-21



Sample Minutes:

SAMPLE SET OF MINUTES (adapted from Utah PTA Secretary Packet)

UNION ELEMENTARY PTA General MEETING MINUTES Union Elementary School Media Room

1) Call to order: The meeting was called to order by Judy Martinez, the PTA President at 7:35 in the Media Room. The secretary was present.

2) Opening Ceremonies

Reverence offered by Susan Longmore
Pledge led by Dennis Morrison

3) Members Present: Please see sign-in sheet. A quorum was established

4) The minutes of the November board meeting were approved as corrected

5) Treasurer's Report: Report given by Judy Millis.

- Balance in checking account, as of April is \$745.00
- New members this month - 25. Income for PTA memberships is \$50.00
- Expenditures: PTA membership envelopes - \$10.00, Health Fair expenses \$247.50

6) President Report: The board met on April 30 in the school library. Maria Gonzalez, Don Jones, and Marguerite Francone were appointed to a committee to recommend a project for the year. The president appointed Maria Gonzalez chairman.

7) Health Commissioner Report: Report given by Mary Jansen. There were over 275 attending the fair. This was a very successful event judging from the evaluation that was turned in. The attendees felt that this should be repeated again next year with an emphasis on home first aid kits. Sally will turn in a procedure outline of the Health Fair at the next meeting.

8) Volunteer Coordinator Report: Report given by Abby Jackson. Abby said that they still needed a few more volunteers for the field day activities at the end of the month. The Clown Around Company can provide the dunking booth and other rented games at a savings of \$35.00.

9) New Business

Motion by Abby Jackson: I move that we hire the Clown Around Company for our field day activities this year. The motion was seconded and adopted.

Calendar of events for the month:

Sample Minutes:

Teacher Appreciation Week: May 27 - June 1
Field Day: June 4
Sixth Grade Advancement: June 5

10) Announcements:

Marissa announced that a meeting of the teacher appreciation committee will take place on Wednesday 5/15 at 4:00 in the teacher's lounge.

11) Program: The New Math Curriculum.

12) Meeting adjourned at 9:00 p.m.

Minutes:

Approved as presented: _____ Date: _____

Approved as corrected: _____ Date: _____

Secretary (signature)

Post-Meeting

- Collect all materials distributed at the Meeting
- Type up and/or finalize the Minutes you took for this Meeting.
- Send a copy of the Minutes to the Executive Board (President, VPs, Treasurer).
- Print copies – be ready for your next Meeting!

Minutes MAY NOT be posted publicly (via Facebook, etc.).

Minutes MAY be emailed to PTA members.



Organize the
Minutes
notebook by
Year and
month


Record Retention

- Minutes of the PTA are the permanent record of the organization and should be permanently stored.
- Preserve minutes in a bound notebook specifically for the Minutes



Procedure Notebook

- All Exec positions should have a Procedure Notebook
 - Include bylaws and standing rules
 - Membership list
 - Budget
 - Calendar
 - List of Committees & their current Chairpersons
 - Motion slips
 - Others
- Keep the procedure book and Minutes notebook in a tote bag or portable storage box for ease of storage and transportation to PTA meetings.



**If you don't
have a
Procedure
Notebook,
Start one!**

Miscellaneous Duties of the Secretary

- Keep a copy of all correspondence at least through end of school year
- Send out notices reminding members of meetings (especially board meetings)
- Send new officer names and addresses to Kansas PTA and SMAC PTA
- Sign checks or documents as authorized by the bylaws of the association
- Assist the president during meetings as needed to help the meeting go efficiently
- In the absence of the president and all vice presidents, call the meeting to order and preside until a chair pro temp is elected.
- Submit standing rules to KS PTA & SMAC PTA annually. (Will want to review them with your president at the beginning of each year).



Social Media in PTA



The Value of Social Media

- **90%** of young adults use social media, with nearly **two-thirds** of all people using social media (Pew Research)
- The average person
 - ... has **5** social media accounts
 - ... spends around **1 hour and 40 minutes** browsing every day
 - ... accounting for **28%** of the total time spent on the internet
- Social media sites are used more than any other type of site



National PTA & Social Media

- National PTA recognizes the importance of using the internet in shaping public thinking about the entire PTA organization.
- They are committed to supporting honest, transparent and knowledgeable dialogue on the internet through social media.
- Encourages all PTA entities to use tools that increase membership, communicate with current and potential members, fundraise and increase positive exposure.

