SITE PHILOSOPHY & BENEFITS

THE 4 LEGS OF COMMUNICATION

Email

News

Calendars

Volunteer Schedules!

Like four legs of a table, there are four primary vehicles of communication that form the foundation of a school web site. Each one is critically important to communicating properly with the parent-teacher base.

NEWS

News should be timely and crisp. Nobody wants old news on the web site. And neither do we! Our site ensures that old news is automatically archived.

CALENDAR

The calendar is the touchstone for parents. It tells them when important things are coming up. On the web, it needs to LINK to the events and news articles that describe the events.

VOLUNTEER SCHEDULES

Volunteer Schedules are very important. You need schedules that don't require 10 clicks just so someone can add themselves to an event. With our schedules, it's ONE CLICK. And, you will never see OLD SCHEDULES on our site. Once the event is done, the schedules are automatically archived.

EMAIL

Email is the cornerstone of modern communication. Email is used by Webmasters and Admins to communicate important events and fundraisers. The intelligent management of email is critical to the site, including the handling of bounces and opt-ins/opt-outs. We do it all.

MAKE THEM EASY TO CUSTOMIZE!

PAGES

Pages should be easy to create and maintain, with CONTRIBUTED CONTENT supported. This is the core principle of our design.

NAVIGATION

It should be easy to add navigation and pages to the site. AND, it should be easy to build content on the navigation sections.

LAYOUT

YOU should be able to decide layout of your site – not someone else! With our sites, you can set it up exactly as you like, and place the content in a way that makes sense to YOU.

CONTRIBUTED CONTENT

It all boils down to content. With our sites, you can engage your parent and teacher population to contribute content, so your site stays robust and relevant to the needs of your school community.

While the site encourages content submissions, nothing goes "live" until it is approved. Security on the site is discussed next.

SECURITY LEVELS ARE KEY

CONTRIBUTING AND APPROVING CONTENT

Our sites are defined with 4 security levels, but more can be added easily. The four are:

- Webmaster – can create sections and the basic structure of the site.
- Administrator (Admin) – Can edit anything and approve content.
- Poster – Can contribute content.
- Member – Can view content, and can volunteer when Approved.

VIEWING CONTENT

We have security rights available on several categories of content, including:

- Documents
- Photo Gallery
- Directory
- Entire Sections (pages)

It is easy to establish who can view individual areas of the web site.

BENEFIT FOR SCHOOLS, TEACHERS, AND PARENTS

RECRUITING VOLUNTEERS

It's easy to recruit volunteers at My-PTA.org. Our Volunteer sign-up process is as easy as clicking a single link in a volunteer schedule. This method has been used to dramatically increase volunteerism for all our My-PTA schools.

ALWAYS FRESH CONTENT

Every bit of content on the site has a start date and an end date. No more old content! Once a volunteer schedule or article is old, it is automatically moved to Archive for the given content section.

ZERO COST

Save Money with our sites.

- Are you currently using a service like Constant Contact for email?
- Are you using RevTrak or PayPal for credit card transactions?
- How would you like to save $300 to $1,000 per year?

Our email delivery system is FREE. And, we charge the lowest fees in the industry – much less than PayPal, RevTrac or others, because we don't mark up credit card processing fees.

BENEFIT FOR SCHOOL DISTRICTS

As a school district, you are interested in operating your school population at peak efficiency and delivering the best educational value you can at the lowest cost.

ZERO COST

Yes, you can provide this to all of your schools at ZERO COST. AND, we will create all the sites your district needs, again, at no cost to you. All you have to do is introduce our sites to your PTAs and parent groups. They don't have to use them, but we think they will. In our pilot district, 30 out of 32 schools used their My-PTA sites immediately.

Our revenue model is based on schools ELECTING to use our sponsor management module, which makes money for them.

A VALUABLE RESOURCE

It's a WIN-WIN. We provide the vehicle for schools to get their parent populations engaged. Your schools will applaud you for bringing this valuable resource to them, just as the schools of the Leander Independent School District did.

RECRUIT VOLUNTEERS.   CUT OPERATING COSTS.

Volunteers are the lifeblood of any school district. They add much needed manpower in the school to assist teachers and PTA events. Our sites are designed to recruit volunteers and make it easy for them to sign up for the events the school is sponsoring. More volunteers = lower costs for the district, AND increased federal funding in many instances!

ELIMINATE THE OVERHEAD

Do you currently operate web sites for your schools? Are you inundated with requests for pages and email broadcasts for special events the school is sponsoring? Our sites completely take care of the process of posting parent-level events.

REDUCE THE LIABILITY

Many districts are reluctant to allow parents to post news and other information on their sites for fear that something inappropriate may be posted, causing a liability situation. Since our sites are not owned or operated by the district, the parent organization (PTO, PTA, etc.) is responsible for what gets posted. Nothing just "goes up" without someone in a position of responsibility looking at it.

In addition, a statement on the footer of every page says something like:

> This web site is a volunteer-created site and is not an official <school name> or <district name> web site. <district name> does not sponsor or endorse any of the organizations or businesses listed on this site.