

Las Lomas High School eCommunications Program Guidelines

Table of Contents

1. Goal
 2. Publications
 3. Recipient Interest Lists
 4. Contributors
 5. Submission Process
 6. Formatting Guidelines
 7. Resources and Security
 8. Calendar Coordination
 9. Privacy
 10. Email Database Management
 11. PTSA Website
 12. Policies
 13. Communications Committee Roles
 14. Document History
- Addendum 1: Outside Organization Submittals

1. Goal

The goal of the PTSA sponsored Las Lomas eCommunications Program is to provide thorough and complete up-to-date school-related communication to school families. The email software and PTSA website are purchased and maintained by the PTSA on behalf of Las Lomas High School to be used by the parent groups (i.e., PTSA, Boosters, PAF, Parent Advisors, All-Knighter), principal and school, the district and WCEF. It should be noted that this email system is also the main vehicle for emergency communications by Las Lomas High School and the District.

Presentation must be professional looking or readers will lose confidence in the content. The editors are to respect the LL community's overall capacity for emails by striving to minimize the number of emails sent in any one week.

2. Publications

The Las Lomas PTSA Communications Committee is responsible for publishing various school-wide communication mediums. Nearly all email publications interact with the Las Lomas PTSA website either through links to web pages or posted documents. All content needs to follow specific criteria (see section on Submission Criteria).

- Daily Bulletin
- eBoletin
- Class Specific News
- Athletic Boosters Newsletters
- Performing Arts (PAF) Newsletters
- Office of the Principal
- Stand-Alone Announcements
- WCEF News and Announcements
- eForms Surveys and Data Gathering
- Las Lomas PTSA website

Specific content for these mediums include, but are not limited to:

Daily Bulletin – published daily

Las Lomas High School eCommunications Program Guidelines

- This information is meant for the students at Las Lomas and is read over the PA system during second period each day. This information is specific to the student population. As a courtesy, it is repeated in an email version for parents and students wanting to stay current with daily student information. The Daily Bulletin is emailed out the evening prior to its reading at school. Additional general information should be directed to other PTSA publications (i.e., eBoletin, website or stand-alone).
- School Site Editor (LL staff member) is responsible for content. See submission guidelines for criteria and procedure.
- Daily Bulletin content includes:
 - School, Parent Group and Class announcements specifically directed to Students
 - Outside Organization Programs directed at Students and at the discretion of the school administration (i.e., blood drive, theater auditions, Heart Association, etc.)
 - Sports – information on Las Lomas athletics
 - Clubs – on campus student club information

eBoletin – published weekly (Wednesdays)

- Safety issues
- Principal messages (i.e., campus issues)
- School sponsored activities
- School club activities
- Performing and Visual Arts events
- School athletic announcements
- AUHSD announcements
- School Site Council
- ASB (Associated Student Body) and class information
 - Announcements directed at the general school community will be published as a regular article (i.e. Rummage Sale promotion, request for All-Knighter Chaperones)
 - Information directed at a specific class will be published under the Class News section (i.e. class donation request for homecoming activities)
- Parent group announcements and meeting information (PTSA, PAF and Boosters)
- WCEF announcements
- PTSA endorsed advocacy (i.e., Legislative Committee announcements)
- Outside organization announcements (See Addendum 1: eBoletin Submittal Criteria & Policies for Outside Organizations)
- Calendar (calendar is for 3 weeks with link to two month calendar posted on PTSA website)
- School day bell schedules (especially for modified days – i.e., finals week and shortened days)
- Counseling and college/career information
- Parent education (PTSA and AUHSD Adult Education)
- Healthy Choices
- Walnut Creek City Announcements (i.e. WC library programs)

Class Specific Newsletters – published as needed (maximum 1 per week)

- Class activities and programs
- All-Knighter Information
- Volunteer opportunities
- Fundraising and donation requests
- School programs (i.e., Senior Specific Night, financial aid events)
- Class specific calendar

Las Lomas High School eCommunications Program Guidelines

Performing Arts Foundation Newsletters - published as needed

- Introductory information to new Las Lomas families
- Performance notices
- Fundraising
- Band tours

Athletic Boosters Newsletters - published as needed

- Introductory information to new Las Lomas families

Office of the Principal - published as needed

- Emergency alerts
- Messages from the Principal

Stand-Alone Announcements – Single Subject Content – published as needed

- Promotions and invitations to school or parent group events
- Promotion of school events
- Counseling and College/Career Center events and information
- School program information (i.e., TRI-S, Parent Education)
- Parent group announcements

