



2018-2019 COMMUNICATION PLAN

WEEKLY COMMUNICATION

PTA website: www.wilchesterpta.com

- Primary source of information including the online Tuesday Folder, WCE calendar of events, SBISD calendar, lunch menu, parent forms, PTA information, due dates, etc.
- To submit something to be posted on the website, go to www.wilchesterpta.com and click on "Submit PTA Info" tab highlighted on the sub menu. All communication will be reviewed & approved by Principal Liz Goodman to meet SBISD standards.
- Submissions are due by **3pm one week prior** to the date you need posted. We will make every effort to get it posted sooner.

Tuesday Folder (hard copy)

- Folder sent home in your child's backpack every Tuesday.
- Includes take-home classroom work and limited hard copy information that requires a parent response.
- To submit something for hard copy, go to www.wilchesterpta.com and click on "Submit PTA Info" tab highlighted on the sub menu. All communication will be reviewed & approved by Principal Liz Goodman to meet SBISD standards.
- Submissions are due by **3pm one week prior** to the following Tuesday folder.

Tuesday Email Blast

- Email communication sent out every Tuesday to PTA members only. Primary form of communication.
- To submit something for the email blast, go to www.wilchesterpta.com and click on "Submit PTA Info" tab highlighted on the sub menu.
- Submissions are due by **3pm one week prior** to the following Tuesday Email Blast.

Facebook

- Posts on Wilchester Facebook.
- To submit something for Facebook, go to www.wilchesterpta.com and click on "Submit PTA Info" tab highlighted on the sub menu.
- **Please allow 24-48 hours for items to be posted.** If a quicker posting time is needed, please indicate in your submission.

MONTHLY COMMUNICATION

Wilchester Press (newsletter)

- Produced monthly, highlighting the month's most pressing events and information.
- One edition per family is printed and sent home in the first Tuesday folder of the month and posted on the PTA website (www.wilchesterpta.com)
- All submissions are due by **3pm based on the schedule below.**

Wilchester Press Submission DUE DATES:

8/31 submission - September edition
9/21 submission – October edition
10/26 submission - November edition
11/16 submission - December edition
12/21 submission - January edition
1/25 submission - February edition
2/22 submission - March edition
3/22 submission - April edition
4/26 submission - May edition (LAST edition)