**MCCPTA Committee Work Plan**

**Committee: Communications Committee**

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**Vision**

The establishment of a communications framework that (1) ensures the timely and efficient dissemination of accurate and pertinent information to local PTSA units and all MCPS parents, students, families and school communities, and (2) works to engage and empower parents, students, families and communities to advocate on education-related issues for all children. This framework necessitates working closely with our stakeholders to broaden MCCPTA’s channels of communication to reach all communities, with a focus on hard-to-reach communities.

**Advocacy Priorities**

1. Work closely with all committees and subcommittees to elevate MCCPTA’s voice by providing support to MCCPTA’s engagement and advocacy efforts, and facilitating and fostering a uniform communications strategy across all platforms of engagement and communication.
2. Expand MCCPTA’s channels of communication, and broaden its engagement and outreach efforts in order to ensure the timely and efficient dissemination of pertinent information to all stakeholders, particularly with respect to hard-to-reach communities.
3. Work toward ensuring clear, concise, transparent and timely communications from MCPS to the MCPS community of stakeholders, including, parents, guardians, students, PTSAs and community members.
4. Work toward elevating the MCCPTA brand within the MCPS community by ensuring that the MCPS community is familiar with MCCPTA and its advocacy efforts.

**Action Steps**

1. Oversee the creation, implementation and maintenance of MCCPTA’s new website.
2. Oversee the creation, implementation and maintenance of an electronic directory for MCCPTA, including a messaging platform that will allow for more direct and efficient communications amongst MCCPTA members with each other, and with local PTSAs.
3. Work with MCPS to clearly outline the circumstances under which directory information can be provided to local PTSAs to support their community and engagement efforts and objectives.
4. Continue to build clear platforms for communication on Facebook, Twitter, YouTube and other social media/communications platforms.
5. Continue to build our relationship with the MCPS Communications Team in order to clearly collaborate on ensuring clear, transparent communications between MCPS and the MCPS community.
6. Continue to build relationships with press outlets in the DC metro area, including student newspapers.
7. Create a monthly newsletter that highlights the work/advocacy efforts of MCCPTA and its committees.

**Meeting Schedule**

Currently, as often as needed in order to get a communications protocol and strategy up and running, but at least once a month.

**Expenses**

Up to $1,000 to create an electronic directory and messaging platform using AtoZ.