



PCW Representatives

Specific Responsibilities and Expectations for Taking Advantage of PCW Membership

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 to seek opportunities to promote the relationship between PCW and member schools and parent groups.

- **Learn About**
 - Take part in PCW Orientation Event
 - Communicate with your PCW Board Member Liaison
 - Read PCW monthly checklists sent directly to your email inbox
 - Refer to the PCW website (www.parentscouncil.org, 'Resources for Reps' section)
 - Attend other PCW events (Speaker Events, Movie Screening, Best Practices)

- **Advertise and Promote**
 - Use blurbs from PCW monthly checklists to advertise 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 like-minded individuals

- **Share Program Materials**
 - Once posted, ensure your school community sees and reads program summaries
 - Email/hand out program summaries to administrators, faculty, and parents

September 5, 2018