WCEF Announcements – published as needed (maximum 2 per month)

- Information regarding WCEF programs and fund-raising

PTSA Website – updated regularly

- School wide information
 - Parent group web pages:
 - Definitive individual pages are created as needed for each parent group. Additional subpages can be created (i.e. All-Knighter and Rummage Sale) to support the activities of the various Las Lomas groups. LL groups are not to set up external websites independently. The one exception being WCEF as they serve not only Las Lomas, but also all the WCSD schools WCEF has their own website to address their unique situation.
 - PTSA
 - Parent Teen Education
 - Healthy Choices
 - Legislative Advocacy
 - eNews
 - eScrip
 - Boosters
 - PAF
 - Senior Class
 - All-Knighter (per event season)
 - Junior Class
 - Sophomore Class
 - Rummage Sale (per event season)
 - Freshman Class
- School web pages: As a service to school departments and programs, the following web pages are facilitated on the PTSA website.
 - Principal's Message
 - Schoolwide Calendar
 - College/Career Center
 - ASB

Las Lomas High School eCommunications Program Guidelines

PTSA eForms – created as needed

- Survey and data collection forms

3. Recipient Interest Lists

Publications are sent to designated interest lists. The interest lists define which categories of emails the subscriber will receive. Subscribers (everyone signed up to receive LL emails) may select and revise, at any time, from the following four interest lists:

- General - News of interest to the entire Las Lomas community including emergency alerts, messages from the principal, eBoletin, Counseling & College/Career Center announcements, Athletic Boosters announcements, Drama performances, etc.
- Class Specific - Information pertinent to each class (Seniors, Juniors, Sophomores, Freshman)
- Daily Bulletin - Day-to-day school information that is of a student-focus nature. It is read over the PA system during 2nd period each day. This student bulletin is repeated in an email version for parents and students wanting to stay current with daily student information.
- New Student - Important information tailored for new students enrolling in Las Lomas in the upcoming school year regarding registration, residency verification, new student orientation, fall sports clearance, etc.

Additional internal targeted lists are created and administered by the LL Subscription Manager. These lists include, but are not limited to:

- Performing Arts (instrumental & choral music families and theater arts families)
- WCEF leveled donors

Alumni - Once a student graduates from Las Lomas their family's emails are removed from all other lists. A very limited number of emails are sent to alumni (i.e. invitation to Crab Feed, select WCEF programs, select Performing Arts performances).

4. Contributors

eCommunications contributors include (but are not limited to):

- Parent group presidents and their program chairs
 - PTSA
 - Boosters
 - PAF
 - WCEF
 - Class Parent Advisors
 - All-Knighter
- Principal and other school administrators
- School counseling Department and College/Career Center
- School nurse
- School Site Council
- Department chairs and staff (i.e., drama department, yearbook, etc.)
- Las Lomas Athletic Teams
- Superintendent and district staff
- Student Leadership (ASB)
- Las Lomas Clubs and individual students
- Outside organizations (approved by administration) (See Addendum 1: eBoletin Submittal Criteria & Policies for Outside Organizations)

5. Submission Process

Las Lomas High School eCommunications Program Guidelines

All articles and announcements are subject to approval by the school administration. All notices should be submitted in full (not draft) format – ready for print. eCommunications Team reserves the right to edit content and formatting to conform to LL eCommunications standards. Verbiage in these communications will adhere to the formatting guidelines (see Formatting Guidelines section).

It is the responsibility of all contributors, whether parent group, LL department or student group, to submit articles within the guidelines for each publication. When a party fails to submit an article based on a known upcoming event, the editor may request a submission.

As a courtesy, the editor should respond to each contributor that their article was received for publication. If a response is not received, submitters should follow up with the eEditor so there is no discontinuation of information.

Submittal to eBoletin

- Submission Deadline: Sunday midnight (prior to Wednesday publication)
- Submissions should be emailed to: LasLomasPTSA@yahoo.com
- Format: Submissions are preferred in 'Word' .doc PC format or in the body of the email itself.
- As a rule, submissions should not be longer than 150 words.
- Occasionally, announcements will need to refer to another document or link. Documents or other items that are submitted directly to the eNews editor will be hosted on the PTSA website. Documents should be submitted by Sunday midnight (prior to Wednesday publication) to the eNewsletter editor at LasLomasPTSA@yahoo.com. Per eCommunications guidelines, these linked documents are subject to school administration approval.
- Frequency of articles:
 - Articles may be submitted to run full context for two editions of the eBoletin. Should a third edition be necessary, it is the discretion of the editor to shorten the original article.
 - For programs or events requiring a longer publication timeframe contact the editor to set up a mutually agreeable publication timeline. Weekly announcements over a long period of time will not be accepted.
- External organizations (non Las Lomas groups) must meet specific criteria and follow separate submittal policies. See Addendum 1: eBoletin Submittal Criteria & Policies for Outside Organizations.

