

I. General Appearance

- A. Neat and legible. May be printed, typed, duplicated, or handwritten.*
- B. Attractive, but inexpensive, and a size convenient to carry.*

II. Contents

A. Outside Cover

These items should appear somewhere on the cover of the directory, no certain placement

- 1. *Name of local PTA*
Example: Andrews Elementary PTA
- 2. *Town and state*
Example: Plano, Texas
- 3. *Council*
Plano ISD Council of PTAs
- 4. *Area 15*
Area 15
- 5. *Texas Congress of Parents and Teachers*
Texas Congress of Parents and Teachers
- 6. *Year*
2008 – 2009

B. Title Page

These items should appear somewhere on the first page of the directory, no certain placement

- 1. *Name of local PTA and date of organization*
Example: Andrews Elementary PTA; Established 2002
- 2. *Town and Council (applies only to units in a council)*
Example: Plano, Texas; Plano ISD Council of PTAs
- 3. *Area 15*
Area 15
- 4. *Texas Congress of Parents and Teachers*
Texas Congress of Parents and Teachers
- 5. *Year*
2008 – 2009
- 6. *Date, time, and place of regular meetings*
Examples: All PTA General Membership Meetings are held at 7pm on the second Tuesday of each month in the school cafeteria OR include a list of each meeting date along with the time and location of the meeting

C. Following Pages (Item #8, programs, comprises 15% of grade)

These items should appear somewhere within the directory, no certain placement

- 1. *PTA Purposes (Objects)*

PTA Objects

To promote the welfare of children and youth in home, school, community, and place of worship.

To raise the standards of home life.

To secure adequate laws for the care and protection of children and youth.

To bring into closer relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth.

To develop between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social, and spiritual education.

- 2. *Names of National, State, District, and Council President*

National PTA President

Mrs. Jan Harp Domene
541 N. Fairbanks Court Suite 1300
Chicago, IL 60611-3396

Texas PTA President

Mrs. Jan Wilkerson
408 West 11th Street
Austin, TX 78701-2113

Area 15 President

Mrs. Joy Weinstein

Plano ISD Council PTA President

Mrs. Cara Mendelsohn
2700 West 15th Street,
Plano, TX 75075

3. *Names of Local PTA Officers and chairmen*

Include a list of officers and chairmen for your local PTA, preferably with contact information

4. *School Faculty (PTAs with campus)*

Include a list of your school's faculty, preferably with contact information, if your PTA is associated with a particular school

4a. *ISD Administration Staff (for Early Childhood, Councils, or Post PTA)*

This does not apply to local PTAs; for the groups listed above, include a list of the school district administration staff members such as superintendent, associates, and so forth

Found at: www.pisd.edu/about.us/leadership.team

SUPERINTENDENT'S CABINET:

Dr. Doug Otto, Superintendent of Schools

469-752-8122; FAX: 469-752-8068; doug.otto@pisd.edu

Jeff Bailey, Deputy Superintendent

469-752-8001; FAX: 469-752-8260; jeffbailey@pisd.edu

Richard Matkin, Associate Superintendent for Business Services

469-752-8113; FAX: 469-752-8152; richard.matkin@pisd.edu

Jim Hirsch, Associate Superintendent for Academic and Technology Services

469-752-8070; FAX: 469-752-8032; jim.hirsch@pisd.edu

Karla Oliver, Executive Director for Government and Community Relations

469-752-8150; FAX: 469-752-8096; karla.oliver@pisd.edu

Becky Taylor, Administrative Assistant to the Superintendent

469-752-8123; FAX: 469-752-8068; becky.taylor@pisd.edu

Area Assistant Superintendents:

Patty Meyer, West Cluster

469-752-8112; FAX: 469-752-8040; patty.meyer@pisd.edu

Roxanne Burleson, Central Cluster

469-752-8166; FAX: 469-752-8040; roxanne.burleson@pisd.edu

Mike Collinworth, East Cluster

469-752-8105; FAX: 469-752-8040; mike.collinworth@pisd.edu

ADDRESS FOR ALL INDIVIDUALS LISTED in item 4.a.

