



## 2023-2024 UP PTA Communications Guidelines

The UPPTA sets guidelines for event announcements and postings. As part of the Executive Committee organization, the Secretary & Communications Director (Jessica Hoffmann, [jessica.hoffmann@steptoe-johnson.com](mailto:jessica.hoffmann@steptoe-johnson.com)) is responsible for overseeing UP's communications. These communications include school e-blasts, Panther News, Memory Book, Directory, Display Cases and the UP PTA website. Here are the steps and means to publish information to the entire school community.

## Guidelines for Publishing Through PTA-Managed Communication Vehicles

In order to ensure consistent, sustainable and secure communication to parents, the UP PTA has established the following process and protocols for publishing content through PTA-managed communication vehicles.

	School Calendar	Panther News	School & PTA Websites	Room Parent Email	Social Media	E-blast	HPISD District Newsletter
School-Wide Heavy Fundraising, Volunteer Programs or Events	X	X	X		X	X	X
Other School-Wide Programs or Events	X	X	X		X	X	X
Grade Specific Content	X	X	X	X	X		
Class Specific Content				X			
Community Content*		X					

\*Community Content may be published in Panther News, not on the School Calendar.  
Announcements from non- profit community organizations may be noted in the concluding section of the Panther News no more than two times per semester.

### Communication Vehicles

The following are the available communication methods at University Park Elementary:

- School calendar
- UP school website ([up.hpsd.org](http://up.hpsd.org)) and UP PTA website ([uppta.org](http://uppta.org))
- Panther News Weekly e-blast on Monday mornings
- KPAW on Friday mornings
- Facebook (<https://www.facebook.com/uppantherspta>)
- Instagram: up\_pta; uppanthers
- E-blasts
- Room Parent emails

### School Calendar

The School Calendar serves as the master calendar for all school events and can be found on the UP Elementary website. If your event has already been posted to the calendar, please review the calendar to ensure that your event dates/times and contact information are correct.

- If you are planning an event that is not already on the calendar, please check with [Amy Corless](#), Administrative Assistant to Principal Candi Judd, to ensure that your event does not conflict with others scheduled for the same date/time.

### UP School Website ([up.hpsd.org](http://up.hpsd.org))

The school website serves as a resource for UP families, staff, parents of prospective students and the community for

information about the school. All information on the website should be timely, relevant and succinct.

- If you wish to have an announcement, link or file posted to the website, please prepare your information exactly as you would like it to be displayed and submit it for approval to [Jessica Hoffmann](#) and PTA President [Whitney Zapffe](#).
- Once approved, please submit to [Erin Heidenreich](#) and copy Principal [Kim Banuelos](#). There will be, at a minimum, a 48-hour turn around for your submission so please plan accordingly.

### UP PTA Website ([uppta.org](http://uppta.org))

The PTA website serves as a store front for the PTA. Tickets and sponsorships for Carnival and Auction are available on the website. UP Family Giving, Community Partners, Spirit Shop items and special lunches are sold there as well. Mastercard, Visa and Discover are accepted.

- If you wish to update and/or add new content to the PTA website, please send an email to Website and Online Directory Chair [Harley Gerard](#) and copy Ways & Means Director, [Jenny Manheimer](#), [Jessica Hoffmann](#) and [Whitney Zapffe](#).

### Panther News

The Panther News is UP's electronic newsletter and is our way of minimizing paper sent home. This school-wide e-newsletter reaches the broadest distribution audience. The email distribution list for the Panther News is based on parent registration.

- If you would like to include a brief paragraph in the Panther News, write up your text (an image can be included) and send it to Panther News Editor Ele Luna at [uppanthernews@gmail.com](mailto:uppanthernews@gmail.com) and cc: [Jessica Hoffmann](#) and [Whitney Zapffe](#).
- Please submit images as a .jpeg file.
- Information can be submitted in an email or a flyer format. However, if you submit a flyer, please save it as a Word document to avoid image distortion.
- The deadline for submission to Jessica is **5pm on Wednesday** in order to have your announcement listed in the Panther News the following Monday.

### KPAW

KPAW serves as an engaging way for students to hear morning news and announcements from their peers. KPAW segment ideas should be sent to the Secretary & Communications Director, [Jessica Hoffmann](#), for approval. Once approved, they should be sent to [Erin Heidenreich](#) for possible inclusion. Please be mindful of other school news for timing.