National PTA's Social Media Policy & other helpful tools:
Download at www.ptakit.org/Communications/Additional-Resources.aspx

National PTA's Social Media Presence

National PTA's blog: *One Voice* –
onevoice.pta.org – subscribe for weekly emails

[Facebook.com/ParentTeacherAssociation](https://www.facebook.com/ParentTeacherAssociation) –
65,873 Page Likes

Twitter - [@NationalPTA](https://twitter.com/NationalPTA) – 26K+ followers

YouTube – 1,200 subscribers

Pinterest – 21+ boards – 855 followers

LinkedIn – 2,568 followers

Need content for your social media sites?
You can share what is posted on National PTA's social media!

Kansas PTA's Social Media Presence

- www.kansas-pta.org
- www.kansas-pta-legislative.org
- Facebook.com/kansaspta – 1,667 Likes
- Twitter - @KansasStatePTA – 1,361 followers
@KsPTALeg – 892 followers

Engage with KS PTA

- Like & Follow Kansas PTA!!
- Like & Share posts
- Re-tweet tweets

SMAC PTA's Social Media Presence

www.smac-pta.org/

Twitter @SMAC_PTA – 1,491 followers

Facebook

www.facebook.com/thesmac.pta – 871 followers

Private Facebook groups:

“SMAC PTA Officers”

“SMAC PTA Resources”

Engage with SMAC PTA

- Like & Follow SMAC PTA!!
- Like & Share posts
- Re-tweet tweets







National PTA's Content Resources

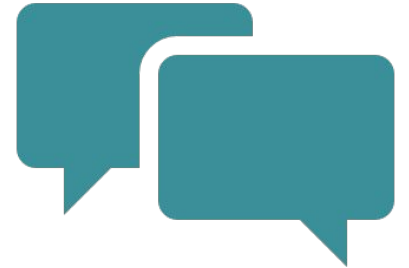
- <http://www.pta.org/newsevents>

Sign up for PTA newsletters to receive timely info you can use as content for social media posts.



| | |
|--|---|
| <p>PTA Takes Action</p>  <p>The monthly newsletter offers the latest news on legislative issues affecting families, children, education, schools and communities. It also highlights National PTA policy priorities and activities.</p> <p>sign up →</p> | <p>Leadership Briefing</p>  <p>This monthly newsletter keeps all PTA stakeholders informed on new National PTA events, partnerships, programs and resources.</p> <p>sign up →</p> |
| <p>Local Leader News</p>  <p>This monthly newsletter keeps PTA local leaders informed on the latest National PTA developments, as well as new programs and resources available at National PTA.</p> <p>sign up →</p> | <p>PTA Parent</p>  <p>This bi-monthly publication shares ideas on how PTA families can be engaged in their child's education and wellbeing. Content includes PTA toolkit resources, fundraising programs, tips/advice and Our Children magazine content.</p> <p>sign up →</p> |

What PTAs Should Say Online



- Communicate ideas
- Share legislative updates & PTA news
- Support issues not candidates
- Be safe



Planning Your Social Media

D – Designate Responsibility

I – Integrated Approach

C – Content Curation

E – Editorial Calendar



Social Media Best Practices

- Variety – keeps it fresh & engaging
- Tone/Voice – keep a consistent, personal voice
- Timing – post during peak hours
- Respond quickly
- Join in the conversation
- Always proofread your posts
- Consistently monitor your site
- Responding to negative comments
- Respect privacy and permissions
- Copyright and Attribution
- Personal vs. Professional





What you should post facebook

- Socialize and inform
- Quality over quantity
- Pictures are important
- Authentic over automated
- Be responsive
- Use Facebook events





What you should post **twitter**

- Be clever and interesting.
- Be concise! you only have 280 characters.
- Hashtags are huge. #BeCreative
- Quantity is OK.
- Authentic over automated
- Retweet!



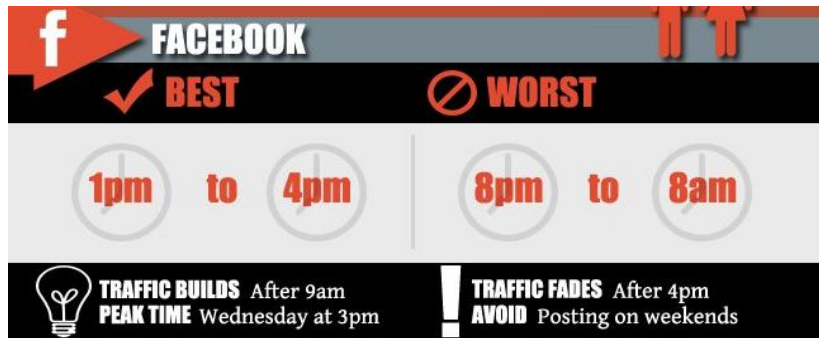


What you should post Instagram

- Keep image interesting & simple
- Diverse age of audience
- Use Stories for reminders
- Caption: Keep it short & sweet
- Remember links don't work in post text - put link in profile or direct them to



The best & worst times to post for Facebook & Twitter



Post to Facebook:

- Goal should be 2-3 posts per week – only post if you have relevant information
- More posts allowed for special events
- Post when your community is listening

Post to Twitter:

- Multiple posts per day are acceptable, a different community group is on Twitter at 10 am, noon and 7 pm
- Multiple posts for same information are fine, consider varying message to increase interest.

