



Granby Elementary PTO Procedures for Electronic Communication

The Granby Elementary PTO web site provides a means of two-way communication for the purpose of sharing information within the school district and externally to the public. In order to provide for the appropriate use of information systems, the Granby Elementary PTO has developed appropriate use policies.

Publishing privileges are provided to the PTO Executive Board, committee chairmen, and site webmasters. Each web page must have an authorized PTO sponsor who is responsible for ensuring the web page is consistent with PTO Policy and adheres to administrative guidelines.

Content Standards

Subject Matter: All subject matter on The Granby Elementary PTO web site, web pages and their links must relate to curriculum and instruction, school-authorized activities, information about the Granby Elementary PTO, Granby Public Schools, its mission, or public record of its activities. The Community Happenings section outlines exceptions to these standards. Instructional resources for staff, families and students may also be provided. Staff or student work may be published only as it relates to a class project, course, or other PTO or school-related activity. Families, students, staff or other individuals may not use the PTO's web pages to provide access to their personal pages or online services

Pre-approval: All material must have pre-approval of an approved member of the PTO executive board. Currently, items must be approved by the President or Vice President of the PTO.

Quality: All work must meet the district's expectations of quality in the areas of design, graphics, text, and timeliness of information. Contents must be educationally appropriate as determined by the PTO Board, building principal(s) or district administrator.

The PTO Board, in the interest of maintaining a consistent identity, professional appearance and ease of use and maintenance, requires that technical standards be developed and maintained on an annual basis for all site web pages.

Student Safeguards: Documents shall include only the first name of the student. Documents shall not include a student's home phone number or address or the names of other family members or friends.

The PTO website will continue to be the primary source for monthly newsletters. Registration will occur through the creation of the Bear Calls database or through the PTO website, at www.granbypto.org.

I. Website:

Each committee chair should keep their committee information current on the website. Committee chairs should email the webmaster and the president with updates to their activities and any documents/forms/attachments related to the committee's activities. The webmaster will create links to these documents as needed. A basic description of activities with location, dates and times, including registration deadlines should be provided. Information can be modified as needed. Committee chairs should be expeditious in communicating to the webmaster when an event has ended and should be removed from the website as well as information on upcoming events.

Any modifications/additions to the website must be approved by the President or Vice President of the PTO.

Families / parents may also sign up to volunteer for committee events on the website. The committee chairperson will receive an email when parents/individuals sign up to help out. Ensure that there is a prompt email response to these sign ups to boost confidence in effective electronic interaction.

II. Monthly Emails:

Before the start of school (for example, during summer “meet and greets” in kindergarten) and through September, paper notices should be sent home to parents/guardians. A distribution list for monthly emails will be created using the information provided on the Bear Calls student directory forms. Once the Bear Calls email data base is created, no further paper communication should be distributed by any committee. This does not apply to brochures from outside vendors (catalogs, school pictures, art project, etc.)

Following the creation of the email distribution list, emails will be sent twice a month to parents who have opted to receive this mode of communication and to all faculty members. The email will be sent roughly one week before the scheduled PTO meeting, and a second one mid-month. The email will include a notice regarding the upcoming meeting, a list of monthly events, a link to the Kaleidoscope newsletter, and other items committees wish to communicate. Special blast emails will be sent as needed to highlight special attention items and events (i.e. perishable items to be picked up; pie and cookie dough.). A final draft of the blast email must be approved by the PTO President or Vice President before it is sent out to the distribution list.

If a committee would like information included in the monthly email, the information must be submitted at the same time your Kaleidoscope article is due. Submit your article to the Kaleidoscope chairperson (kaleidoscope@granbypto.org) along with any documents/forms/attachments related to your article by the Kaleidoscope due date. A copy of this submission should be sent to the PTO Webmaster (webmaster@granbypto.org), who will draft the blast email.