Submittal to Daily Bulletin

- Submission Deadline: 12:00 p.m. the day before the announcement is run
- Announcements are submitted by hard copy to the Las Lomas main office or are emailed to Michele Bellamy at mbellay@acalanes.k12.ca.us.

Submittal to PTSA website

- Submission Deadline: at least 3 days prior to expected publication
- Submission should be emailed to: LasLomasPTSA@yahoo.com

Submittal for Stand-Alones and Class Specific Announcements

- Submission Deadline: at least 2 weekdays prior to expected publication
- Occasionally, announcements will need to refer to another document or link. Documents or other items that are submitted directly to the eNews editor will be hosted on the PTSA website. These documents should be submitted at least 2 weekdays in advance of the item's publication to the eNewsletter editor at

Las Lomas High School eCommunications Program Guidelines

LasLomasPTSA@yahoo.com. Per eCommunications guidelines, these linked documents are subject to school administration approval.

- Frequency of announcements: The publication of stand alone announcements is restricted. Other forms of announcements are in the eBoletin, Daily Bulletin and website. Contact the editor should you feel your event/program requires more than one stand alone publication.

Submittal for eForms

- Submission Deadline: at least 5 days prior to expected linked publication
- Requests for form creation are submitted to Online Forms Chair.
- These forms are sent via an email. Refer to the submittal process for eBoletin or Stand-Alone articles.

6. Formatting Guidelines

While it is very helpful to the editor to see what a contributor would like emphasized in their article, the editor reserves the right to reformat an article to conform to LL eCommunications standards. It is the discretion of the editor to remove excessive embellishments as in overuse of exclamation points, bolding, italicizing, underlining, all caps and font colors. Font faces and font sizes are also the discretion of the editor.

Image branding is a useful communications tool. Logos and images may be included in articles and webpages. Submit files in jpg, gif or png format. We reserve the right to refuse an image if it does not conform to AUHSD, School or PTSA policies. Images may need to be resized to fit the email template and/or webpage.

Typically, readers only skim email content. It is a best practice to be concise and use bulleted/numbered lists. Tables are another tool to assimilate information quickly.

7. Resources and Security

Applications:

- Constant Contact - email template and service provider
- Homestead - website construction
- Formsite - survey and data collection

Secondary Tools:

- Front Page
- Text editor such as MS Word
- Excel
- Image/photo editing program
- PDF creator

For security and confidentiality reasons, access to the eCommunication systems is restricted. Upon the end of term of a eCommunications Team member, the system user password will be changed to a new password. Access to the systems is limited to:

- Email Templates (Constant Contact) - LL email editors
- Email Database (Constant Contact) - LL and AUHSD email subscription managers
- Website (Homestead) - webmasters
- Data Collection (Formsite) - data collection editor

8. Calendar Coordination

The Calendar Coordinator works with school staff, ASB, and parent groups to compile and maintain event calendar for dissemination through various parent publications and

Las Lomas High School eCommunications Program Guidelines

communications channels, including: Las Lomas PTSA website, LLHS website, eBoletin, and the Student/Parent Directory.

A master calendar is created prior to the start of the school year based on the prior year's final calendar. An updated 60 Day calendar is submitted to the eBoletin editor and LL PTSA webmaster every week by the eBoletin submittal deadline of Sunday midnight. 60 day calendar is posted on the LL PTSA website. Three week calendar is included in the eBoletin.

A contact list is developed to email weekly requests for updates. It is the responsibility of each contact to review their respective area(s) of responsibility. Contact list includes, but is not limited to:

- Secretary to the Principal
- College/Career Center Advisor
- Testing Coordinator
- Sports Director
- Theater Arts Instructor
- Instrumental Music Instructor
- ASB Advisor
- PTSA (President, TRI-S Chair, Reflections, Founders Day, Finals Fuel, Staff Appreciation, Legislation, Parent Education, eBoletin Editor & LL PTSA Webmaster)
- Boosters (President)
- WCEF (President & WCEF/LL Site Council)
- Performing Arts Foundation (President)
- Site Council
- Parent Advisor for each class (Senior, Junior, Sophomore, Freshman)
- ASB President
- All-Knighter Chair

9. Privacy

The recipient list will be managed by email subscription coordinator and will not be used for any purpose other than school-related, district or WCEF communication in AUHSD approved applications such as Aeries, Constant Contact, FormSite, and Blackboard. All data is private. It will not be sold or otherwise distributed. It is to be understood that the subscriber list is highly restricted information. The use of web-based services such as e-vites, flickr, or other open venues is prohibited due to the inability to keep email addresses and subscriber data private. Access to data collected through online forms such as FormSite must also be restricted to those holding such positions on the PTSA Communications Committee.

