

# The Grove School PAC/PTG Communications

## Communications Committee

The Chair will be a PAC member. Major responsibilities will include serving as the primary PAC/PTG contact with the Head of School to be responsive to communication needs.

1. Publish the "Inside the Grove" Newsletter: develop a publishing schedule with article submission deadlines; develop written policies and procedures for the newsletter preparation and publication, including article content and editorial process; establish regular columns; obtain commitments for writing articles; review and make suggestions for improvement.
2. Implement the Phone Tree: create call lists and activate the system prior to the start of school; write policies and procedures for the Phone Tree function.
3. Web Email Communications: create email lists and activate the function prior to the start of school; write policies and procedures for email content, and email address use. Coordinate updates with Webmaster.
4. Improve the PTG Page on School Website.
5. Assemble and train teams of volunteers for the above services and activities.

## I. "Inside the Grove – Notes from the PTG"

### Newsletter Publication Policies, Procedures, and Plans

The newsletter is a monthly publication, mailed prior to the first of each month. At PAC's discretion, some issues may be bi-monthly, i.e. during the holidays. This newsletter will be mailed at PAC expense to Grove families and community members.

- A. Deadline for article submission: The deadline for submission of articles will be the 20<sup>th</sup> of the month preceding the next month's issue.
- B. Purpose of the newsletter: "Inside the Grove" is a collaborative effort of parents, staff and students featuring current events, upcoming events and fundraisers, student news, meeting notices, school calendars and re-caps of activities. The purpose of the newsletter is to inform the Grove community of events, activities, and issues relevant to the operation of the school and the education of its students, and to provide school-related information to parents. While the PTG publishes the newsletter, it also serves as a primary communication tool for school administration and governance. The publication "Inside the Grove" is a newsletter, not a newspaper.
- C. The newsletter will also list The Grove School Governing Board and PAC board members as well as contact information. The Communications Chair and Webmaster will coordinate set-up of email accounts for each person, by his/her position, i.e. ptgpres@thegroveschool.org, etc. This will eliminate the need for personal information to be disseminated by mail and the Internet.

D. Budget: Printing costs vary depending upon quantity and number of pages.

	6 pgs.	8 pgs.	10 pgs.	12 pgs.
200	93.60	100.80	132.00	151.20
250	117.00	126.00	165.00	189.00

Postage adds \$82.00 for 200 issue newsletter, \$102.50 for 250 issue newsletter, etc.. Therefore, on average, we should budget \$250 per issue.

E. Article Submission Process:

1. By Mail: "Inside the Grove" Editor, 200 Nevada Street, Redlands, CA 92373.
2. In Person: Deliver to the PTG box at the High School campus office. Attn: "Inside the Grove" Editor, 200 Nevada Street, Redlands, CA 92373.
3. Via school email: Access the school's website: [www.thegroveschool.org](http://www.thegroveschool.org), and follow the "Newsletter" link. When submitting by email, please submit only as a text file and refrain from using any special formatting or text enrichments.
4. Editorial Process: PAC board, administration and staff will review content in order to insure accuracy.

First Review: Article submissions will be reviewed by the Communications Chair and the Editor of the "Inside the Grove" newsletter for content appropriateness, relevance, length, and other technical publishing issues.

Second Review: A draft will be provided to the Head of School for review prior to publication. The draft will be reviewed as to content appropriateness, relevance, accuracy, and compliance with school policies.

Final approval of the newsletter rests with the Head of School.

All editorial decisions are final.

G. Exclusions:

1. In order to protect the safety of our students, we will adopt the following guidelines:

Paper publications – Student full names and photos will be allowed.

Web based communications – No student surnames will be allowed in text and there will be no names on associated photos. The web version of the newsletter will be edited to follow these guidelines.

2. The newsletter accepts no advertising. It may not be used for commercial purposes or for any advertising other than items, services, activities, or events sponsored directly by the school and/or the PTG. Exception: If fundraising projects involve businesses, such as the Scrip program, which encourages support of various businesses, such promotional information will not be considered advertising.
3. Donations of goods or services to the school from businesses or individuals may be acknowledged. However, the acknowledgement may not promote the business.
4. The newsletter will not publish material that is deemed to have religious content, other than to acknowledge donations.

5. The newsletter will not publish material that is deemed to be political in nature. Exception: Issues of relevance to charter schools, such as proposed, pending, or adopted legislation, is appropriate for inclusion.
6. The newsletter will not publish articles or submissions that: contain gossip or the appearance of gossip; criticize other people by name or provide sufficient detail about a person that s/he is easily recognizable; advocate actions that are in violation of school policies and/or practices; or contain information that is deemed confidential.
7. The newsletter will not publish sexually explicit material, drug references or other such material considered offensive.

## **II. Phone Tree**

- A. Call-out schedule – Phone calls will be made, as needed, usually two per month, incorporating upcoming events, reminders about minimum days or other school schedule variances, or requests for parent volunteer involvement. A tentative call-out schedule will be prepared once the school year event calendar is finalized.
- B. Volunteers – Ideally, we will have a minimum of two representatives per grade level. This minimizes the burden on each rep. while adding flexibility, i.e. grade level “partners” can cover one another’s calls.
- C. Phone Tree Roster – The roster will be created from the school’s database. This roster will be distributed to the PT (Phone Tree) volunteer representatives with the stipulation that it is confidential and only to be used for Phone Tree calls. Phone numbers will not be provided to any entities or individuals other than PAC members and Phone Tree staffers. The roster will be updated as necessary, i.e. students leaving, new students, phone number changes, etc. The office staff has offered to coordinate these updates.
- D. Scripts will be emailed to PT volunteers as soon as possible before each call-out. School staff and PAC/PTG will be copied on these emails.
- E. Parents will be solicited as to their desire to be included in the PTG’s Phone Tree service. A procedure will be in place for parents to opt out of the Phone Tree program, if so desired.

## **III. Web Communication Email**

- A. Parents will be solicited as to their desire to be included on the school’s web email program.
- B. Web communications will be used to inform parents of upcoming events, activities, scheduling changes, emergencies, and other items of information or requests for involvement relevant to the parent population.
- C. Emails will not be used for any other purpose than to direct school- and/or PTG-related information to parents.
- D. Email information will not be provided or sold to any other entities.
- E. A procedure will be in place for parents to opt out of the email process, if so desired.

#### **IV. Website**

A. The PTG will maintain a “page” on the school’s website at [www.thegroveschool.org](http://www.thegroveschool.org) with links to the Inside the Grove newsletter. Web based communications – No student surnames will be allowed in text. There will be no names on associated photos.

B. Current goals are to include the following information:

Parent Resource Center: Montessori information, PTG and PAC agendas, minutes, and supplementary information.

Schedule of PTG and PAC meetings.

PAC Membership Roster. The website will also list The Grove School Governing Board and PTG board members as well as contact information. The Communications Chair and Webmaster will coordinate set-up of email accounts for each person, by his/her position, i.e. [ptgpres@thegroveschool.org](mailto:ptgpres@thegroveschool.org), etc.

PAC subcommittee activities, staff, and volunteer needs.

Fundraising events and efforts.

Family Commitment Hour (FCH) opportunities.

C. Establish Procedure for Updating Information on the PTG Page.