

RECORDS TEAM

Coordinator Role Descriptions

Memorial Elementary PTO

Policy & Procedures Handbook — Volume VI

3 Coordinator Positions | Reports to Recording Secretary

Updated: April 2026

About the Records Team

The Records Team is responsible for Memorial Elementary PTO’s institutional memory — the written record, the visual history, and the master calendar that keeps the whole organization running on time. Led by the Recording Secretary, this team of three coordinators ensures that every major event is photographed, the school’s annual yearbook is produced with care, the master PTO calendar is accurate and current, and the PTO’s archive is organized and accessible for years to come. Photography captures the moments; the yearbook preserves them; the calendar makes sure everyone knows when they’re happening.

Role	Time / Month	Reports To
Photography Coordinator	2–4 hrs/mo	Recording Secretary
Yearbook Coordinator	1–2 hrs/mo; heavier Jan–Apr	Recording Secretary
Calendar Coordinator	2–3 hrs/mo	Recording Secretary

A Note on Role Flexibility

Any coordinator role may be combined with another by a volunteer who has the capacity and interest to cover both. If a coordinator position is not filled, responsibility for that function automatically rolls up to the Recording Secretary, who may delegate as needed. Coordinator roles are designed to be filled, combined, or covered — not left undone.

PH	<h2 style="margin: 0;">Photography Coordinator</h2> <p style="margin: 0;">Records Team Non-Voting Coordinator</p>
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ROLE TYPE	REPORTS TO	TIME COMMITMENT	TERM
Coordinator — Non-Voting	Recording Secretary	2–4 hrs/month	1–2 years recommended

ABOUT THIS ROLE

Photos are what make the PTO feel alive — they show families what they missed, celebrate the kids and volunteers who showed up, and give the school’s social media and newsletter a heartbeat. As Photography Coordinator, you capture that story. You attend major events to photograph them, recruit and coordinate a small pool of parent photographers for events you can’t cover, and make sure every important moment has a visual record that the communications and yearbook teams can use.

Why This Role Matters

A PTO event without photos might as well not have happened from a communications standpoint. Photos are the raw material for social media, the newsletter, the yearbook, and community engagement. Without someone owning this role, the communications team is constantly scrambling for content — or posting nothing at all.

WHAT YOU OWN

- Photograph major PTO events throughout the school year
- Attend and photograph Fall Fest, Gala, Color Run, International Fest, Field Day, and other major events
- Capture a mix of wide shots, candid, and detail shots that tell the event’s story
- Prioritize getting faces, energy, and key moments — not just crowds
- Recruit and coordinate a pool of 4–6 parent volunteer photographers
- Identify parents with photography skills or interest at Back to School events
- Assign coverage for events you cannot personally attend
- Brief volunteers on photo guidelines and privacy requirements before each event
- Manage the shared photo library in Google Drive
- Create a folder for each event within 48 hours of it occurring
- Upload, cull, and organize photos so they’re ready for the Digital Communication Coordinator and Newsletter Coordinator to use
- Maintain a clearly labeled archive organized by school year and event
- Ensure all photos comply with the school’s photo permission policy — only photograph students whose families have opted into photo sharing
- Coordinate with the Yearbook Coordinator on photos for the yearbook and with the Recording Secretary on photos for historical records

WHAT SUCCESS LOOKS LIKE

- Every major event has 20–50 usable photos uploaded to Drive within 48–72 hours
- The photo library is so well-organized that the Digital Communication Coordinator and Yearbook Coordinator can find what they need without asking
- No photo with an identifiable child is shared publicly without confirmed permission
- Volunteer photographers feel briefed and supported — not just handed a phone and pointed at the crowd
- The yearbook team has rich, diverse photo coverage for every major event by the time they need it

TOOLS & PLATFORMS

Google Drive	Camera / Phone	Google Photos / Lightroom	SignUpGenius
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IDEAL FOR SOMEONE WHO...