Any family or subscriber wishing to have their email address removed from the distribution list need only make that request. Each e-Communication will include a notice explaining that a family or subscriber may be removed from the list if desired.

10. Email Database Management

- Email addresses will be captured during the TRI-S event prior to the beginning of school with continual updates throughout the school year. Parents who provide an email address will do so with the understanding that they will be receiving school, district and WCEF information regularly.
- Minimum data collection with each email address:
 - Email owner last name
 - Email owner first name
 - Phone # (for delivery problems only)

Las Lomas High School eCommunications Program Guidelines

- Relationship (parent, student, alumnus, teacher/staff, etc.)
- Student name(s): Last, First
- Student grade(s)
- In a collaborative effort to make communications seamless from middle school to the high school, 8th grade family emails will “roll” to Las Lomas. This “roll over” of contact information to Las Lomas should occur preferably the end of April of each year and should be clearly communicated to all families. As soon as possible after the transfer, the new school will welcome families with an email directed to these new families and they would begin receiving regular communications to aid in the families’ and students’ transitions.
- Links to “Join Our Mailing List” will reside on both the Las Lomas School and PTSA websites. Persons contacting the school office by phone will be directed to sign-up online.
- Timely maintenance of the email database is crucial to the timely distribution of email communications to families. The email subscription coordinator should be cleaning up “bounced” emails on a regular basis, as well as working closely with the school registrar to ensure all new families are contacted throughout the year for email address requests.

11. PTSA Website

The use of electronic information resources must be in support of education and, school business and directly support the educational program and goals of Las Lomas High School. Commercial advertising or other non-educational use is prohibited.

Photographs

- Photographs that permit identification of students will not be posted on a web page.
- Photographs which do not permit identification of a student (shots only showing the back of a student or digitally altered to obscure features) may be posted provided the following procedures have been followed:
 - Principal approves each photograph.
 - Parent’s permission has been obtained in writing prior to posting.
 - No personal identification of the student can be made.
- Photographs of staff will not be posted on the web page without written permission.

Names

- Personal information about a student should not be posted. Personal information includes such items as a student’s name, address, phone number and any other information that could lead to identification.

Student Work

- Student work may be posted with the restriction stated under "Names".
- Student work will not be posted without parent permission.

Content

- All information shall be considered a material that supports and fosters greater student/staff/home and general school communications with the public.
- All material must not violate any State or Federal laws including:
 - Copyrights/Intellectual Property Rights
 - Destruction of property
 - Invasion of privacy
- Any information or materials (words or images) that are "borrowed" must have the written permission of the author, and this should be stated on the web page. This does not include free graphics available on the Internet or in free clipart collections.

Las Lomas High School eCommunications Program Guidelines

- Personal opinions, comments about controversial issues or political statements may not be posted on the PTSA website.

Links

- Links to personal, strictly commercial web sites or student home pages are prohibited.
- All links should clearly support the educational mission of Las Lomas. Links should be reviewed periodically and evaluated to ensure that they continue to serve the originally intended purpose and continue to support the education mission of the school and District.

12. Policies

- Publication of full names of WCSD students is prohibited by the WCSD district (applies to 8th graders). Las Lomas full student names can be published.
- Personal contact information for students is prohibited. Students should arrange to have donations or information collected by a parent or staff member or delivered to the school office.
- All requests for delivery of items to the school must be approved by the administration.
- No promotion of political issues may be advocated unless officially endorsed by the Las Lomas PTSA.
- No promotion of political candidates may ever be advocated. This is to comply with IRS nonprofit and school district regulations.
- Any commercial advertising must follow PTSA, school and district guidelines and policies. Generally, the rule of thumb is no advertising because of liability issues.
- Any links to other than school, district, WCEF or other education-related (ex. Las Trampas Creek Council or California State PTA) websites must be approved by the school administrator.
- If a family has no email capability and wants to receive this information, hard copies can be made available in the office for students/parents to pick up.

