



## ***Welcome to the Future***

### **2024 Orientation Program**

September 25, 2024

National Presbyterian School

### **AGENDA**

**9:00 – 9:30 am**    **Breakfast/Networking**

**9:30 – 9:35 am**    **Welcome**

*Katrina Holliday, President  
Parents Council of Washington*

**9:35 – 9:40 am**    **Opening Remarks**

*Malcolm Lester, Head of School  
National Presbyterian School*

**9:40 – 9:55 am**    **Maximizing the PCW Partnership with Your School Community**

*Jennifer Taylor & Brian Jacobson  
Board Members & Orientation Program Co-Chairs  
Parents Council of Washington*

**9:55 – 11:00 am**    ***Share, Connect, Engage: Best Practices Roundtables***

*PCW Board Members/School Liaisons, PCW Representatives, and  
Parent Association Presidents*



## 2024-2025 Theme – Welcome to the Future

### Mission

To promote excellence in education by fostering communication among parents, students and independent schools in the Washington, DC area through programs, resources and networking opportunities.

### Vision

Connecting Schools. Sharing Ideas. Engaging Students/Parents/Faculty/Administrators.

### Who We Are

Established in 1964 to create connections, collaborations and community around education and parenting, PCW is governed by a rotating volunteer Board of Directors. All members of the Board (16 at present) are parents of member school students or graduates, serving 3-year terms. The Board, with the help of a part-time administrator, organizes and coordinates all programs and resources.

### Who We Serve

PCW is a nonprofit membership organization serving the interests of its member school communities. Eligible members are independent schools (Preschool-12) in the Washington, DC metropolitan area, paying annual dues based on type of school and enrollment, and appointing school representatives to liaison with PCW to benefit their school communities via programs, resources and networking opportunities.

#### ➤ CURRENT MEMBER PROFILE:

- Member Schools Represented (56)
  - ✓ Lower (43), Middle (38), Upper (34)
  - ✓ DC (21), Maryland (23), Virginia (12)
  - ✓ Co-ed (43), single gender/girl (8), single gender/boy (5)
  - ✓ Religious affiliated (24), secular (32)
- Students Represented (approximately 25,000)

### What We Offer

PCW provides member school communities (administrators, faculty, staff, parents, and students) with robust programs (approximately 10 per year), abundant resources (via our website, including program summaries), and ample networking opportunities all pertaining to education, child development and/or parenting.

#### ➤ ANNUAL PROGRAMS (with an indication of date and to whom the event is open)

- **Orientation Program** – September 25, 2024. Intended for PCW School Representatives and Parent Association (PA) Presidents.
- **Speaker Series Event** – October 29, 2024 (AI for Education - Amanda Bickerstaff). Intended for all in our member school communities.

- **Lower and Middle School Forum** – December 3, 2024 (Panel presentation). Intended for all member lower school communities.
- **Move Screening** – February 4, 2025 (Screenagers III). Intended for all in our member school communities.
- **Upper School Student Leader Breakfast** – April 3, 2025. Intended for selected 11<sup>th</sup>/12<sup>th</sup> grade member school students.
- **Middle School Student Leader Breakfast** – April 9, 2025. Intended for selected 7<sup>th</sup> grade member school students and counselors/administrators.
- **Speaker Series Event** – April 30, 2025 (Devorah Heitner). Intended for all in our member school communities.
- **Deans of Students' Breakfast** – May 1, 2025. Intended for upper school Dean of Students as a follow up to the Upper School Student Leader Breakfast.
- **Informal Discussions for PA Presidents** – Quarterly informal discussion throughout the year.

#### ➤ RESOURCES

- PCW website and access to calendar with upcoming events
- Archived summaries of past PCW programs
- Monthly checklists and materials for PCW School Representatives & PA Presidents
- Takeaways from PCW programs

#### ➤ NETWORKING/BENEFITS

- Various opportunities (for Reps, PA Presidents, Administrators, Faculty, Parents, Students)
- Connecting schools, sharing ideas, engaging students, faculty, parents, and administrators
- Dynamic local and national best-selling authors presenting at events
- Visibility for/among independent schools in the Washington, DC area

## How We Do It

- ✓ PCW Board member liaisons maintain contact with member school administrators, PA Presidents, and PCW Representatives to coordinate, advertise and deliver PCW programs, resources, and opportunities.
- ✓ PA Presidents and PCW Representatives share program/resource information with their school communities and encourage attendance at programs (i.e. *Speaker Series, Lower and Middle School Forum*).
- ✓ PA Presidents and PCW Representatives attend programs as well (*Orientation, Speaker Series, Lower and Middle School Forum*).
- ✓ Member school administrators and faculty present at a variety of the programs, while other local and national level speakers and authors are highlighted at programs such as our *Speaker Series*.
- ✓ Interested and well-suited member schools host annual PCW programs.
- ✓ PA Presidents and PCW Representatives interested in a position on the PCW Board of Directors are encouraged to contact [administration@parentscouncil.org](mailto:administration@parentscouncil.org).



