

### **PCW Member School Representative (PCW Rep) Job Description**

Each member school selects approximately one to three parents to serve as PCW Representatives during the academic year. Representatives are expected to learn about, advertise and promote, encourage participation, attend and engage, and share program materials for all applicable PCW programs with their school communities, as well as seek opportunities to network and liaison with PCW, member schools, and parent groups.

- **Learn About**
  - Attend PCW Orientation
  - Communication with your PCW Board Member Liaison \_\_\_\_\_
  - Read PCW monthly checklists sent directly to your email inbox
  - Refer to the PCW website ([www.parentscouncil.org](http://www.parentscouncil.org), Resources for Reps)
  - Attend PCW events
  
- **Advertise and Promote**
  - Use blurbs from monthly checklists and put them in school communications
  - Be strategic about where to advertise (school newsletters, class notices, etc.)
  - Hang flyers around school
  - Email or send notes to parents, administrators, faculty, and staff
  - Provide access to copies of previous year summaries for applicable programs (housed on PCW website)
  
- **Encourage Participation**
  - Talk up programs and ask other parents to attend with you as appropriate
  - Email or send notes to administrators, faculty, and staff for programs of interest
  - Help provide transportation or carpools when necessary
  - Make sure everyone knows where, when, and for whom the programs exist
  
- **Attend and Engage**
  - Go to all programs meant for you and bring a friend where applicable
  - Use programs as opportunities to network and engage with like-minded individuals
  
- **Share Program Materials**
  - Once program summaries are posted, ensure your school community sees and reads them
  - Email or hand out copies of program summaries to administrators, faculty, and parents