

Tech Tools for Building & Managing a PTA Website

Simple, Affordable, and Effective Solutions for PTA Leaders

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Workshop Objectives

*By the end of this session
you will be able to:*

1

Identify the essential components of an effective PTA website

2

Compare platforms suitable for local PTAs and choose confidently

3

Organize website content that families and members actually need

4

Apply accessibility and mobile-friendly design practices

5

Select tools that streamline communication and management

6

Create a 30-day action plan for improving or launching your site



INTERACTIVE OPENING

Let's Get Started!

Take 60 seconds to think — then share with the room

Does Your PTA Currently Have a Website?

 Yes, and it's current

 Yes, but it's outdated

 No website yet

 Not sure who manages it

What Is Your Biggest Tech Challenge?

 Keeping info updated

 Family communication

 Volunteer engagement

 Website design & look

Why Every PTA Needs a Website



Your Website Is Your PTA's Digital Front Door



Central Info Hub

One place for everything families need



Family Engagement

Connect families to your PTA's work



Visibility & Reach

Attract new members and volunteers



Event Promotion

Keep your calendar front and center



Volunteer Coord.

Make sign-ups easy and accessible



Fundraising Support

Drive campaigns with clear info



Families expect information to be available online — anytime, any device.

What Families Expect to Find

Essential content every PTA website should include — from day one



Upcoming events & PTA calendar



Meeting schedules & minutes



About your PTA & leadership team



Fundraising info & goals



Membership info & how to join



Family resources & links



Volunteer opportunities & sign-ups



News & announcements



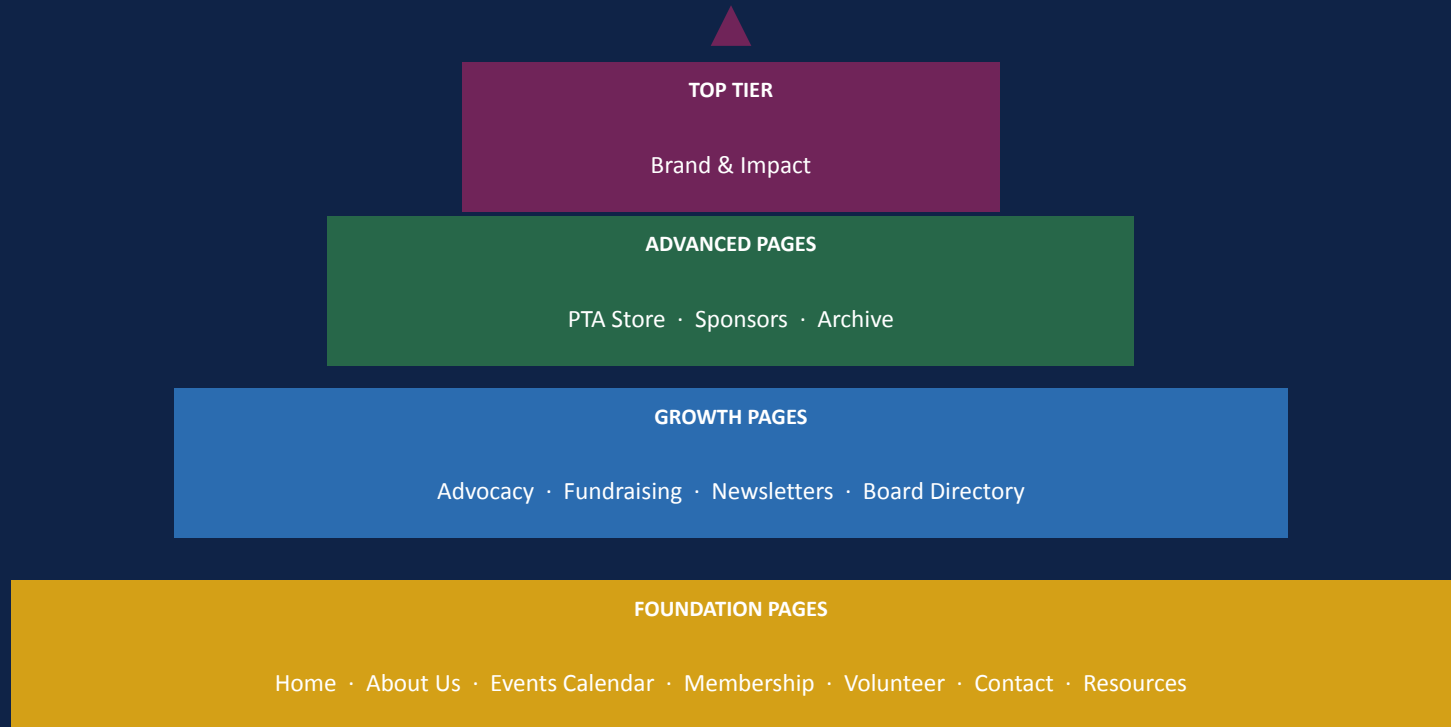
Contact information



School partnership information

The PTA Website Pyramid

Build in layers — start with the foundation, add advanced pages as you grow



Which Platform Is Right for Your PTA?

