



2010

ROOM PARENT'S GUIDE



COMMUNICATE

WITH PARENTS USING
A FREE CLASS SITE

CAPTURE

THE MEMORIES OF
THE YEAR IN PHOTOS

INVOLVE

PARENTS IN CLASS
PROJECTS AND TRIPS

DEAR ROOM PARENT

Shutterfly spends a lot of time talking to parents. You're our most important customers. It's always been our goal to help parents chronicle their memories and stay organized, and we've found that many ideas we've created over the years work perfectly for the classroom.

★ MEET THE 2010 CLASSROOM SHARE SITE

The Shutterfly Classroom Share site is a tool to answer the unique challenges of the Room Parent, from facilitating class activities, parent-teacher communication and volunteering, to organizing pictures from multiple cameras. A Classroom Share site quickly becomes the up-to-the minute hub for information, as well as an archive for class photos and videos.

★ PRIVACY MATTERS

When it comes to kids' pictures and information, there's no greater concern than privacy. Each Share site is a private online environment so only invited members have access to a site's pictures and information. The site and its contents will never show up in Google searches. Plus, safe tagging gives parents peace of mind that they'll be alerted when their children are featured.

Keep reading for some great tips to make your year fun and memorable.

Sincerely,
Your friends at Shutterfly

STAY IN FRONT

Communication and organization are a Room Parent's number one responsibility. You need to stay informed, but also consolidate multiple sources of information for the rest of the class, and fast. Consider creating a free, easy-to-make Share site to streamline your efforts. Here are a few key benefits:

VOLUNTEERING

Increase parent participation in the classroom with fewer emails and paper sign up sheets. Use the Volunteer management tool to avoid oversubscribed or unclaimed duties.

WISH LISTS

Teachers are always wishing for more supplies for their classrooms. With a Share site, teachers can create a class wish list and let parents sign up to fulfill it. Everyone wins, especially the students.

AUTOMATIC EMAIL REMINDERS

Parents will appreciate the email reminders for upcoming events and volunteer duties. They'll even get regular newsletters of the latest contents and pictures posted.

PAPERWORK CENTRAL

There's a lot of content generated during the school year—permission slips, assignments and announcements. Classroom sites keep it all together, plus let parents share resources like website and book recommendations.



QUICK TIP

Pre and post event reminders cue parents to bring their cameras to events and upload pictures afterward.



REMEMBER WHEN

When parents ask their kids, “What did you do today?” they often hear, “Nothing” or “I don’t remember.” Parents end up feeling disconnected from their children’s daily lives. The Classroom Share site brings the class to life with pictures, and reminds parents to ask about events, inspiring a year rich in memories. Here are some ideas to make your site engaging:

FOR ROOM PARENTS

MEET THE CLASS

Have parents post their child’s photo on the class list so you know who’s who.

CUSTOMIZE

Make a splash with color, style and bold pictures on your marquee.

FIRST TO POST

Add a couple of pictures or a quick note to welcome everyone back to school.

PERFECT ATTENDANCE

With a well-managed calendar and reminders, parents will never miss a thing.



QUICK TIP

Don’t forget to add field trips, birthdays, and the Halloween party and parade to the calendar.



FOR ALL PARENTS

NEVER WITHOUT A CAMERA

A Share site means there can’t be too many cameras or perspectives.

LIKE IT? SAY SO

Make comments or “like” your favorite photos.

SEE IT OR RELIVE IT

Post videos and photo albums to show off field trips and activities.

TAG, YOU’RE IT

Add tags to photos, so parents know how to look for their children’s images. The tags can also be used to gather photos to make a year-end photo book.

QUICK SET UP GUIDE FOR CLASSROOM SHARE SITES IT TAKES UNDER 10 MINUTES

1

COLLECT YOUR MATERIALS

- Class list, including parents’ emails—you’ll need at least one parent’s email for each child.
- School calendar—any key events, vacations, celebrations, birthdays.
- A handful of starter photos—you just need a few photos for the front-page marquee and the first album.

2

VISIT THE GUIDED SETUP AT SHUTTERFLY.COM/CLASSROOMSITE

- Sign in to your Shutterfly account, or create a free account if you don’t have one.
- Don’t forget to enter the promo code found on the back of this guide—you’ll get a free photo book when you create your classroom site.
- Once you’re signed in, click on the “Create a Site” button and you’re on your way.

3

STEP BY STEP

- First, you’ll be asked to pick a name and web address for your site



QUICK TIP

Good site names include things like the Teacher’s name, grade, school name, and year. For example “Mrs. Wilson’s 3rd Grade Class 2010-11” or “Roosevelt 1st Graders 2010”.

- Fill out the class list and add parents’ emails. Parents will need to be added as members of the site before they can view it and contribute.
- Send an email to your fellow parents inviting them to visit the site (the guided set up will help you).

PICTURE THE POSSIBILITIES

Pictures on your Share site of friends, projects and field trips will make keepsakes for you, or photo books and photo gifts for family and teachers.

Here are a few ideas:

ANSWER THE CALL ▶

At the beginning of the year, pose a photo question like “what did you do for summer break?” and have parents post pictures. This helps the class and teachers get to know the students better.



BOYS AND GHOULS ▲

One of your early and most popular albums will surely be the Halloween parade and pumpkin patch visit.



CATALOG ART + SCIENCE PROJECTS ▲

Start this from day one and you’ll have a true treasure at the end of the year. Make albums of the students’ favorite pieces in art and science—all those priceless charcoal drawings and dioramas.



ALL FOR ONE ▶

Create an album featuring each student working on an art project together. The final project, along with the “making-of” photo book, is perfect for an auction or to sell at a school fundraiser.



THANK THE TEACHER ▲

With all the memories in a Share site, you can easily create a photo book—the perfect year-end gift to remember the class. Ask kids questions like “What do you want to be when you grow up?” or “My teacher will remember me because...” and include memorable quotations with the pictures. Teachers also appreciate mugs, mouse pads or framed prints.

◀ BACK TO SCHOOL NIGHT

Create a get-to-know you album on your site to capture parents and teachers together. Don’t forget to tag the parents—it’s a lot nicer being able to call them by name.



HAND OVER THE CAMERA ▲

Let the kids take pictures of their day and create an album of their photos (don’t forget to coordinate with the teacher).