

Lake Travis High School PTO

Officer and Committee Chair Descriptions

Officers: In addition to attending PTO meetings of the Executive Board and of the General Membership, responsibilities include:

President

- Preside at all organization meetings
- Coordinate the work of the officers and committee members and serve as *ex-officio* member of all committees except the Nominating and Audit committees.
- Serve as the primary liaison with the Principal.
- Represent the Organization by attending district leadership meetings, campus advisory team meetings, and school board meetings as invited and as appropriate.
- Comply with administrative requirements set forth by the District.

Vice President

- Preside at meetings in the absence of the president.
- Support the president with officer and committee initiatives, as requested.
- Assume the office of president for the unexpired term in the event of a vacancy.
- Act as point contact for Class Representatives, Cultural Connections, Speaker Series, and Welcoming
- Key position interactions: President, Class Representatives, Cultural Connections, Speaker Series, Welcoming, Publicity

Fundraising VP

- Plan, coordinate, execute, and track all fundraising efforts of the organization, working closely with No Hassle Fundraising Chair, Directory Chair, and Wish List Chair.
- Develop and maintain Business Sponsor relationships for the organization.
- Work closely with Directory Chair to confirm Business Advertising placements and Ad receipts
- Advertise and communicate organization fundraising goals, accomplishments and business sponsors via appropriate outlets, including e-News, outdoor signs, local newspapers, etc.
- Key position interactions: President, Treasurer, No Hassle Fundraiser Chair, Directory Chair, Wish List Chair, Webmaster, E-News Editor, Publicity

Student Activities Co - VP

- Plan and execute activities on behalf of the students.
- Work closely with, and provide work direction to, as needed: Homecoming Chair, Halloween Chair, Talent Show Chair, and any other student-related activity chairs.
- Key position interactions: President, Treasurer, Webmaster, E-News Editor, Homecoming Chair, Talent Show Chair, Halloween Chair, Publicity

Membership VP (NEW POSITION for 2017-18)

- Plan the annual membership campaign. (round-up, on-line, homecoming parade, etc.)
- Responsible for creating and implementing a membership plan, promoting membership throughout the year, collecting dues and attracting new members
- Construct and maintain membership database
- Include a student, teachers and staff involvement element in the campaign
- Create a calendar of membership recruitment tactics, incentives and events
- Work within Membership budget to support membership plan projects and events
- Key position interactions: Executive Board, Principal, Welcoming Chair, E-News Editor, Publicity, Treasure, Fundraising

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Secretary

- Publish agendas and record and maintain the minutes of meetings of the Organization
- Be responsible for correspondence and all records of the organization
- Key position interactions: President, Treasurer, Webmaster, E-News Editor, Publicity

Treasurer

- Maintain custody of organization funds and make disbursements as approved.
- Keep books of account and records for receipts and disbursements and be responsible for the permanent books of account and records.
- Prepare and submit budget for adoption.
- Present a financial statement at meetings.
- Submit books to the audit committee.
- Ensure documents are filed and prepared with due diligence.
- Key position interactions: Executive Board, No Hassle Fundraiser Chair, Directory Chair, Wish List, Webmaster

Committee Chairs: Chairpersons are board-appointed, year-round commitments and, in addition to attending all PTO meetings of the Executive Board and of the General Membership, are responsible for:

Class Representatives – Freshman, Sophomore, Junior, Senior

- Act as liaison and facilitate communication between members and the board and the class faculty sponsor.
- Work with class Project Graduation chairs as needed.
- Work with Teacher Appreciation Chair to plan and organize Teacher Appreciation Week and provide meals for teachers each day
- Provide monthly teaching appreciation opportunities through teacher “praise tokens”
- Communicate with the Counseling Office to identify class “to do’s” and disseminate information to parents and Website and e-News chairs.
- Report activities to the Executive Board and identify /recommend relevant topics for membership meetings
- Key position interactions: President, Vice President, Teacher Appreciation Chair, Speaker Series Chair, Webmaster, E-News Editor, Publicity, Cultural Connections

The freshman class representative will also coordinate with 8th grade representative at the middle schools to disseminate relevant information to 8th grade parents.

Cultural Connections (NEW POSITION for 2017-18)

- Work with LTHS Principal, Counselors, and PTO Executive Board to create (and support existing) outreach and engagement programs for non-English speaking families.
- Work with the LTHS counselors to understand/prioritize non-English speaking population(s) needing outreach.
- Recruit volunteers with dual language capability to disseminate information to and from the PTO and identified families.
- Schedule and coordinate translation (and any other needed support) for PTO documents, meetings and events.
- Help in the development of advertising informational pieces through the enews/website/social media tools and not-for-profits that already exist in our community to provide the greatest outreach and service to identified populations
- Find and recommend opportunities for PTO to promote an environment in which all families receive adequate support and understanding of their child(ren)'s educational and enrichment opportunities at LTHS.
- Coordinate with LTISD departments as appropriate.
- Key position interactions: President, Vice President, Class Reps, Welcoming Chair, Speaker Series Chair,

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Webmaster, E-News Editor, Publicity

Directory

- Work with the Fundraising VP to plan, coordinate, and report activities regarding Business Ad placements in the directory.
- Plan and execute directory campaign.
- Coordinate with LTISD and schools for directory and to obtain directory content.
- Plan, format and publish directory.
- Key position interactions: President, Fundraising VP, Treasurer, No Hassle Fundraiser Chair, Webmaster, E-News Editor, Publicity

e-News

- Collect (from Faculty, Staff, Booster Clubs, volunteers, etc.) and arrange news articles to publish in the weekly LTHS PTO e-News.
- Publish and distribute e-News via email weekly
- Support board, chairs and LTHS staff with special e-News requests, as needed.
- Maintain Constant Contact account.
- Report activities to the Executive Board.
- Key position interactions: President, Secretary, Fundraising VP, No Hassle Fundraiser Chair, Webmaster, Publicity, Volunteers Chair

