



GUIDE TO BEING AN EFFECTIVE PCW SCHOOL REPRESENTATIVE

Connecting schools, sharing ideas and engaging parents. These are the guiding principles of the Parents Council of Washington. *Communication to your school and parents about PCW events and programs is your key responsibility as a PCW Representative.* Here are several ways to serve your school community effectively on behalf of PCW.

Connect with your school's parents, faculty and administration about opportunities PCW offers:

- In the first few weeks of the new school year, set up a meeting with your school Communications Director and/or Parent Volunteer Coordinator (it varies by school) to establish a working relationship. Share that you want to help maximize the value of your school's PCW membership to the school community.
- Ask to give a 5-minute presentation about PCW at your school's first open Parents Association meeting. Announce upcoming PCW events in subsequent PA meetings if you have the opportunity.
- Ask your school to add the PCW website (www.parentscouncil.org) to your school website. As a member of PCW, your school can share the many parent resources and information about upcoming and past PCW programs. Don't forget to Like PCW on Facebook and follow PCW on Twitter @PCWschools.

Share news about upcoming PCW programs:

- Do you have a school-wide weekly bulletin/newsletter? Find out how to get a notice in the weekly bulletin. Use these weekly newsletters to announce upcoming PCW events.
- Do the room parents in your school send out weekly/monthly reminders to parents about school events? Can they include PCW events?
- Will your school add PCW events to its online calendar? Will your school send an email to parents notifying them about PCW events?
- Advertise PCW events at your fall fair or other school occasions; make a poster or distribute PCW-provided flyers.

Engage Parents in PCW Events

- As a rep, please attend all PCW events *and encourage others in your community to join you.* Make it a social event with friends! Send e-mail invitations and reminders to your personal school network, or personal broader network, as appropriate. **And don't forget the power of a personal ask – ask someone to join you at a PCW event!**
- There are four PCW programs for parents and staff of member schools: Fall Speaker in October; Movie Screening in January; Best Practices in March; and Spring Speaker in April. **Please put these events on your calendar now and plan to attend.**
- Share the information you learned from PCW events with those who did not attend. Forward program materials to the appropriate person in your school. Direct your school community members to PCW's website to review program summaries or other information that resulted from PCW programs. And please encourage parents to Like PCW on Facebook and follow PCW on Twitter @PCWschools.