Platform	Cost	Ease of Use	Best For	Dr. Mitchell's Take
Google Sites	Free	★★★★★ Very Easy	New PTAs	Start here — zero learning curve
Wix	Free / Paid	★★★★★ Easy	Growing PTAs	Best templates for non-designers
Squarespace	\$16+/mo	★★★★★ Easy	Pro look needed	Beautiful but pricier
WordPress	Free / Paid	★★★★ Moderate	Advanced PTAs	Most powerful, steeper curve
Weebly	Free / Paid	★★★★★ Easy	Small PTAs	Simple, solid for basics



Tip: Pick based on your team's comfort level and time to maintain it — the best platform is the one you'll actually use.

Dr. Mitchell's Recommendations

Start Where You Are — and grow from there



NEW PTA

Google Sites



100% free



No design experience needed



Integrates with Google Drive,
Forms & Calendar



Ready under an hour



GROWING PTA

Wix



Modern drag-and-drop editor



100+ PTA-friendly templates



Free plan available



App market for added features



ADVANCED PTA

WordPress



Fully customizable



Thousands of plugins



Scales as your PTA grows



Large community support

The PTA Leader's Tech Ecosystem

Website · Communication · Collaboration — three pillars working together



Website

Google Sites — free, fast

Wix — modern design

WordPress — advanced



Communication

Smore — e-newsletters

Brevo — email campaigns

Remind — parent texts

TalkingPoints — multilingual



Collaboration

Google Drive — files & docs

Google Calendar — shared

Canva — visual content



AI Productivity

NotebookLM — meeting notes

Claude — content drafts

Canva AI — graphics

Avoma — meeting summaries

Beyond the Website: Full PTA Toolkit

Technology tools that save PTA leaders time across every function



Meeting Management

Avoma · **Zoom**
· **Google Meet**
· **MS Teams**



Communication

Smore · **Brevo** ·
Adobe Firefly



Event Planning

Eventbrite
· **Zeffy** · **Eventleaf**
· **Luma**



Fundraising & Incentives

Givebacks
FREE for PTAs !
\$1,000 savings!



Volunteer Coordination & Training Courses

SignUpGenius ·
VolunteerHub ·
TalentLMS



Social Media

Hootsuite · **YouTube** ·
LinkedIn

social
check
point.



Elections & Gov.

ElectionBuddy
Google Forms



AI Productivity

ClickUp ·
NotebookLM ·
Canva AI

Let AI Do the Heavy Lifting

Real tools PTA leaders are using right now — no coding required

Content Creation

- ⇒ ChatGPT/Claude — draft flyers, emails, speeches
- ⇒ Adobe Firefly — generate custom images
- ⇒ Canva AI — design graphics in minutes
- ⇒ NotebookLM — summarize documents

Meeting Support

- ⇒ Avoma — transcribe & summarize meetings
- ⇒ Zoom AI Companion — action item capture
- ⇒ Google Meet — live captions & notes
- ⇒ Dictanote — voice-to-text notes

PTA-Specific Uses

- ➔ Draft monthly newsletters in 5 minutes
- ➔ Generate volunteer recruitment copy
- ➔ Create social media post calendars
- ➔ Summarize board meeting minutes

Website Security Basics



Protect your PTA, your families, and your data — simple steps with big impact.



Use strong, unique passwords

Use a password manager like Bitwarden (free) for your whole board.



Enable multi-factor auth (MFA)

Require a second step for every admin login — not optional.



Limit administrator access

Only current board members should have edit access to the site.



Remove former board members

Transition checklist each spring — revoke access at end of term.



Back up important content

Export site content quarterly. Google Sites: File → Download.



Review permissions annually

Set a recurring June calendar event to audit your site access list.



Security protects both your PTA's reputation and the families who trust you.

Content Update Schedule

Outdated websites lose trust fast. A simple schedule keeps yours current.



WEEKLY

Event announcements

Reminders for upcoming events

Volunteer call-outs



MONTHLY

Calendar updates

Newsletter archive

Fundraising status



QUARTERLY

Membership info refresh

Resource links review

Photo gallery updates



ANNUALLY

Board roster

Bylaws & policies

Strategic priorities

Remove old content

Pro tip: Assign content update responsibilities to specific board members — don't let it fall to one person.

30-Day PTA Website Improvement Plan

Make one meaningful improvement each week — small steps add up fast.



Week 1

AUDIT

- ✓ Review every page for outdated info
- ✓ Check all links still work
- ✓ Test on mobile device
- ✓ List top 3 issues to fix



Week 2

ORGANIZE

- ✓ Fix priority issues from audit
- ✓ Add or update essential pages
- ✓ Upload current contact info
- ✓ Update events calendar



Week 3

COMMUNICATE

- ✓ Set up or refresh email newsletter
- ✓ Add social media links
- ✓ Invite families to follow site
- ✓ Share website in school comms



Week 4

LAUNCH & LEARN

- ✓ Announce updates to families
- ✓ Gather feedback via Google Form
- ✓ Assign ongoing update roles
- ✓ Set your content schedule



Your Next Steps

Take 3 minutes to reflect, then share with a partner

1

What is one improvement your PTA website needs most?

2

Which technology tool could save your leadership team the most time?

3

What is one action you will take within the next 30 days?



Share your action with a partner — accountability makes it real.

Stay Connected

Key Technology Resources

Connecticut PTA · ctpta.org

National PTA · pta.org

Google Sites · sites.google.com

Canva · canva.com

Smore · smore.com

NotebookLM · notebooklm.google.com

ElectionBuddy · electionbuddy.com

ClickUp · clickup.com



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