

Welcome to 2024 Leadership Convention

Session will begin soon



A graphic of the state of Utah with the words 'DEVELOP', 'ADVOCATE', and 'ENGAGE' written across it in a blue, distressed font. A vertical dark green bar runs through the center of the state, containing the word 'UTAH' in white, uppercase letters.

DEVELOP
ADVOCATE
ENGAGE

UTAH

Develop programs, resources, and leadership skills that enhance the lives of all children, youth, and their families.

Advocate by speaking on behalf of all children and youth in schools, in the community, before governmental bodies, and before other organizations that make decisions affecting children.

Engage the public in united and equitable efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth.

Welcome to 2024 Leadership Convention

5G - Tech Tools to Make PTA Life Easier

Jenna Smith
Utah PTA Technology Specialist



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Utah PTA Mission Statement:

To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

Why does a PTA need technology?

- Family-school partnership is key to helping students reach their full potential. Partnership comes through the communication between parents, teachers, community, etc.
- Unfortunately, there are large communication gaps.
- Technology offers accessibility and bridges traditional gaps in communication.
- PTAs can bridge the gaps by being a strong link and resource for families and schools.
- [Resource: Technology | UtahPTA.org](https://UtahPTA.org)

What can technology do for a PTA?

- Streamline PTA operations and connect with families.
- Empower a PTA to thrive and avoid PTA burnout.
- Become more efficient, organized, and visible.
- Enhance PTA abilities to support students and the school community.

Technology Costs

- Are PTAs allowed to spend PTA dollars on technology?
 - Yes! Your local PTA is a membership association & a nonprofit business.
 - PTAs can budget for & spend money on any technology that will be used by the PTA.
 - Purchased with PTA funds = PTA Ownership
- [Resource: How to Get the Technology Your Local PTA Needs](#)

Resource: **techsoup**

- A nonprofit organization that acts as a middleman between tech companies and nonprofits providing resources like:
 - Discounted or Donated Software and Hardware: Partners with major tech companies like Microsoft, Adobe, and Cisco to offer discounted or donated licenses for their software and hardware products.
 - Tech Resources and Community: Provides articles, tutorials, and webinars on using technology effectively and online forums where nonprofit staff can connect and ask questions.

Resource: techsoup

- [Nonprofit Eligibility Criteria](#) to participate in the donation program.
- Please Note:
 - All services/products obtained through TechSoup are the property of your PTA.
 - Each PTA in Utah is a 501(c)(3) nonprofit under the umbrella of Utah PTA with their own EIN (Employee Identification Number)
 - Register using PTA formal name: Utah Congress of Parents and Teachers and DBA- Local PTA Name.
 - A unit must be in good standing with to be approved by Utah PTA for some of these services.

PTA Technology Tools

- Digital Organization
- Communication & Collaboration
- Marketing & Awareness

Tech Tools for Digital Organization

- [Google Workspace for Nonprofit](#)
 - Google Workspace (formerly G Suite) is a suite of cloud computing, productivity and collaboration tools, software and products- like Drive, Gmail, Calendar, Docs, Sheets, Slides, Meet, Chat, Forms, Sites and more.
 - Keep PTA files, procedure books, and event schedules organized and accessible to all.
 - PTA gmail address SchoolNamePTA@gmail.com

*Before signing up, verify your PTA nonprofit status via [TechSoup](#)

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Tech Tools for Digital Organization



- Drive:
 - A secure and convenient way to store your files online and access them from anywhere. It also offers collaboration features that can be helpful for organizations like PTAs.
 - Digital Procedure Book
 - Create and share files/folders for each committee, event, etc.
 - Digital files to carry over from year to year for quick and easy access to previous years' efforts.

Tech Tools for Digital Organization



- Calendar:
 - Make and share a public or private calendar(s)
 - Schedule PTA meetings, school events, and spirit weeks
 - Send out automatic reminders to ensure everyone stays informed.
 - Color code events for school, PTA, events, etc.
 - Changes you make update everyone's calendar live.
 - Embedded on your webpage or linked to Facebook page.
 - Printable calendar version available

Tech Tools for Digital Organization



- Subscribing to a Google Calendar:
 - [How to subscribe to a Google Calendar](#)
 - [Subscribe to the Utah PTA Calendar](#)



Tech Tools for Digital Organization



- Docs, Sheets, and Slides:
 - Online software to create and edit documents directly in Drive/web browser. Eliminating the need to download a copy or use a traditional desktop.
 - Real-time collaboration
 - Automatic saving, visible edits, and revision history.
 - Replaces Microsoft Word, Excel, and PowerPoint.
 - Files created in Microsoft can be converted to Google files to take advantage of editing capabilities.

Tech Tools for Digital Organization

- Cloud Storage Resources:



Tech Tools for Communication & Collaboration

- Virtual Meetings
- Online Signups
- Instant Messaging Platforms
- Survey and Poll Tools

Tech Tools for Communication & Collaboration

- Virtual Meetings:
 - Provides more opportunities for connection and involvement.
 - An option for people to be involved and engaged who might not otherwise be able to because they live far away, have busy schedules, etc.

Tech Tools for Communication & Collaboration

- Virtual Meetings Resources:



Microsoft Teams



Google Meet



zoom



Tech Tools for Communication & Collaboration

- Online Signups:
 - Save time and paper for both parents and PTA volunteers.
 - Track attendance and collect data.
 - Communicate updates.
 - There are many different online signup tools available, so you can find one that fits your needs and budget.
- Tip: Create an account with a PTA email

Tech Tools for Communication & Collaboration

- Online Signups Resources:



Google Forms

Tech Tools for Communication & Collaboration

- Instant Messaging Platforms:
 - There are many online platforms that nonprofits can use for real-time collaboration and communicate with parents, volunteers, board members, committees, parents, etc.
- School Communication Tools:
 - Some schools have their own communication tools that PTAs can use to connect with parents.