The webmaster will distribute all blast emails. Individual committees cannot send out independent blast emails to the general PTO membership. The PTO President must approve any exceptions to these rules.

Special emails to be sent to faculty or specific grades/schools can be requested by committees. Examples would be emails to teachers/staff for Book Fair instructions, ELF awareness or Art Project instructions.

The format of the document to faculty should follow the guidelines below:

- If you are submitting a document to be linked to in the email(Word, PDF)
 - Include some verbiage to be added at the beginning of the email before the link to the document (ie “Below is a link with instructions for faculty.....”)
- If you wish for the text to be directly within the email
 - Keep the email as concise as possible
 - Do not add word art/pictures/borders
 - A picture/banner at the top of the document for visual effect is acceptable

Submit your request to the PTO Webmaster (webmaster@granbypto.org). Following these guidelines will ensure that the webmaster can effectively create the email in a timely fashion.

III. Community Happenings

The website includes a section which references links to other organizations in the community. An organization or local event may be added to the PTO website "Community Happenings" section if the organization or event follows the purpose and mission of the Granby PTO, as explained in the Granby PTO by-laws. If a request to be added to this section occurs between PTO general membership meetings, the PTO President or Vice President may allow for the addition of events/organizations to the Community Happenings section of the website.

IV. Privacy Issues:

In the digital backpack for all schools, the Board of Education has provided their policy regarding technology. This includes the following:

Since the internet has become an integral teaching tool, we are no longer collecting permission slips for its use. Please note that while student photographs and student work may be posted without prior permission, only first names will be used. If you do not want your child's photograph or work samples to be posted on the website, kindly fill out the form below and return it to your child's building principal.

Therefore, before posting any photos with your submissions to Kaleidoscope or for the blast email, please verify with the building principal(s) that the parents/guardians of all students pictured have not submitted the above-referenced form specifying that they do not wish their child(ren)'s pictures/artwork to be published. If no such directive exists with the building principal, we may print the students' first names only (if names need to be included at all).

For recognition such as Geissler's receipts, if a student has turned in the receipts with their name listed, this will be considered as permission to print that student's name in the Kaleidoscope.

Frequently Asked Questions regarding Privacy: *We have created this privacy policy to demonstrate our firm commitment to your privacy and the protection of your information.*

Why did you receive a mailing from us?

Our email marketing is permission based. If you received a mailing from us, our records indicate that (a) you have expressly shared this address for the purpose of receiving information in the future ("opt-in"), or (b) you have registered or otherwise have an existing relationship with us. We respect your time and attention by controlling the frequency of our mailings.

If you believe you have received unwanted, unsolicited email sent via this system or purporting to be sent via this system, please forward a copy of that email with your comments to abuse@constantcontact.com for review.

How can you stop receiving email from us?

Each email sent contains an easy, automated way for you to cease receiving email from us, or to change your expressed interests. If you wish to do this, simply follow the SafeUnsubscribe™ or Update Profile links at the end of any email.

How we protect your privacy

We use appropriate security measures to protect against the loss, misuse and alteration of data used by our system.

Sharing and Usage

We will never share, sell, or rent individual personal information with anyone for their promotional use without your advance permission or unless ordered by a court of law. Information submitted to us is only available to the PTO committee members managing this information for purposes of contacting you or sending you emails based on your request for information, and to contracted service providers for purposes of providing services relating to our communications with you.

Use of Web Beacons

When we send you emails, we may include a web beacon to allow us to determine the number of people who open our emails. When you click on a link in an email, we may record this individual response to allow us to customize our offerings to you. Web beacons collect only limited information, such as a cookie identifier, time and date of a page being viewed, and a description of the page on which the Web Beacon resides (the URL).

Web Beacons can be refused when delivered via email. If you do not wish to receive Web Beacons via email, you will need to disable HTML images or refuse HTML (select Text only) emails via your email software.

Privacy Policy Changes

This policy was created on May 18, 2010.