- Enjoys photography and has a good eye for capturing candid, natural moments
- Is reliably present at school events — this role requires showing up
- Is organized about file management and follows through on uploading quickly after events
- Takes the photo permission policy seriously and follows it consistently
- Is comfortable recruiting and coordinating a small group of parent volunteers

YEAR-END TRANSITION CHECKLIST

What to Hand Off	Notes / Where to Find It
Photo Archive	Full organized Drive library of all event photos from the current year — named consistently by event and date
Volunteer Photographer List	Names and contact info of reliable parent photographers, with notes on their strengths and availability
Photo Permission Process	Written summary of how student photo permissions are verified and tracked
Equipment Notes	If any shared PTO equipment (camera, accessories) is associated with this role — where it’s stored and how to access it
Event Coverage Calendar	Annotated list of which events need photographer coverage and which were covered vs. missed this year

YB	Yearbook Coordinator Records Team Non-Voting Coordinator
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ROLE TYPE	REPORTS TO	TIME COMMITMENT	TERM
Coordinator — Non-Voting	Recording Secretary	1–2 hrs/mo; heavier Jan–Apr	1–2 years recommended

ABOUT THIS ROLE

The Memorial Elementary yearbook is the one document every family keeps forever — and you’re the person who makes it. You collect photos from events and everyday school life throughout the year, assist during Lifetouch picture days, import and organize the photo library in Shutterfly, design the yearbook layout, proof it before submission, and manage ordering and distribution in the spring. It’s a creative, behind-the-scenes role with a very visible payoff.

Why This Role Matters

A good yearbook is a community artifact. It captures the teachers, the events, the friendships, and the moments that families and students carry with them long after they leave Memorial. Someone has to care enough to collect those photos all year, organize them, and shape them into something worth keeping — that’s the Yearbook Coordinator.

WHAT YOU OWN

- Collect and manage photos throughout the school year
- Attend or coordinate photo coverage for major PTO events: Fall Fest, International Fest, Gala, appreciation week, spirit days, and class events
- Coordinate with the Photography Coordinator to gather event photos into the yearbook library
- Reach out to teachers and staff to collect classroom photos — especially for grades and events where PTO coverage is limited
- Maintain an organized, labeled photo folder structure in Shutterfly (or Google Drive) so nothing gets lost mid-year
- Assist during Lifetouch school picture days
- Coordinate with school administration on fall and spring picture day dates and logistics
- Recruit parent volunteers to help with lineup, backdrop, and flow on picture day
- Ensure Lifetouch delivers final files to the yearbook library in a compatible format
- Design and lay out the yearbook in Shutterfly
- Build the annual yearbook using Shutterfly’s yearbook design tools — use prior year’s book as a structural reference
- Ensure every grade, class, and major event is represented — no classroom left out
- Incorporate student and staff portraits, event candids, club and activity photos, and any special sections (5th grade, staff spotlights, etc.)
- Submit for Recording Secretary review before finalizing

- Proof the yearbook before submission
- Complete at least one full proof pass: check every page for photo quality, name accuracy, layout issues, and missing content
- Recruit 1–2 additional parent proofers for a second set of eyes
- Submit final corrections and approve the proof with Shutterfly before the print deadline
- Manage yearbook orders and distribution
- Work with the Treasurer to set up yearbook ordering through the PTO Square store
- Promote yearbook orders to families in winter/spring with a clear deadline — coordinate with the Communications team
- Receive, sort, and organize yearbook delivery by classroom for distribution
- Coordinate distribution logistics with school administration and Room Guardians

WHAT SUCCESS LOOKS LIKE

- Every classroom and every major event is represented in the yearbook — no one looks through it and wonders why their class isn't there
- Photos are collected and organized throughout the year — not scrambled together in March
- The proof is clean: no obvious layout errors, no missing names, no blurry photos that should have been cut
- Ordering is open with enough lead time for families to buy — no one misses the deadline because they didn't hear about it
- Yearbooks are distributed before the last week of school

TOOLS & PLATFORMS

Shutterfly	Lifetouch	Google Drive	ParentSquare
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IDEAL FOR SOMEONE WHO...