Tech Tools for Communication & Collaboration

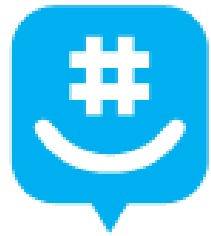
- Instant Messaging Platform Resources:



Google Chat



Discord



groupme



slack

Tech Tools for Communication & Collaboration

- Surveys and Polls:
 - Need to find out what your members and other families in your community need? Ask virtually!
 - Options will depend on your PTA's specific needs. Consider the following:
 - Number of questions
 - Question types
 - Number of respondents
 - Budget

Tech Tools for Communication & Collaboration

- Surveys and Polls Resources:



Google Forms



Tech Tools for Marketing & Awareness

- QR Code Generators
- Design Tools
- Websites & Online Stores
- Social Media

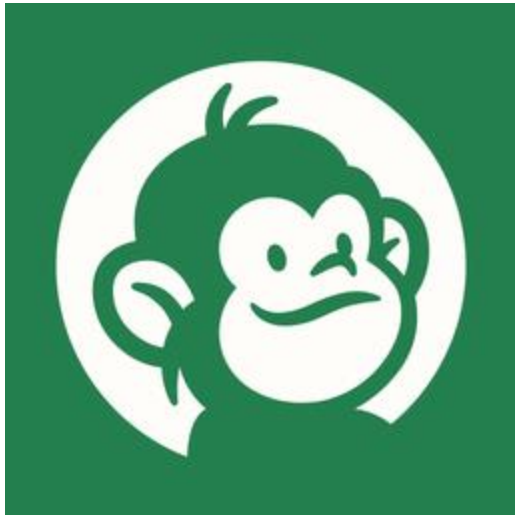
Tech Tools for Marketing & Awareness

- QR Codes:
 - QR codes can encode a variety of data, including website URLs, contact information, text messages, and even social media profiles.
 - Convenient way to share information with others quickly and easily, without the need for them to type it in manually.
 - Bridge the gap between physical and digital worlds.

Tech Tools for Marketing & Awareness

- QR Code Generator Resources:

 **QR Code Generator**



Tech Tools for Marketing & Awareness

- Design Tools:
 - A valuable resource for non-profit organizations looking to create high-quality visuals to support their fundraising, marketing, and communication efforts. It empowers you to create professional designs without a hefty budget or needing to hire a graphic designer.
 - Create eye-catching flyers, posters, social media graphics, and other visuals to elevate PTA marketing and boost awareness of initiatives.

Tech Tools for Marketing & Awareness

- Design Tools Resources:



Adobe Express



vistacreate™

Tech Tools for Marketing & Awareness

- Websites & Online Stores:
 - In today's digital age, a website is a crucial tool and powerful asset to spread awareness, connect with supporters, and achieve goals more effectively. Websites can:
 - Boost Awareness and Visibility
 - Central Hub for Information
 - Strengthen Relationships
 - Enhance Fundraising Efforts
 - Increase Credibility and Trust

Tech Tools for Marketing & Awareness

- [Givebacks](#) (Formerly MemberHub)
 - Utah PTA has partnered with Givebacks to provide all PTAs free access to all the tools you need to run your organization.
 - No cost to Utah PTAs- Processing fee passed onto buyer
 - Sell memberships, spirit wear, accept donations, manage memberships, fundraising, communications, pay dues, and more
 - [Website Example: Utah Region 9 PTA](#)

The logo for Givebacks features the word "givebacks" in a bold, blue, lowercase sans-serif font. A small orange asterisk is positioned above the letter "i".

Tech Tools for Marketing & Awareness

- Websites & Online Stores Resources:

The logo for Wix, featuring the word "WIX" in a bold, black, sans-serif font. The letter "i" is lowercase and has a small orange flame-like shape above it.

Google Sites



WORDPRESS

The logo for Givebacks, featuring the word "givebacks" in a blue, lowercase, sans-serif font. A small orange asterisk is positioned above the letter "i".

Tech Tools Resources

- Resources:
 - Givebacks Contact: Andrea Hinton
 - Email: givebacks@utahpta.org
 - [Givebacks | UtahPTA.org](https://www.givebacks.utahpta.org)
 - Technology Specialist: Jenna Smith
 - Email: technology@utahpta.org
 - [Technology | UtahPTA.org](https://www.technology.utahpta.org)

Tech Tools for Marketing & Awareness

- Social Media:
 - A cost-effective communication and engagement tool to connect with your community more effectively and ultimately create a more positive and enriching environment for students by:
 - Increasing Reach and Awareness
 - Boost Membership and Volunteer Recruitment
 - Enhancing Fundraising Effort
 - Building a Strong Community
 - Sharing Resources and Best Practices
 - [Resource: Social Media and Public Relations | UtahPTA.org](https://UtahPTA.org)

Connect with us on social media



Facebook

- Utah PTA
- Utah PTA Advocacy
- Utah PTA Super Secondary
- Utah PTA Excellent Elementary
- Utah PTA Treasurers
- Utah PTA Reflections
- Utah School Community Councils
- Real Men of Utah PTA

Connect with us on social media



INSTAGRAM - @UtahPTA



X - @UtahPTAOneVoice



PINTEREST - Utah PTA



YOUTUBE - Utah PTA One Voice

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