13. Communications Committee Roles

One individual may handle multiple Communications Committee Roles. The roles include:

- PTSA 4thVP of Communications
- PTSA Calendar Coordinator
- PTSA e-Communications Editor
- PTSA Online Forms Chair
- PTSA Webmaster
- PTSA Email Subscriptions Manager
- School Site Editor (Daily Bulletin & Emergency Alerts)
- LL Principal

Although the LL Student Directory Team is part of the LL Communications Team, their duties and responsibilities are not included in this document.

Interaction and coordination between committee members is paramount to a successful communication program. Publicized information often overlaps between the communications mediums.

14. Document History

These guidelines were produced in collaboration by the Las Lomas Administration and Las Lomas PTSA eCommunications Team. A thorough review should be conducted each year.

Las Lomas High School eCommunications Program Guidelines

Version	Date	Contributors	Revisions
	Spring 2008	Carolyn Boord, PTSA VP Communications & Editor Chris Elsasser, PTSA co-President Katie Peña, Former PTSA Editor Toni Steil-Bozym, PTSA co-President & Webmaster Pat Lickiss, LL Principal Lyza Dyer, LL Site Editor Lyn Zusman, LL Secretary to Principal	Meetings held. No document created. First email sent to LL general community 02/17/03. PTSA website established 10/04.
V1	12/08/08	Carolyn Boord, PTSA Editor Mary Holzheimer, PTSA President Toni Steil-Bozym, PTSA VP Communications & Webmaster Pat Lickiss, LL Principal	Created document based on meetings held in spring 2008 and Las Lomas historical eCommunication practices. General review and revisions. Finalized document posted to PTSA website.
	01/05/10	Carolyn Boord, PTSA Editor Carolyn Cool, PTSA Webmaster Mary Holzheimer, PTSA President Sherri McGoff, PTSA Editor Toni Steil-Bozym, PTSA VP Communications & Webmaster Pat Lickiss, LL Principal	Created "eBoletin Submittal Criteria & Policies for Outside Organizations." Reviewed.
V2.1-2.4	03/22/10	Carolyn Boord, PTSA Editor Dana Carrigan, PTSA Online Forms Carolyn Cool, PTSA Webmaster Deborah Herndon, PTSA Calendar Coordinator Mary Holzheimer, PTSA President Sherri McGoff, PTSA Editor Toni Steil-Bozym, PTSA VP Communications & Webmaster Pat Lickiss, LL Principal Michele Bellamy, LL Site Editor	Added Recipient Lists, Formatting Guidelines, Calendar Coordination, Resources and Security, PTSA Website, Communications Committee Roles, Document History. Incorporated Addendum 1. Formatting changes. General review and revisions.

Las Lomas High School eCommunications Program Guidelines

ADDENDUM 1: eBoletin Submittal Criteria & Policies for Outside Organizations

Who May Submit Articles

- Group must be youth-oriented
- Local to San Francisco Bay Area
- Confirmed not-for-profit status

Frequency

- Event = once
- Organization = once per semester (August-January and February-June)

Content

- No fundraising for outside organizations
- Reserve right to refuse articles if does not follow AUHSD, School or PTSA policies
- All articles subject to approval by the principal
- Reserve right to edit content and formatting to conform to LL eCommunications standards
- Include important details of event (date, time, location, RSVP, etc)
- May link to organization's website

Length

- 100 word maximum

"Attached" Flyers

- Can link to a flyer (PDF format) within article
- Reserve right to refuse flyer if does not follow AUHSD, School or PTSA policies
- Preferably posted on organization's website. Submit URL for posted flyer. Contact Las Lomas eCommunications Team if unsure how to do this.
- If flyer not posted on organization's website, submit flyer preferably in PDF format. May submit in Word format, but Las Lomas eCommunications Team can not guarantee accuracy of document formatting when converting to PDF.
- No flyers will be posted for public viewing on the Las Lomas PTSA or School websites

Logos & Images

- Yes, will print organization's logo. No other images will be published
- Reserve right to refuse logo use if does not follow AUHSD, School or PTSA policies
- Submit URL for logo file posted on organization's website. Contact Las Lomas eCommunications Team if unsure how to do this.

eBoletin Placement

- All outside organization articles will appear in the "Community Announcements" section

Submittal Process

- Deadline is Sunday midnight prior to Wednesday publication
- Electronic submission only. Submit to LasLomasPTSA@yahoo.com

NOTE: City of Walnut Creek and Acalanes attendance area schools and public institutions will be exempt from some of the above criteria. Please contact the Las Lomas eCommunications Team at LasLomasPTSA@yahoo.com with questions.