Halloween Chair

- Under the direction of Student Activities VP and the Principal, plan Halloween contest for teachers/staff and students at the main building and at the Annex.
- Solicit and coordinate volunteers, as needed.
- Report activities to the Student Activities VP.
- Key position interactions: President, Student Activities VP, Webmaster, E-News Editor, Volunteers Chair

Homecoming Parade

- Under the direction of Student Activities VP and the Principal, solicit and coordinate volunteers for the homecoming parade.
- Assist the Principal with planning and coordination for the parade, as requested.
- Advertise the parade throughout the community
- Report activities to the Student Activities VP.
- Key position interactions: President, Student Activities VP, Webmaster, E-News Editor, Volunteers Chair

No Hassle Fundraiser

- Work with the Fundraising VP to plan, coordinate, and report activities.
- Solicit donations from LTHS Community for the No Hassle Fundraiser.
- Record, report, and provide annual tax receipts for donations received and submit funds received to the treasurer.
- Key position interactions: President, Fundraising VP, Treasurer, Directory Chair, Webmaster, E-News Editor

Publicity

- Work with Executive Board and Chairs to broadcast all PTO events and needs, including but not limited to:
 - Speaker Series evening and daytime events, membership meetings
 - Fundraising donation and sponsor drives, directory sales, wish list and spending updates
 - Volunteer appreciation
 - PTO Activity promotions for Halloween, Homecoming, Talent Show
- Facilitate PTO communications to community by working closely with e-News Chair and Webmaster to initiate or

Last Updated July 1, 2017

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coordinate submissions from committee chairs (for eNews, Website, Facebook, Twitter, etc.)

- Create and manage contacts and processes for submissions to BeeCaveBee, LakewayBee, Lake Travis View, Bee Cave Messenger, Community Impact, local flier postings, etc.
- Report activities to the Executive Board.
- Key position interactions: President, VP, Fundraising VP, Student Activities VP, e-News Editor, Webmaster

Social Media (NEW POSITION for 2017-18)

- This position may be a co-chaired.
- Facilitate PTO communications thru Social Media (Facebook, Instagram, Twitter). Encourages parents, teachers and community to “LIKE” @lthspto Facebook page and other forms of SM when they are set up.
- Works with the board on posts and may create a committee to help with posting and tracking.
- Create and post events, meetings, recognitions, polls, reminders and social events.
- Encourage LTHS teachers and staff to post and review/respond to posts from the community.
- Set up recurring scheduled posts from Business Sponsors.
- All posts follow LTISD social media guidelines.
- Key position interactions: President, VP, Fundraising VP, Student Activities VP, e-News Editor, Webmaster

Speaker Series

- Under the direction of the organization President or Vice President and in conjunction with Class Representatives, identify and consolidate topics of interest and concern for LTHS community.
- Identify, plan and coordinate appropriate forums, including formal presentations from guest speakers or panels or informal coffee chats during the evening or the school day
- Working with the organization President or Vice President, coordinate general membership meeting speakers, presentations, and logistics.
- Represent organization on District’s School Health Advisory Council (SHAC)
- Report activities to the Executive Board.
- Key position interactions: President, Vice President, Principal, Secretary, Webmaster, E-News Editor, Publicity, Class Representatives, District Health and Social Programs Coordinator

Teacher Appreciation

- Plan, coordinate and execute monthly staff appreciation events at the main building and the annex.
- Communicate and coordinate teacher appreciation week activities and needs with class representatives
- Report activities to the Executive Board.
- Key position interactions: President, Principal, Treasurer, Class Representatives, Principal’s Administrative Assistant (Debbie Black)

Talent Show Chair

- Under the direction of Student Activities VP and the principal, plan and execute Talent Show for students.
- Coordinate dates of show and auditions with school administration
- Solicit and coordinate volunteers, as needed.
- Report activities to the Student Activities VP.
- Key position interactions: President, Student Activities VP, Webmaster, E-News Editor, Volunteers Chair

Volunteer Coordinator

- Coordinate volunteer needs with PTO chairpersons and school.
- Solicit volunteers for PTO and school activities as needed, using electronic sign-up tools (e.g. signup genius).
- Maintain list of volunteer contact information for use throughout the school year, if appropriate.
- Report activities to the Executive Board.
- Key position interactions: President, School Administration, Webmaster, E-News Editor, All PTO Chairpersons

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Webmaster

- Maintain PTO website with updated information about PTO activities and events and relevant LTHS events and activities.
- Coordinate with e-news Chair, as necessary, to keep website current.
- Setup and maintain board and committee emails.
- Maintain hosting and domain name accounts.
- Report activities to the Executive Board.
- Key position interactions: President, Secretary, Fundraising VP, E-News Editor, Publicity

Welcoming

- Work with the principal to organize Principal's Coffee for New Families first week of school.
- Compile list of new families and communicate key information to them.
- Schedule several newcomer events in the fall and winter, as needed.
- Report activities to the Executive Board.
- Key position interactions: President, Vice President, Webmaster, E-News Editor, Publicity, Cultura Connection

Wish list (NEW POSITION for 2017-18)

- Work with the principal and executive board to distribute form and prioritize requests by early November
- Collect, record, and acknowledge receipt of wish list requests, requesting more details as needed.
- Coordinate "Wish Granted" presentation with President, Principal, and Fundraising VP; send status update to all other requestors.
- Keep spreadsheet of requests and status up to date throughout the year.
- Report activities to the Executive Board.
- Key position interactions: President, Principal, Treasurer, Fundraising VP, LTHS Finance Clerk, Webmaster, E-News Editor