The best & worst times to post for Instagram



Post to Instagram:

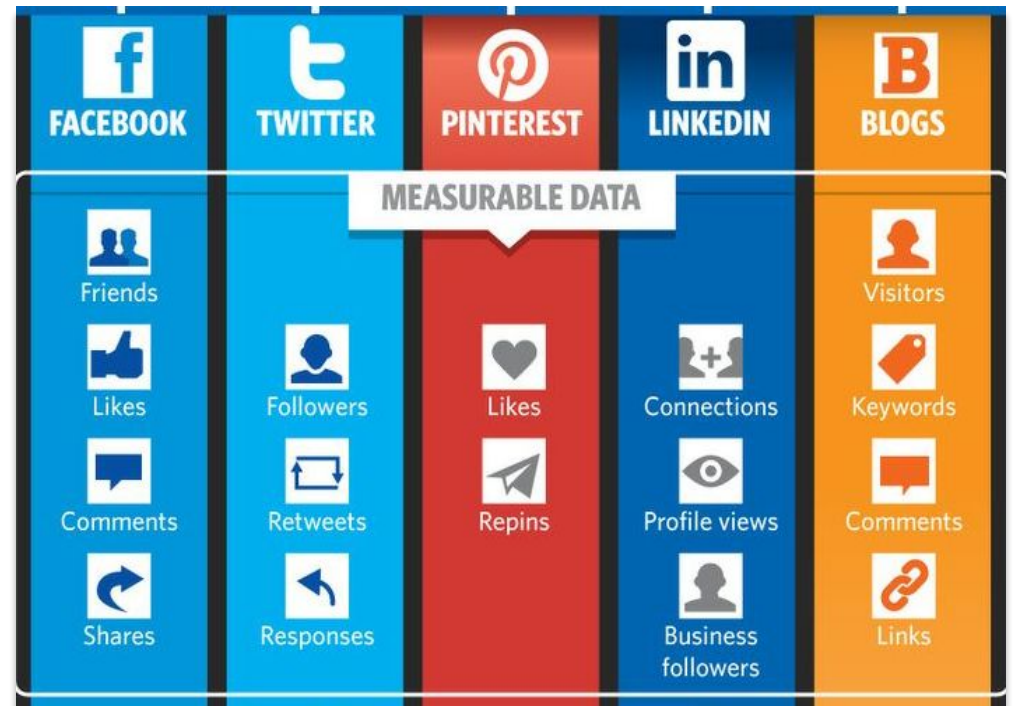
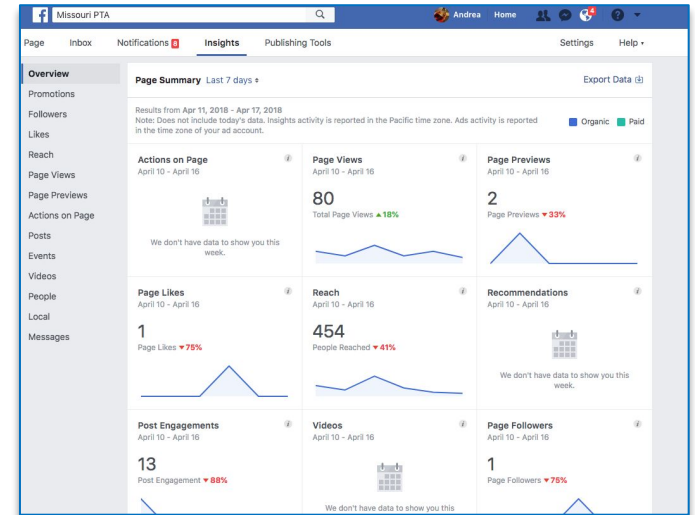
- On average, the **best time to post on Instagram** is between 10 AM and 3 PM CDT. However, the level of engagement you get can change dramatically depending on what day of the week you **post**. The **best days to post on Instagram** are Wednesday throughout the day, but particularly around 11 AM, and Friday from 10 AM to 11 AM.

Measure & Evaluate

Check key metrics, you need to know what is working and what isn't.

Evaluate plan and adjust based on successes and opportunities

Keep trying new things!



Questions?

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