



MIS/HPMS PTO Communications Guidelines 2023-2024

The MIS/HPMS PTO uses the following communication mediums to deliver PTO news to our MIS/HPMS community (including student families, teachers, staff, and district).

1. Raider Weekly
2. News to Know
3. Room Parent emails (MIS only)
4. Social Media

I. Raider Weekly

The weekly e-newsletter, the Raider Weekly, is the primary communication tool for the PTO. The Raider Weekly is sent via email every Sunday at 4:00 pm. It contains important information for both school and extracurricular activities.

Raider Weekly content is published in the following order:

1. **MIS/HPMS** - top section promotes important information pertinent to both schools
2. **PTO** – information of interest to parents including event and meeting announcements and fundraisers
3. **5th and 6th Grade News** - MIS-specific news and announcements (including Raider Recognition)
4. **7th and 8th Grade News** - HPMS-specific news and announcements (including Raider Recognition)
5. **Fine Arts** - section to share highlights from the Fine Arts departments
6. **Sports** - section for posting HPMS game scores, results, accolades and photos
7. **Recent Reminders** - contains events and promotions that have already been featured in the top section of newsletter but may still need a little extra promotion
8. **Celebrate Faculty and Staff** - birthdays/staff; runs the first issue of each month
9. **Snaps and Claps** - special “thank you” or acknowledgments to volunteers or faculty and staff from the PTO Presidents
10. **News to Share** - announcements from outside organizations* that interact with students from our schools (see Outside Organization guidelines below)

Please note: School-specific events or deadline-driven announcements can run for up to 3 weeks unless directed otherwise by the administration. Other submissions will run for either 1 (recaps of sports news) or 2 weeks before being relocated to the “Recent Reminders” section or deleted entirely.

Raider Weekly submissions must meet the following guidelines:

- Submissions should only relate to MIS/HPMS activities.¹
- Raider Weekly will go out every SUNDAY at 4:00 pm.
- ALL content must be emailed to the Communications Chair (communications@mishpmspto.org) by **Wednesday at 12:00 pm** for that Sunday's publication.² Late submissions will go in the next week's newsletter.
- Submissions should be as concise as possible. Please add a weblink for more information if necessary. Submissions should include pertinent information (dates, times, contact info, etc.) and should be written as you would like it to appear in the Raider Weekly.
- The Communications chair may edit submissions as needed. Please include contact information in case there are questions about a submission.
- Please use the following formats:
 - Article in Microsoft Word format (no PDFs or .pub files).
 - For any website links, please provide the URL.
 - If there is a form that goes with the announcement, send the form in a PDF format to be linked to the document.
 - For any logos, pictures, or clip art, please provide images in .jpg or .png format. Please limit to 2 photos and do not embed photos in a document.
 - Names should be alphabetized, i.e., lists of parent volunteers
 - Note that the administration, PTO Presidents and Communications Chair may make minor edits to articles (punctuation, grammar, changes to shorten/simplify language, etc.).

Outside Organization Guidelines

The Raider Weekly is focused primarily on MIS/HPMS school and extracurricular activities. We do not typically publish information related to community events or events at other schools in our district. We will, however, promote (1) registration information³ for outside clubs seeking to "recruit" MIS/HPMS students for participation (for example, HP Crew, HP Girls Lacrosse, HP Clay Team); (2) educational/academic programs for parents (PC-TAG, PCLDA, Decoding Dyslexia); and district events (non-fundraisers) that may be of particular interest to MIS/HPMS students.⁴ This content will appear in

¹ Please note: the Raider Weekly does not feature the roster for any school team or club (e.g., we would not feature sports team rosters, results of choir/drama auditions, etc.). We will, however, feature team/individual accomplishments and/or highlight activities of students as they are preparing for an upcoming competition/concert/performance/meet/game/match or everyday fun in that extracurricular activity.

² Exceptions to the deadline are made for coaches and sports chairs as these events can take place through Saturday each week.

³ Please note: We will not publish individual or team news regarding games, awards, etc. for any of these HPISD clubs.

⁴ Please note: We will NOT publish event information for elementary or high school fundraisers

the News to Share section of the Raider Weekly, along with the pertinent registration information and a team logo if sent as a separate .jpg file.

- All content is subject to the guidelines outlined above, and final approval is at the discretion of the administration, PTO Presidents and Communications Chair. In addition, sponsor information may be omitted from announcements appearing in the Raider Weekly.
- If applicable, please make sure your event is listed on the school calendar as soon as possible. You can do this by emailing Lisa Hayes, HayesL@hpsid.org.
- If your announcement contains a link to your web page, please check this to make sure information is correct and current.

II. News to Know

News to Know emails are reserved for school-driven messages and are unlikely to be used to promote PTO or non-school specific events unless deemed necessary by the administration.

III. Room Parent emails

Room Parents will only communicate information they receive from the Room Parent Chairs. Room Parent communications are not intended to replace the Raider Weekly, but rather serve as a reminder for upcoming events as well as specific class and grade-level communication. Please submit any items for the Room Parent emails to Room Parent Chairs, roomparents5th@mishpmspto.org or roomparents6th@mishpmspto.org for approval to be included in monthly room parent emails.

IV. Social Media

If you have an event you would like to share on social media, please submit your content using the following google form: <https://forms.gle/331vsx2cYEMhqqQ8>. Please send your request at least 24 hours in advance of when you want it posted. If you have questions, please email socialmedia@mishpmspto.org.

V. Emails/Handouts

All emails and handouts require prior approval by the MIS or HPMS president. Please contact mispresident@mishpmspto.org or hpmspresident@mishpmspto.org if you need to send an email on behalf of the PTO or if you need to distribute a handout on behalf of the PTO.

Contacts:

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