**STUDENT DIRECTORIES – PTSA Council 10/12/17**

**Printed only**

Most PTSAs will have experience with a printed directory. It is a wonderful way to showcase your PTSA, if you include: PTSA organizational chart, mission and goals, PTSA meeting schedule, membership benefits, what PTSA funds are used for, website and social media information, etc.

School Information that can be a helpful resource to your members can be included, such as: district calendar; new bell schedules; administration, teacher and staff directory; club and sports information; general policies such as attendance, dress code, emergency info, arrival and dismissal procedures, technology policies, etc. Ensure you work with your school administration to determine which information should be added to your printed directory. Costs can range from a few hundred to a few thousand dollars depending on number of pages and number of copies and if addresses will be printed on each directory or if directory is mailed.

**Online only –** Issaquah School District will only supply student/parent data if the online directory is password protected and only available to members.

Using Our School Pages Online Directory Module

* Cost is $40 per year and is searchable or sortable by teacher or grade, etc.
* Is restricted by “authorized” user which your web admin will need to set, but this can be bulk edited through the filters/columns tools. This satisfies the password protection to members required by ISD.
* To review the user manual for OSP Online Directory, go to <http://ourschoolpages.com/Help/Topic/10492/Overview>
* To find out more information regarding “authorized” users, go to <http://ourschoolpages.com/Help/Topic/10493/Security-Considerations>
* If you need OSP to upload your school data (which creates user accounts for each parent), contact Rajeev at info@ourschoolpages.com. He will send you a template for the data (by student name and grade and 2 parents per student with address, email, home phone and cell phone for each parent). Your data will have to be in the template format for uploading. You can then provide access to your “authorized” users.
* More questions? Check the Facebook Group: Our School Pages Admin Community and do a search for “directory” for some helpful tips.

Using a PDF or Other Document

You may create a no-cost PDF or other document that is password protected. On OSP, a document can be uploaded and marked ‘restricted’ so that only an “authorized” user can access the document (password protected and member only). “Authorized” is a field in the OSP database of users; you need to run through the user data to ensure only those who have purchased a membership can access the document. A PDF is also searchable for your members. To find out more information regarding “authorized” users, go to <http://ourschoolpages.com/Help/Topic/10493/Security-Considerations>.

Using Online Software

You may choose to create your directory using online software which can range in price from $250-$450 for up to 500 students and $350-$850 for around 2500 students. PTSA Council does not endorse any specific online directory company, but we will be happy to discuss and provide guidance. These directories can have a great ‘look’ and be easily accessed by your members.

**Online but with a mini-printed Booklet**

Many PTSAs will take the PTSA and school information and create a mini booklet that is mailed or given to all their members along with access to their online directory. This can be a great first step to moving to all online. The next year, the membership can be given access to a restricted PDF of the booklet information as well as access to the online directory as an “authorized” user (password and member only). With the limited printed information, your booklet could cost just a few hundred dollars and be a great handout for new families to encourage them to join your PTSA.

*To-Dos for Printed only OR Online Plus Booklet*

-Have PTSA board decide on which type of directory to create, and have general membership vote on this member benefit, as needed. Ensure your budget will cover all costs.

-Gather tech-savvy volunteers to help create the directory. Establish a lead or committee chair.

-Decide on cover art, both back and front. A student art contest can be run to select cover art, if done towards the beginning of the school year.

-If a printed directory or smaller booklet will be created and mailed, have the committee chair or volunteer visit the post office to discuss mailing costs and rules (such as restrictions on adverting which can significantly increase your mailing costs). Ensure you include your non-profit designation.

-Have a conversation with your school administration regarding which school information will be contained in the directory and have them provide and review this info before finalizing.

-Request parent/student data from school in spreadsheet format. This data may need to be reviewed and manipulated to fit into your PDF for printing or as a restricted document. You may want to create a last name cross-reference to student last name. If using OSP online directory, the data will need to be culled to include only the info in the template.

-Determine which PTSA information will be contained in the directory, gather and edit (by multiple people).

-Have the committee chair or designated volunteer investigate printing costs at Costco, FedEx (use our member benefit discount), etc. Make sure you decide on cover color, binding, printing of addresses and return addresses vs. printing volunteer-placed labels, etc.

-Have your membership chair or web administrator be ready to provide a list of members with mailing information in a spreadsheet that can either be printed on the directory/booklet or created as mailing labels. Don’t forget a return address.

-Once the directory is printed (with addresses pre-printed or labels placed by your volunteers), place in kid mail OR sort by zip code per post office instructions, and bring to post office for mailing.

-Celebrate your volunteers completing this excellent member benefit! They did a fantastic job!