

2024-2025

Month-to-Month Guide for PCW Representatives

Note: PCW will provide you with promotional material for all programs via the monthly checklist; program summaries available on the website (www.parentscouncil.org)

September

- Contact school PA President or communications director to determine the best method for publicizing future PCW events/programs.
- Attend **Orientation, September 25 (9:00am) at National Presbyterian School.**
- Publicize the Fall **Speaker Series: AI for Education - Amanda Bickerstaff** event on October 29 as appropriate for your community in school newsletters and on the school website.

October

- Continue to publicize the Fall **Speaker Series: AI for Education - Amanda Bickerstaff** event on October 29.
- Attend the **Speaker Series: AI for Education - Amanda Bickerstaff, October 29 (7:00pm) via Zoom.** Encourage other parents, school personnel, and friends to attend.
- Share the summary from the Speaker Series event, available on the PCW website, with your school community.

November

- Publicize the **Lower School and Middle Forum** panel event on December 3, if applicable to your school.

December

- Attend, as appropriate, the **Lower and Middle School Forum, December 3 (7:00pm) at Washington Waldorf School.** Encourage other lower school parents, school personnel, and friends to attend.
- Share the Lower and Middle School Forum summary, available on the PCW Website, with your school community, if applicable.
- Publicize the **Movie Screening** event on February 4.

Happy Holidays!

January

- Continue to publicize the **Movie Screening** event on February 4.

February

- Attend the **Movie Screening: Screenagers III, February 4 (10:30am) at The Avalon Theatre.** Encourage other parents, school personnel, and friends to attend.

March

- Publicize the Spring **Speaker Series: Devorah Heitner** event on April 30.

April

- Selected Upper School students attend **Upper School Student Leader Breakfast, April 3.**
- Selected Middle School students attend **Middle School Student Leader Breakfast, April 9.**
- Attend the **Speaker Series: Devorah Heitner, April 30 (7:00pm) via Zoom.** Encourage other parents, school personnel, and friends to attend.
- Share the summary from the Speaker Series event with your school community.

May

- Upper School Deans of Students attend the **Deans' Breakfast, May 1.**
- 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
- 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, Panel Discussions)

➤ 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.)
- 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)

➤ 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 (optional)
- 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@parentscouncil.org or via your Board Liaison
Visit our website: www.parentscouncil.org