



Communications Procedures

Vernfield Home and School 2018-2019

Thank you for helping with the communication for your committee or event. This document outlines procedures for all available forms of communication to families. Please plan ahead to allow for adequate time for all of the steps involved.

If you have any questions about paper forms or online content to be communicated with Vernfield families, please **email the VP Communications**.

Communications Contact Information:

Kelly Cole	Home & School VP Communications	kdaniellem@hotmail.com
Lisa Hovind	Home & School President	lisa.vfhsa@gmail.com
Nancy Smerecki	Vernfield Secretary	nsmerecki@soudertonsd.org

Flyers and Forms:

Any letter/form to be sent home with students (**on Tuesdays**).

Steps:

1. **Approvals:** (**allow 1 week for approval**)
 - a. Please be sure to include a contact person and email address on the flyer.
 - b. **Email** the flyer (PDF preferred) to **the VP Communications** for approval by the HSA Executive Board and Mr. Graf.
2. **Copies:** (**allow 2 weeks for copy center processing**)
 - a. Once the form has been approved, fill out a **Copy Request Form** (available in the office or download from VF HSA Website). Choose whether you will send to all students or 'oldest and only', and use the **Student Count** (separate document) for the amount of copies you will need.
 - b. Be sure to include your email address for notification.
 - c. **Return to the main office OR email to the Vernfield Secretary** as a PDF.
3. **Count and Distribute:**
 - a. The Vernfield Secretary will notify you via email when your copies are received by the office.
 - b. After you pick them up, count out copies into stacks by class and clip them together. Put a sticky note on each stack to indicate if going to 'all students' or 'oldest and only'.
 - c. Place these stacks into the appropriate pod bin on the counter in the office mailroom.
 - d. Please **email the VP Communications** that flyers are ready to go home to families.

****IMPORTANT: Flyers to go home on Tuesday must be in the pod boxes in the VF office mailroom by Friday afternoon.****
4. **Responses:**
 - a. All forms returned to school will be put into the Home & School mailbox in the office.
 - b. If you are expecting responses from families that will include money, please review the Financial Procedures document.

NOTE: We will post your flyer to the Home & School website and include announcements/reminders in the weekly *News from the Nest* automatically. If you have specific text/information you would like to include, please send it to the VP Communications (see below).

Facebook Group:

“Vernfield Elementary Home and School” Facebook Group. (Membership must be approved)

Steps:

Approvals and Posting:

No approvals are necessary, but the Executive Team reserves the right to remove any content that we deem inappropriate in any way. Posts should be positive and reflective of events/happenings that are school-related. Please do not include photos of children.

Morning Announcements:

A brief (up to 1 minute) message that Mr. Graf will read during morning announcements.

Steps:

Approvals: (submit a few days ahead)

Submit the message to be read, verbatim, to **the Vernfield Secretary** with **subject line: Morning Announcements**. List the date(s) when the announcement should be read. All announcements must be approved by Mr. Graf (cc: jgraf@soudertonsd.org).

Weekly Email/Newsletter (News from the Nest):

Online Newsletter with Week Ahead calendar **emailed on Fridays**.

Steps:

Approvals: (submit by Tuesday for Friday email)

Please send any text and clip art/images that you would like to include in the Friday **email to the VP Communications**, who will coordinate the approvals with Mr. Graf.

* NOTE: If you would like to reference a paper flyer, it must be on the Home & School website, so please submit your request within the Website timeframe below.

Home & School Website:

Home & School section of the Vernfield website (<http://vernfield.soudertonsd.org/home-school/>)

Steps:

Approvals: (submit at least 1 week prior to desired post date)

Please send an **email to VP Communications** with the flyer/content to be posted and the desired post date. Once approved, the update request is submitted to the district office and usually completed within a few days.