- Is creative and has an eye for design — comfortable making layout decisions that look polished, not clip-art
- Is organized about digital assets — can maintain a photo library across hundreds of photos without losing track
- Is a strong communicator who can chase down photos from teachers and photographers without being annoying about it
- Has used Shutterfly before, or is willing to learn the platform quickly — it's not difficult but it's specific
- Can commit to a light year-round pace with a meaningful crunch in January–April

YEAR-END TRANSITION CHECKLIST

What to Hand Off	Notes / Where to Find It
Shutterfly Account Login	Credentials for the PTO Shutterfly account — transfer to incoming Coordinator; keep all prior year books accessible
This Year's Yearbook File	Final approved layout, including any corrections made after proof — useful as a structural template for next year
Photo Library	Full organized archive of this year's photos in Shutterfly — labeled by event and date
Lifetouch Contact & Process	Contact info, picture day coordination notes, and how portrait files were delivered this year
Order & Distribution Notes	When ordering opened, deadline, how many ordered, distribution process, and any issues to avoid next year

CA	<h2 style="margin: 0;">Calendar Coordinator</h2> <p style="margin: 0;">Records Team Non-Voting Coordinator</p>
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ROLE TYPE	REPORTS TO	TIME COMMITMENT	TERM
Coordinator — Non-Voting	Recording Secretary	2–3 hrs/mo	1–2 years recommended

ABOUT THIS ROLE

You own the master PTO calendar — the single source of truth that every other communications channel pulls from. When the website shows event dates, when the printed calendar goes home in backpacks, when ParentSquare sends a reminder, and when the marquee lights up with a message — they’re all pulling from your calendar. You make sure every event, meeting, deadline, and key date is captured, accurate, and published so that the rest of the Communications Team (and the entire board) can do their jobs without chasing down dates.

Why This Role Matters

A wrong date on any PTO channel erodes trust fast. When the calendar is the single, reliable source and everyone pulls from it, the PTO speaks with one voice on timing. Without someone owning it, dates drift, events get missed, and families show up on the wrong day. This role is simple but essential.

WHAT YOU OWN

- Maintain the master spreadsheet calendar as the single source of truth for all PTO events, meetings, and deadlines
- Add new events as they are confirmed by the board or committee leads — include date, time, location, and any relevant links or notes
- Create and distribute a canva formatted monthly calendar digitally and in print
- Update or remove events promptly when plans change — cancellations, reschedules, and venue changes should be reflected same-day
- Work with the President and President-Elect at the start of each year to populate the calendar with all known recurring events and key dates
- Coordinate with school administration to avoid conflicts with school events, holidays, and testing windows
- Support other Communications Team members who depend on the calendar
- Digital Communication Coordinator pulls dates for ParentSquare posts, social media, and the monthly printed calendar
- Website Coordinator syncs the event calendar on the PTO website
- Newsletter Coordinator references the calendar for upcoming event previews
- Marquee Coordinator plans messages based on calendar dates

- Flag any date conflicts, gaps, or overloaded stretches to the Recording Secretary and President proactively

WHAT SUCCESS LOOKS LIKE

- Every PTO event, meeting, and deadline is on the master calendar — no one has to ask ‘when is that?’
- Date changes are reflected same-day so no downstream channel has stale information
- The annual calendar is substantially populated before the first PTO meeting of the year
- Other coordinators trust the calendar and use it as their primary reference without needing to verify separately
- The monthly board summary goes out on time and helps the team plan ahead

TOOLS & PLATFORMS

<p>Spreadsheet Calendar Master PTO calendar — primary work environment</p>	<p>Google Drive Event planning documents and school calendar references</p>	<p>Email Coordinating with board members and school admin on dates</p>	<p>Canva Editing and formatting the printed monthly Calendar</p>
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IDEAL FOR SOMEONE WHO...

- Is detail-oriented and reliable — a missed or wrong date causes downstream problems for the whole team
- Lives in their own calendar and naturally thinks in terms of scheduling and planning
- Is comfortable coordinating with school admin and board members on scheduling
- Wants a meaningful, manageable role that keeps the entire PTO running on time

YEAR-END TRANSITION CHECKLIST

What to Hand Off	Notes / Where to Find It
Google Calendar Access	Transfer ownership or editor access for the master PTO calendar to incoming Coordinator
Canva Calendar Template	Transfer the canva calendar template with the prior year’s events and graphics
School Calendar Reference	Where to find the official school calendar and testing schedule for conflict-checking
Recurring Events Template	List of all recurring PTO events with typical dates, times, and locations pre-populated
Board Contact List	Who submits event dates and how — notes on which board members are proactive vs. need reminders