


Creating an Award Winning PTA Website

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1

Why have a PTA website?


- To reach a large audience
- To save money on communication
- To save time
- To provide up to date information
- To provide convenience to your members
- To encourage two-way communication



2

Requirements for a Website

1. Website Committee
2. Domain Name
3. Web Host
4. Computer Software
5. Content/information



3

Website Committee Duties


- Oversee development of the website
- Design appearance and layout
- Gather information
- Create and edit content
- Arrange and create the pages
- Approve pages
- Test the site
- Promote the site



4

Domain Name


- Name used to locate a website on Internet
- Domain Names are Registered
- Must be a unique name
 - www.pccpta.org
- Make it easy to remember and type
- To find out if a name is in use
 - <http://www.internic.net/whois.html>
- Domain name may point to another website



5

Find a Host


- Your school website or NovusEdu
- Your Internet Service Provider (ISP)
- Donated hosting
- Free Web Hosts (Google Pages)
- Paid Web Hosts
 - Teacher Web (teacherweb.com)
- Groups (Yahoo, Google)



6

Things to consider about a host


- How much control of content do you have
- How much does it cost
- What tools are needed to create pages
- How much content can be stored
- Is there a limit on the number of visitors
- Do they provide a domain name



7

Computer Software


- Text editor
 - Notepad, TextEdit
- HTML Code editor
 - HomeSite, HTML-Kit
- Website Builders
 - Dreamweaver, FrontPage
- Host's design templates



8

Design


- Get input for the design process
- Use consistent design scheme & layout throughout your site
- Use same navigation scheme on all pages
- Use standard design elements
- Categorize so information is easy to find
- Pages uncluttered with moderate white space



9

Make Your Site Easy to Navigate


- Align items consistently
- Avoid making user scroll horizontally
- Navigation consistent & clearly identifiable
- No dead-end pages
- Link all pages back to Homepage
- Use links to other pages and sites



10

Types of Content


<ul style="list-style-type: none"> ■ Mission and goals ■ Board members ■ Contact information ■ Current activities ■ Calendar ■ Reflections Program ■ School information 	<ul style="list-style-type: none"> ■ Membership information ■ Legislative information ■ Volunteer opportunities ■ Health and Safety issues ■ Recognize Achievements ■ Fundraising
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11

Provide Content That Is:

- Relevant, informative and useful
 - Survey user's needs
 - Based on your PTA goals and mission
- Appropriate to your audience
 - PTA and school related
 - Child advocacy
- Accurate
 - Verify your facts
- From a reliable source
 - National PTA



12

Create Easy to Read Pages

- Avoid distracting or disturbing the reader
- Use conventional capitalization
- Use font styles minimally
- Use simple language in active voice
- Shorter articles than printed publications
- Short sentences and paragraphs
- Avoid acronyms, abbreviations and jargon



13

Create Easy to Scan Pages

- Have explanatory headings and subheadings
- First sentence descriptive of paragraph
- Use lists, tables and charts
- Use a familiar consistent font
 - Times New Roman
 - Arial/Helvetica
- Most important items at top center



14

Keep Content Up to date

- Add new content regularly
- Remove outdated information & broken links
- Test in different formats
- Solicit feed back, make revisions based on suggestions
- Evaluate and **PROOF** frequently



15

Links

- Sites to link to (request they link to your site)
 - The National PTA (<http://www.pta.org>)
 - The Florida PTA (<http://www.floridapta.org>)
 - Pinellas County Council of PTAs (<http://www.pccpta.org>)
 - Pinellas County Schools (<http://www.pcsb.org>)



16

Graphics

- Create your own original graphics
- Use "free" graphics from online sites
- Use someone else's graphics only with their permission and giving credit.
- Use graphics that support your page information
- Images increase file size and slow load time
- Place your PTA logo in a consistent place on every page



17

Correct Usage of PTA


- No hyphens, periods or small letters
- Apostrophe only used for possessives
 - 3 PTAs, my PTA's website
- Registered service marks of National PTA
- Creating your PTA logo
 - Black, White or Blue
 - Arial Black font for school name



18

Don't


- Don't publish empty pages or links
- Don't take someone else's web page and/or graphics and use it without specific permission
 - Is OK to link to other websites
- Don't post/use any copyrighted material without permission of copyright holder, including music
- Don't publish anything on your website you do not want the whole wide world to see



19

Confidentiality


- Get permission before publishing:
 - Photos of people
 - Last names
 - Email addresses
- Do NOT publish:
 - Home addresses or phone numbers
 - Students' photos & last names
 - There are exceptions to this



20

Tips


- Don't work on the live copy!
- Work on a copy on your computer
- Upload to the host server
- Always keep a backup
- Use a template of your basic design
- Have others submit information by email
 - Request .pdf files



21

Promote your website


- Newsletters
- Flyers & Publications
- Email
- Meeting Agendas
- School Website
- Other Websites



22

Resources


- www.pta.org
- www.pccpta.org
- www.floridapta.org
- www.htmlgoodies.com
- www.webdevelopersjournal.com
- <http://members.aol.com/jbjtutor/>
- www.pcsb.org
- www.w3.org
- www.grsites.com



23

Almost anyone can create a website


- You must have internet access
- Sites can be created with only basic computer skills
- Expense varies but can be low
 - (must be in the PTA budget)
- PTA already has lots of information
- Should be a PTA team effort



24

You Can Do It


Apply for the Website Award
Application on pccpta.org
Deadline April 9, 2009



25

What is HTML?

- Hyper Text Markup Language
- Code using tags to tell the Web browser how to display the page
- Created in a text editor such as Notepad
- Saved with .htm or .html extension




26

Homework

Open text editor, then type text below and save as file name: myPTAwebpage.html


```
<html>  
<head><title> My PTA Website </title></head>  
<body> Join PTA today! </body>  
</html>
```



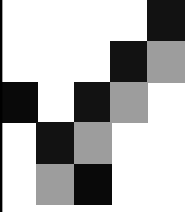
27

View Your Web Page

- Open your web browser
- Choose File -> Open -> Browse
- Find the folder with your HTML file
- Double-click [myPTAwebpage.html](#)
- You created a web page




28



Show You Know Your 123s

1. The Best is Yet to Come
2. Team Works Makes it Happen
3. School Home School



29