**2019-2020**

**Month-to-Month Guide for PCW Representatives**

**September**

* Attend **Orientation, September 17 (8:30am) at Holton-Arms School**.
* Contact school PA President or communications director to determine best method for publicizing future PCW events/programs.
* Introduce PCW to your school and remind the school community about the PCW website, Facebook page, and Twitter account.
* Publicize the Lower School Forum (October 22 at McLean School) and Fall Speaker Event (November 14 at National Presbyterian School) in school newsletters, on the school website, by distributing flyers, etc. PCW will provide you with promotional material for all programs.

**October**

* Attend the **Lower School Forum (panelists), October 22 (8:30am) at McLean School of Maryland.** Encourage other lower school parents, school personnel, and friends to attend.
* Publicize the Fall Speaker Event (November 14 at National Presbyterian School.) PCW will provide you with promotional material for all programs.

**November**

* Attend the **Fall Speaker: Lisa Damour, November 14 (8:30am) at National Presbyterian School.** Encourage other parents, school personnel, and friends to attend.
* Share the summaries from the Lower School Forum and the Fall Speaker program with your school community, available on the PCW website.

**December**

* Attend the **Best Practices Forum/Movie Screening of Screenagers Next Chapter: Uncovering Skills for Stress Resilience, December 5 (9:00am) at Bethesda Row Cinema.** Encourage other parents and school personnel to attend as well.

***Happy Holidays!***

**January**

* If requested by your PCW Board liaison, follow up about student attendance at the Upper School Student Leader Breakfast, which will take place on February 4, with the appropriate person (usually the Upper School Dean of Students) at your school.
* If requested by your PCW Board liaison, follow up about student attendance at the Middle School Student Leader Breakfast, which will take place on February 18, with the appropriate person (usually the Middle School Dean of Students) at your school.

**February**

* Selected students attend **Student Leader Breakfasts, February 4 and February 18**.
* If requested by your PCW Board liaison, follow up with your school’s Dean of Students (high schools only) about his/her attendance at the Deans’ Breakfast, taking place on March 9.

**March**

* Upper School Deans of Students attend the **Deans’ Breakfast, March 9**.
* Share with your school community the summaries of the Upper School and Middle School Student Leader Breakfasts, available on the PCW website.

**April**

* Attend the **Movie Screening of *LIKE*, April 2 (9:00am) at Bethesda Row Cinema.** Encourage other parents and school personnel to attend as well.
* Remind outgoing and incoming PA Presidents about the PA Presidents’ Forum on May 12 and encourage them to attend.

**May**

* PA Presidents (both outgoing and incoming) attend **PA Presidents’ Forum, May 12 (8:30am) at The Primary Day School.**
* Share the PA Presidents’ Forum summary with your school community, posted on the PCW website.
* Identify PA Presidents and PCW Representatives for next year and send information to administration@parentscouncil.org.



**PCW School Representatives**

**Specific Responsibilities/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 seek opportunities to promote the relationship between PCW, member schools and parent groups.

* **Learn About**
	+ Take part in PCW Orientation Event
	+ Communicate with your PCW Board Member Liaison
	+ Read and act upon PCW monthly checklists sent directly to your email inbox
	+ Refer to PCW website ([www.parentscouncil.org](http://www.parentscouncil.org), ‘Resources for Reps’ section)
	+ Attend other PCW events (Speaker Events, Movie Screenings, 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

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