**2024-2025**  
**PCW Board Liaisons to Member Schools**  
*(listed by Member School)*

<b><u>Member School</u></b>	<b><u>Board Liaison</u></b>
Academy of the Holy Cross, The	Leslie Hunter
Aidan Montessori	Shannon Hill
Alexandria Country Day School	Jennifer Taylor
Beauvoir	Erik van der Merwe
Browne Academy	Leslie Hunter
Bullis School	Leslie Hunter
Burgundy Farm Country Day School	Jennifer Taylor
Charles E. Smith Jewish Day School	Natalie Selzer
Commonwealth Academy	Jennifer Taylor
Concord Hill School	Cara Hur
Congressional School	Jenn Lustbader
Connelly School of the Holy Child	Jen Scott
Edmund Burke School	Shannon Hill
Field School, The	Christopher Vorobek
Flint Hill School	Denise Prince
Foxcroft School	Jenny Gillespie
Georgetown Day School	Natalie Best
Georgetown Preparatory School	Erik van der Merwe
Georgetown Visitation Preparatory School	Jenny Gillespie
Gonzaga College High School	Brian Jacobson
Grace Episcopal Day School	Natalie Best
Green Acres School	Natalie Selzer
Green Hedges School	Leslie Hunter
Harbor School, The	Jenn Lustbader
Holton-Arms School, The	Melissa Dennis

<b><u>Member School</u></b>	<b><u>Board Liaison</u></b>
Holy Trinity School	Melissa Dennis
Lab School of Washington, The	Chris Vorobek
Landon School	Jenny Gillespie
Langley School, The	Jen Scott
Lowell School	Brian Jacobson
Madeira School, The	Shannon Hill
Maret School	Jenn Lustbader
McLean School	Brian Jacobson
Milton Gottesman Jewish Day School	Natalie Selzer
National Cathedral School	Cara Hur
National Child Research Center	Erik van der Merwe
National Presbyterian School	Chris Vorobek
Norwood School	Natalie Selzer
Oneness Family School	Chris Vorobek
Our Lady of Good Counsel High School	Natalie Best
Potomac School, The	Jennifer Taylor
Primary Day School, The	Cara Hur
River School, The	Cara Hur
Sheridan School	Jenn Lustbader
Sidwell Friends School	Shannon Hill
Siena School, The	Denise Prince
St. Albans School	Erik van der Merve
St. Andrew's Episcopal School	Natalie Best
St. Anselm's Abbey School	Melissa Dennis
St. Patrick's Episcopal Day School	Denise Prince
St. Stephen's & St. Agnes School	Jen Scott
Stone Ridge School of the Sacred Heart	Denise Prince
Washington Episcopal School	Brian Jacobson
Washington International School	Jenny Gillespie
Washington Waldorf School	Jen Scott
Woods Academy, The	Melissa Dennis

*Updated: July 2024*

# 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](http://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](mailto: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](http://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](mailto:administration@parentscouncil.org) or via your Board Liaison  
Visit our website: [www.parentscouncil.org](http://www.parentscouncil.org)

## 2024-2025 PCW Program Schedule

<b>Program</b>	<b>Date</b>	<b>Time</b>	<b>Venue</b>	<b>Audience</b>	<b>PCW Rep Role</b>
<b>PCW Orientation</b>	Wednesday, Sept. 25, 2024	9:00 am - 11:00 am	National Presbyterian School	PCW Reps and PA Presidents	<b>ATTEND!</b> Distribute material*
<b>Speaker Series</b> <i>AI for Education - Amanda Bickerstaff</i>	Tuesday, Oct. 29, 2024	7:00 pm - 8:30 pm	Virtual	All PCW Member School Communities	Publicize/Promote <b>ATTEND!</b> Distribute material*
<b>Lower and Middle School Forum</b> <i>(Panel Presentations)</i>	Tuesday, Dec. 3, 2024	7:00 pm - 8:30 pm	Washington Waldorf School	PCW Lower and Middle School Member Communities	Publicize/Promote <b>ATTEND!</b> Distribute material*
<b>Movie Screening</b> <i>(Screenagers III)</i>	Tuesday, Feb. 4, 2025	10:30 am - 12:30 pm	The Avalon Theatre	All PCW Member School Communities	Publicize/Promote <b>ATTEND!</b> Distribute material*
<b>US Student Leader Breakfast</b>	Thursday, Apr. 3, 2025	8:00 am - 12:00 pm	Stone Ridge School	Member School Selected Students	Ensure Administrator and Counselor have date and know to select students
<b>MS Student Leader Breakfast</b>	Wednesday, Apr. 9, 2025	8:30 am - 11:30 am	The Langley School	Member School Selected Students	Ensure Administrator and Counselor have date and know to select students
<b>Speaker Series</b> <i>Devorah Heitner</i>	Wednesday, Apr. 30, 2025	7:00 pm - 8:30 pm	Virtual	All PCW Member School Communities	Publicize/Promote <b>ATTEND!</b> Distribute material*
<b>Upper School Dean of Students Breakfast</b>	Thursday, May 1, 2025	8:30 am - 10:30am	National Cathedral School	Upper School Deans of Students	Ensure Dean of Students has date on calendar
<b>PA President Discussions</b>	Quarterly	Varies	Virtual	PA Presidents	N/A

\*Distribute Material = Access/distribute info beforehand; then program summaries/write-ups from PCW website after program completion.