

PCW Board Liaison: _____

2020-2021

Month-to-Month Guide for PCW Representatives

*Note: PCW will provide you with promotional materials for all programs;
Program summaries available on website (www.parentscouncil.org)*

October

- Attend **Orientation, October 6 (9:00am) via Zoom.**
- 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 Movie/Moderated Discussion (October 20 via Zoom); and the Lower School Forum (November 10 via Zoom) in school newsletters, on the school website, by distributing flyers, etc.
- View movie(s) distributed online and attend the **Moderated Discussion, October 20 (9:00am) via Zoom.** Encourage your school community to view and attend.

November

- (As appropriate) Attend the **Lower School Forum (panelists), November 10 (9:30am) via Zoom.** Encourage other lower school parents, school personnel, and friends to attend.
- Share the summaries from the Lower School Forum with your school community, available on the PCW website.

December

- Publicize the Winter Event, Talking to Kids About Racism (January 14 TBD) in school newsletters, on the school website, by distributing flyers, etc.

Happy Holidays!

January

- Attend the **Winter Event: Talking to Kids About Racism, January 14, TBD.** Encourage other parents, school personnel, and friends to attend.
- Share the summary from the Panel Discussion with your school community.
- If requested by your PCW Board liaison, follow up about student attendance at the Upper School Student Leader Breakfast (on February 2) and/or the Middle School Student Leader Breakfast (on February 9) with the appropriate person at your school, usually the Dean of Students.
- Publicize the Speaker Series Event (February 10 via Zoom) in school newsletters, on the school website, by distributing flyers, etc.

February

- Selected students attend **Student Leader Breakfasts, February 2 and February 9.**
- 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.
- Attend the **Speaker Series: Ron Lieber, February 10 via Zoom.** Encourage other parents, school personnel, and friends to attend.
- Share the summary from the Speaker Series with your school community.

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

- Remind outgoing and incoming PA Presidents about the PA Presidents' Forum on May 11 and encourage them to attend.

May

- PA Presidents (both outgoing and incoming) attend **PA Presidents' Forum, May 11 (8:30am) at The Primary Day School (TBC).**
- Identify PA Presidents and PCW Representatives for next year and send information to PCW at 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, 'Resources for Reps' section)
- Attend other PCW events (Speaker Events, Movie Screenings, Panel Discussions)

- **Advertise and Promote**

- Use blurbs and/or flyers from PCW monthly checklists to advertise in school communications
- Be strategic about where to advertise (school newsletters, class notices, etc.)
- Email or send notes to parents, administrators, faculty, and staff
- Provide access to copies of previous year summaries for applicable programs (located on PCW website, below)

- **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 other parents

- **Share Program Materials**

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

Stay Informed 24/7

Contact us: administration@pcw.org or via your Board Liaison

Visit our website: www.parentscouncil.org

Like us on Facebook: [www.facebook.com/ParentsCouncilof Washington](http://www.facebook.com/ParentsCouncilofWashington)

Follow us on Twitter: www.twitter.com/PCWschools