2700 West 15th Street, Plano, TX 75075

5. *Local Board of Education School Trustees*

Found at: www.pisd.edu/about.us/board.of.trustees/trustee.profiles

Duncan Webb, President	469-752-8284	duncan.webb@pisd.edu
Melody Timinsky, Vice-President	469-752-8283	melody.timinsky@pisd.edu
Lloyd "Skip" Jenkins, Secretary	469-752-8282	lloyd.jenkins@pisd.edu
Mary Beth King	469-752-8278	marybeth.king@pisd.edu
John Muns	469-752-8917	john.muns@pisd.edu
Brad Shanklin	469-752-8277	brad.shanklin@pisd.edu
Missy Bender	469-752-8264	missy.bender@pisd.edu
Dr. Douglas Otto, Superintendent of Schools	469-752-8122	doug.otto@pisd.edu

You may also want to include the **School Board Meeting Schedule**:

DATES are Currently being finalized and will be available well before the fall workshop.

6. *Texas State Board of Education & Commissioner*

Found at: www.tea.state.tx.us/sboe

Acting Commissioner of Education

Robert Scott, Chief Deputy Commissioner

State Board of Education

SBOE District 9 - Don McLeroy (Plano representative)

9277 Brookwater

College Station, Texas 77845

979-255-2538; FAX 979-846-1174

7. *Texas Legislators (Governor, Lieutenant Governor, Senators, & Representatives)*

Governor

Rick Perry

Office of the Governor

P.O. Box 12428

Austin, Texas 78711

512-463-2000

www.governor.state.tx.us

Lieutenant Governor

Lt. Governor David Dewhurst

Capitol Station

P.O. Box 12068

Austin, Texas 78711

512-463-0001

www.senate.state.tx.us

Find a listing of Texas State Senate members (Senators) at:

www.senate.state.tx.us/75r/Senate/Members

(It is not necessary to list ALL senators, just the one that represents your area)

Senator

Florence Shapiro, District 8

You may also want to include these addresses and phone numbers:

Texas State Senate

P.O. Box 12068

Capitol Station

Austin, Texas 78711

512-463-0001

State Senator Florence Shapiro

5000 Legacy Drive, Suite 494

Plano, Texas 75024 (District address and phone)

972-403-3404

OR

P.O. Box 12068

Austin, Texas 78711 (Capitol address and phone)

512-463-0108

Find a list of Texas State Representatives at:

www.house.state.tx.us/members

(It is not necessary to list ALL representatives, just the ones that represent your area)

Representatives

House District 66 – Representative Brian McCall

House District 67 – Representative Jerry A. Madden

You may also want to include these addresses and phone numbers:

House District 66 – Representative Brian McCall

P.O. Box 2910

Austin, Texas 78768 (Capitol address and phone)

512-463-0594

OR

609 W. 15th Street, Suite 200

Plano, Texas 75075 (District address and phone)

972-881-0890

House District 67 – Representative Jerry A. Madden

P.O. Box 2910

Austin, Texas 78768 (Capitol address and phone)

512-463-0544

OR

520 East Central Parkway, Suite 236

Plano, Texas 75074 (District address and phone)

972-424-2235

8. *Complete detailed program for the year* Include a list of the PTA programs scheduled for the year; for example, Newcomer Coffee, Reflections contest dates, Parent Education classes, Environmental poster contest dates, scheduled speakers, fundraisers and dates for them, etc. – this will obviously vary from PTA to PTA; **REMEMBER**, this comprises 15% of your grade, so be thorough!

