

SPARK PTO Board Roles

Each role may in most cases be filled by multiple people to better distribute responsibilities and time commitment.

Role	Key Focus Areas
President(s)	<ul style="list-style-type: none"> ● Oversee / coordinate all PTO Board activities and yearly schedule of events ● Lead and set agenda for monthly board meetings ● Act as primary point of contact for Principal and school leadership ● Maintain awareness of broader Atlanta Public Schools, Midtown Cluster, and neighborhood news that impacts SPARK ● Oversee budget and recommend allocation of funding across priorities ● Ensure all board members understand their role and manage role transition year to year
Vice President(s)	<ul style="list-style-type: none"> ● Oversee teacher appreciation efforts throughout the year, including coordination with room parents on Teacher / Staff Gift Fund collection and distribution ● Identify members for and lead committee for Teacher Appreciation Week in late spring ● Manage monthly Teacher Breakfasts ● Organize ad hoc teacher appreciation initiatives throughout year in coordination with PTO Board faculty representatives
Secretary	<ul style="list-style-type: none"> ● Keeps all records for PTO, including meeting minutes, documentation of funding decisions, and PTO votes ● Administers and organizes G-suite (ie Google Email, Calendar, Drive) for the full board as well as any ancillary technologies (eg Slack, LGL) ● Maintains knowledge & document management for board members using Google drive to manage key documents for future years. ● Maintains Google calendar administration and board meeting logistics ● Maintains master PTO calendar throughout the year ● Reviews and understands PTO by-laws and leads any potential changes to be adopted. ● Runs 2 elections per year – Budget vote (Sept) and PTO Board vote (April)
Treasurer(s)	<ul style="list-style-type: none"> ● Prepares annual budget for fiscal year, June – May, in coordination with President ● Manages any payments made directly from PTO financial accounts and reimbursement of approved expenses via PTO funds ● Tracks all disbursements are made in accordance with “PTO Approved” budget. ● Categorizes all transactions in QuickBooks to align within annual operating budget ● Owns PTO financial accounts (bank account, investment, PayPal, Venmo) and manages money movement as needed ● Handles administrative aspects of PTO entity such as renewal of PTO general liability insurance, annual tax preparation and filing by certified accountant, corporate registration, and PO Box ● Oversees renewal of all software and curriculum programs; liaises with teachers to oversee payments regarding curriculum.
Communications Director(s)	<ul style="list-style-type: none"> ● Leads all communication efforts between PTO and community ● Reviews, edits and approves content submissions for delivery in weekly SPARK-e via e-mail ● Oversees social media presence of PTO (Facebook, Twitter) ● Coordinates updates on PTO content on SPARK web site ● Coordinates communication efforts with room parents and teacher weekly e-mails as needed ● Proactively identifies places to improve SPARK’s brand, community, and operations through communications.
Fundraising Director(s)	<ul style="list-style-type: none"> ● Oversees all fundraising strategy and programs to raise revenue for the PTO ● Leads SPARK Supporters (parents / guardians) campaign in fall, including setting messaging and marketing materials, deciding on incentive programs, and tracking progress towards goal ● Oversees execution of Supporters incentive programs throughout year (eg principal thank you event, yearbook recognition, yard sign distribution) ● Leads SPARK After Dark (or similar event at board’s discretion) committee, which manages event planning including location, event logistics, soliciting donations, managing auction (via GiveSmart), and running day-of event ● Helps educate parents on SPARK budget components so community understands and is motivated to give. (% APS covers, % PTO covers) ● Coordinates as needed with SPARK Business Partners and Fun Run efforts

Operations Director(s)	<ul style="list-style-type: none"> ● Manages FunRun annual fundraiser in fall, including deciding day / time / location (and permits), coordination with Boosterthon and school leadership on program decisions (approach, incentives, messages), communications leading up to event, creating event t-shirt, soliciting volunteers for the event, and managing any day-of logistics ● Liaison with school leadership on operations issues related to school infrastructure (grounds, playground, signage, building), transportation, and safety ● Oversees playground maintenance updates and upgrades ● Coordinates school response on safety issues to APS and City of Atlanta where appropriate ● Oversees management of Walking School Bus or similar initiatives with committee
Community Outreach Director(s)	<ul style="list-style-type: none"> ● Leads community outreach efforts, primarily with community businesses and parent / guardian volunteers ● Manages SPARK Business Partners program to secure community partnerships and sponsorships, which primarily occurs over the summer ● Oversees SPARK Business Partners efforts include developing / editing marketing materials, determining program incentives, and coordinating reach-outs to potential Partners ● Acts as primary point of contact for Business Partners throughout the year for promotions (dine outs, general advertising), participation in SPARK events, and fulfillment of incentives (eg banners, logo placement for shirts and other communications, fulfillment of in kind donation promises) ● Oversees spirit wear program, including shirt design and product options, sales approach, and distribution ● Manages master volunteer roster to support help for various events throughout the year ● Manages Volunteer Appreciation event in late spring
Enrichment Director(s)	<ul style="list-style-type: none"> ● Leads enrichment events, programs, and instructional support to further student intellectual development, academic excellence, and learning experiences beyond the standard curriculum ● Coordinate the three main enrichment events throughout the year in conjunction with school leadership and parent volunteers: STEAM Night, International Night, and Fine Arts Night ● For events, establish a committee, propose and manage event budget, and help plan, organize, and execute the events ● Work with teacher reps on coordinating needs for enrichment events throughout the year, such as for STEAM Week ● Oversee annual Book Fair, including vendor coordination, volunteer schedules, payment logistics, and event set-up ● Manage SEL program needs such as cross cluster collaboration for No Place for Hate program
Teacher Reps	<ul style="list-style-type: none"> ● Represents the voice of teachers to the PTO Board ● Works closely with Vice Presidents and Enrichment Directors to make sure teacher needs are supported by the PTO ● Liaison closely with all Board members on staff coordination and scheduling. ● Oversee PTO budgets of any teacher-led committees below that receive PTO funding