### Facebook/Instagram

- Facebook and Instagram posts do not reach as broad an audience as e-blasts but can be used to supplement other communication efforts.
- Send posts to [Kim Banuelos](#) and [Whitney Zapffe](#) and be sure to:
  - Use the subject of the email to signify that the email is for a Facebook/Instagram post, what the context is, and the deadline for the post (for example: **FACEBOOK/PTA Board Meeting Pictures/DEADLINE: 9/6/23**)
  - Include the basic information you wish to relay about the picture or event in the body of the email (i.e., event names, dates). Remember that Facebook/Instagram is more conversational and should be fun
  - Attach any related graphics (e.g., logos, photos, etc.) or relevant links.
- Please allow at least two days to post your event.
- **Facebook/Instagram posts can be scheduled in advance.** If you have an event you wish to promote over a series of Facebook or Instagram posts, please send all the messages at one time, including the dates you'd like them to be posted. We will work with you to ensure that the schedule doesn't conflict with any other events that are being promoted.
- Please know that Facebook uses its own algorithm to determine whom a post reaches and how many users a post will reach. Visitors can go to the UP PTA Facebook page to view all of the UP posts; however, we cannot guarantee that a particular post will reach all of the individuals who have "Liked" our page on a given day.
- Please keep in mind, our Facebook page is public, which means that anyone can view it. For the privacy and protection of our students, we will NOT tag featured children, parents or staff in photos.

### E-blasts

We continue to minimize the number of independent e-blasts to the parent community in order to avoid the appearance of spam and to ensure important messages are flagged. However, e-blasts can be utilized for time sensitive announcements or 'calls to action.'

- Write your brief text **exactly** as you would like it to appear and send it to [Whitney Zapffe](#) and [Jessica Hoffmann](#) for approval and submission. The deadline is **1pm on Sunday**. Any messages received after that time would be sent out the following week.
- You will be contacted if there are any questions or issues. It is possible that your submission will be combined with other announcements in an e-blast. E-blast content must be relevant to a school-wide audience.
- E-blasts will NOT include non-school activities with the following exceptions:
  - Registration information for groups that meet on school grounds (e.g., Boy Scouts, Girl Scouts, Girls on the Run, etc.)
  - After Care Program
- You are responsible for providing the content. Please limit it to 2-3 sentences maximum; longer items can be linked to an attachment. We will edit to fit if necessary. Also provide (as relevant):
  - Contact information, including e-mail addresses
  - URLs for links
- To demonstrate respect for our parents' time, we will send stand-alone e-blasts in the following instances only:
  - For emergency information (e.g., school closures due to weather)
  - Time-sensitive district or school-related information (e.g., instances that require immediate parental action)
  - At the specific request of the principal

### Room Parent Communications

- Classroom specific events should be communicated via the room parents of that grade. This includes information about field trips, class parties, Friday Readers, etc.
- If you have an update that should be sent out by the Room Parents, please email that information to the Room Parent Chairs, [Vicky Campbell](#) and [Brandi Johnson](#) for review, and please cc: [Whitney Zapffe](#) and [Jessica Hoffmann](#).

### HPISD District News

- If you would like to submit information about an event that took place at UP or involving UP students for the district HPISD e-newsletter, please send your submissions to [Kim Banuelos](#). She will review all entries and will submit them on behalf of the school.

### Contact Information

- > Principal: Kim Banuelos, [banuelk@hpsd.org](mailto:banuelk@hpsd.org)
- > Administrative Assistant to Candi Judd: Amy Corless, [corlesa@hpsd.org](mailto:corlesa@hpsd.org)
- > Technology: Mary Valuck, [valuckm@hpsd.org](mailto:valuckm@hpsd.org)
- > PTA President: Whitney Zapffe, [whitneyconnell@yahoo.com](mailto:whitneyconnell@yahoo.com)
- > Secretary & Communications Director: Jessica Hoffmann, [jessica.hoffmann@steptoe-johnson.com](mailto:jessica.hoffmann@steptoe-johnson.com)
- > Ways and Means Director: Jenny Manheimer, [jenkamski@gmail.com](mailto:jenkamski@gmail.com)
- > Memory Book: Adrienne Pulliam [adriennepulliam@gmail.com](mailto:adriennepulliam@gmail.com), Shae Kyling [mailto:shaelandry@yahoo.com](mailto:mailto:shaelandry@yahoo.com)
- > Panther News Editor: Ele Luna [ele.ford@gmail.com](mailto:ele.ford@gmail.com) and [uppanthernews@gmail.com](mailto:uppanthernews@gmail.com)

- > Room Parent Chair: Vicki Campbell [vicky.campbell09@gmail.com](mailto:vicky.campbell09@gmail.com), Brandi Johnson [brandijohnson.fes@outlook.com](mailto:brandijohnson.fes@outlook.com)
- > Signage & Displays: Lori Lamb [lori.c.lamb@gmail.com](mailto:lori.c.lamb@gmail.com) and Natalia Shelton, [natalia.shelton@gmail.com](mailto:natalia.shelton@gmail.com)
- > Website & Online Directory: Harley Gerard, [harley.gerard@gmail.com](mailto:harley.gerard@gmail.com)

If you have any questions about our PTA communication guidelines, please contact Jessica Hoffmann. Thank you!