9. *Order of Business* Include a list of the order of the agenda items at each PTA meeting; for example:

Call to Order
Pledge of Allegiance/Texas Pledge
Approval of Minutes
Attendance Taken
Treasurer's Report (this agenda will vary from PTA to PTA)
President's Report
Executive Board Reports
Committee Reports
New Business
Program
Announcements
Adjourn

10. *School calendar or district calendar, holidays, school terms, beginning & ending of 6 weeks*

District calendar found at: www.pisd.edu/common/calendar

August 25	(Monday) First Day of Classes
September 1	(Monday) Labor Day (Student/Teacher Holiday)
September 24	■ Elementary Early Release (Teacher Professional Development)
October 16	◆ Elementary Early Release (Teacher Record Keeping)
October 17	(Friday) Parent/Teacher Conference Day (Student Holiday)
November 12	■ Elementary Early Release (Teacher Professional Development)
November 26 - 28	Thanksgiving Holiday (Student /Teacher Holiday)
December 16 – 19	Semester Exams (grades 6 - 12)
December 19	(Friday) Last Day for Students ◆ Elementary Early Release (Teacher Record Keeping)
December 20	(Saturday) Teacher Work Day
December 22 –	
January 2	Winter Break (Student/Teacher Holiday)
January 5	(Monday) Teacher Work Day (Student Holiday)
January 6	Classes Resume (Students)
January 19	(Monday) Martin L. King, Jr. Birthday (Student/Teacher Holiday)
February 16	(Monday) Professional Development Day (Student Holiday)
February 25	■ Elementary Early Release (Teacher Professional Development)
March 13	◆ Elementary Early Release (Teacher Record Keeping)
March 16 - 20	Spring Break (Student/Teacher Holiday)
April 10	(Friday) Student/Teacher Holiday
May 13	■ Elementary Early Release (Teacher Professional Development)
May 25	(Monday) Memorial Day (Student/Teacher Holiday)
June 1 - 4	Semester Exams (grades 6 - 12)
June 4	(Thursday) Last Day of Classes for Students ◆ Elementary Early Release (Teacher Record Keeping)
June 5	(Friday) Last Day for Teachers

11. *A short history of the school or the name of the school when appropriate*

Example from Andrews Elementary:

Thomas Andrews was born on December 29, 1852 in Tylertown, Mississippi. He was the fifth child born to Thompson and Lizzie Pearson Andrews. At age 14, he migrated to Texas with relatives. During his early years in Texas, he worked as a clerk in a dry goods store and on a farm near Plano.....

12. *Bylaws with original approval date or revised date*

(Bylaws should be printed in directory/yearbook or include a note that bylaws have been distributed to members with a copy clipped in book for grading.)

Include a copy of your PTA's bylaws as instructed

D. *Optional Contents*

See "**Helpful Hints for Directory Chairs**" for additional ideas on what to include

Dates of council meetings (if your unit belongs to a council)

Plano ISD Council of PTAs – Regular Membership Meetings 2008-2009

All Council Meetings of the Regular Membership are located in the PISD Board Room, Administration Building, 2700 West 15th Street, Plano, TX 75075 at 10:00 a.m.

Tuesday, August 26, 2008
Tuesday, October 21, 2008
Monday, November 17, 2008
Tuesday, January 13, 2009
Tuesday, March 24, 2009
Tuesday, April 14, 2009

List of PTA past presidents

Include a list of the past PTA presidents for your PTA

List of Life Memberships and/or Extended Service Awards presented by the PTA

Include a list of the individuals at your school or that are a part of your PTA that have received a PTA Life Membership and/or an Extended Service Award in the past; note, they may have received this recognition while at another school/PTA so this item may require some research

Dedication, motto, PTA colors (blue and gold)

PTA Dedication: Include this information if your directory is in honor or in memory of someone

PTA Motto: *every child.one voice*

PTA Colors: Blue and Gold

Other items useful to YOUR members

Your school's or your PTA's website if one exists; here are some other websites to consider including:

National PTA: www.pta.org

Texas PTA: www.txpta.org

Area 15 PTA: www.area15.txpta.net

Plano ISD Council PTA: www.planopta.org

The Child Safe phone number that parents are to call each day their child is absent

