**MCCPTA Committee Work Plan**

**Committee: COMMUNICATIONS**

**Chair: TBD**

**Email:** [**communications@mccpta.org**](mailto:communications@mccpta.org) **(for now use** [**vpadmin@mccpta.org**](mailto:vpadmin@mccpta.org)**)**

**Address: TBD**

**Phone: TBD (for now use Tracie Potts, VP of Administration, 202-365-3766)**

**Vision**

To coordinate communications across MCCPTA, including committees, events, advocacy. Ensure effective outreach to parents, staff and students. Streamline meetings and engage with local media proactively.

**Goals**

* Establish eMeeting option for Board of Directors (and perhaps DA)
* Establish eMeeting/livestream option for other MCCPTA events
* Publish Blue Book directory by Nov. 30, 2019
* Effectively use Constant Contact for direct outreach to members
* Improve and expand social media use and platforms
* Update website, add downloadable calendar and committee info
* Assist committees with fliers and other communication
* Solicit media coverage; coordinate and respond to media requests

**Action Steps (by subcommittee)**

Blue Book – chair Adam Lee

Coordinate with Office Manager Pam Loebach to collect all local PTA officer contacts via Google form, plus MCCPTA organizational, local government and community information to complete layout by Nov. 1 to ensure publication and distribution by Dec. 4 Delegates Assembly. Distribute to MCPS, community groups, local government offices and elected officials.

eCommunications – chair TBA

Build countywide distribution lists of local PTA leaders, individual members and others as needed. Create monthly brief newsletter with links to highlight MCCPTA events, achievements, deadlines and ongoing work.

Social Media – chair Zoe Tishaev

Create regular Facebook and Twitter posts highlighting MCCPTA work and events. Re-post/tweet appropriate media on issues affecting MCPS students. Engage audience and monitor feedback. Evaluate adding Instagram and Snapchat. Create social media “stories” to engage students.

Public Relations – chair TBA

Create and distribute press releases highlighting MCCPTA accomplishments, events and work. Follow up with reporters to encourage media coverage. Participate in monthly conference call with MCPS Communications Office. Coordinate parent/community communications and media responses with MCPS as needed. Respond *promptly* to media requests, ensuring replies by deadline from the President or a board member approved by the President.

Website – chair Chris Bowerman/TBA (seeking co-chair)

Update website weekly with the latest events, deadlines and initiatives on the home page. Update calendar and committee pages frequently. Research adding an interactive, downloadable calendar with links and/or attachments for events. Consider re-design as needed.

Design – chair TBA (\**NEW*)

Assist MCCPTA committees, officers, board members, cluster leaders and work groups with designs for fliers, brochures, posters, banners and other printed materials.

**Meeting Schedule**

NONE

**Expenses**

Website/domain renewal: $300 (2018 actual = $272.04)

Constant Contact renewal: $600 (2018 actual = $588)

Blue Book printing: $2000 (2018 actual = $1,976.90)

eMeetings (Zoom): $1200 (est. $1170/year, as a backup in case FreeConferenceCall.com isn’t sufficient)

**TOTAL REQUEST: $4,100**

*Note: Flier printing expenses should be included in each committee’s request. Communications will assist with design only.*