Your school's song or motto

A list of your local PTA's goals for the year

A Table of Contents for your directory if it would be helpful

REMEMBER to send your directory in for judging! You may send it anytime before the March 1st deadline, even right after you have completed it in the fall. Be sure to include bylaws if they are not printed in the directory. Mail one copy to the Area 15 Chairman at the address TBA at the Area 15 website, www.area15.txpta.net

Helpful Hints for Directory Chairs

Produced by the Area 15 Directory Chairman

(Information in italics is from the Plano ISD Council Directory Chairman)

Gather Information:

Do not ask your school office to share directory information with you. The strict interpretation of the privacy law limits information that schools are able to provide. Only in certain cases can the school release student's names, grade levels, activities and photos. Some send a flier home to their families requesting their permission to include them in the PTA directory. Some PTAs request permission on their membership forms. Remind them that you'd like to include every student, but need their written permission. *(PISD defines permission as a signature on a form kept on file until the document is published. Although PTA is not guided by the School District, the principal must decide if the PTA can use online Directory registration without a signature.)*

Start Typing:

You will never receive 100% of your forms, so set a cut-off date. Give your officers and chairmen a deadline, also. Remember that you want to distribute your directory as early in the school year as possible. *Include Directory corrections and updates in your PTA newsletters.*

What to include:

Your directory may be the only PTA 'face' that many of your members see, and it may be the main reason many of your members join PTA. Give them as much information about PTA and your school as you can. Follow the guidelines for Area 15 and you are certain to have an award-winning directory. Some suggested items that you might include are:

- Directory dedication (if your PTA does this)
- Names and addresses of your PTA's officers and chairmen
- PTA meeting dates and programs
- PTA current bylaws
- List of your PTA past presidents, Life Memberships, special honors and awards
- National, State, Area 15 and Council Members
- Class lists *(some schools include teacher photos with list)*
- Student names, addresses, and phone numbers
- Student groups with staff or parent sponsors*
- Parent Committees (Room Reps, Library Aides, School Store, etc.)*
- School Board of Trustees and meeting dates
- School calendar
- Student art
- Information about the name or history of the school

Directory covers:

Should be eye-catching and contain all of the information required by Area 15. Many PTAs use their school's logo or artwork by a student.

Disclaimer:

PTA directories are the private and personal use of your members. Any other use of the directory is a violation of the PTA Objects. Print a disclaimer in your directory.

Example:

This directory is for PTA and student use only. Any other use is strictly prohibited. Information in this directory may not be used for business or solicitation purposes by anyone. This includes businesses operated by PTA members as well as outside businesses. We appreciate your cooperation.

Sponsorships:

This option is becoming more popular today especially as printing costs continue to soar. It is tempting to use the income from ads to offset directory costs. However, we urge you to be very careful if you choose to go this route. Sponsorships should in no way be disruptive, libelous, obscene, inflammatory, sexually inappropriate for the age of the audience, or endorse actions endangering the health or safety of students. Once you've opened your directory to one sponsor, you may have to accept any advertiser. Review all advertisements with a very critical set of eyes. Do not give an opportunity to create dissension. You might consider setting up a committee of PTA volunteers to establish guidelines regarding appropriate sponsors and pricing, as well as giving final approval of each printed ad. Print a disclaimer in your directory. Example: **PTA cannot endorse the services or products advertised within the directory.**

PROOFREAD PROOFREAD PROOFREAD PROOFREAD

There is no shortcut! Your computer will not find all of the mistakes. Have someone else help you proofread. This gives another point of view. Check all names, addresses and phone numbers.

Distribution:

Distribute your directories as early as possible - October or early November. **Remember to send a copy to the Area 15 Directory Chairman for judging. You do not have to wait until March. It is fine to go ahead and send it when completed in the Fall.** Follow distribution guidelines given by your Council.

Get in touch with me if you have any questions.

Pam Seeger
Plano Council of PTAs Directory Chairman
329 Covington Ct., Murphy 75094
972-384-2775
pamseeger@aol.com