**MCCPTA Committee Work Plan**

**Committee: Communications Committee**

**Chair: Yeages Cowan**

**Email: yeagescowan@gmail.com**

**Address:**

**Phone: 301-980-5520**

**Vision**

To provide and widely disseminate accurate, timely and pertinent knowledge and information to all parents, students, families and school communities served by MCCPTA in order to ensure that these stakeholders are engaged and empowered to advocate for all children, working closely with our stakeholders to broaden MCCPTA’s channels of communication to reach all communities, with a particular focus on hard-to-reach communities.

**Advocacy Priorities**

1. Improve MCCPTA’s current channels of communication and infrastructure in order to more effectively support MCCPTA’s engagement and advocacy efforts.

2. Expand MCCPTA’s channels of communication

3. Create a Communications Protocol and Strategy for MCCPTA to facilitate and foster the Communications Team’s role as a conduit of information from MCCPTA to all communities

4. Encourage MCCPTA and its committees to broadly disseminate information to all communities using a range of platforms for communication

5. Work towards ensuring that hard-to-reach communities receive accurate and timely knowledge and information, utilizing non-traditional methods of communication

**Action Steps**

1. Revamp MCCPTA’s website, beginning with a vision for the website i.e., what is the purpose of MCCPTA’s website and a roadmap for the website.

2. Build clear platforms for communication on Facebook, Twitter, YouTube.

3. Build clear platforms for communication on non-traditional platforms of communication with a view to reaching underserved and hard-to-reach communities.

4. Draft a Communications Protocol & Strategy, and work closely with all committees of MCCPTA to ensure the broad dissemination of information in accordance with the Communications Team’s Vision and Advocacy Priorities.

5. Recruit native speakers of primary languages spoken within Montgomery County to participate on the Communications Committee.

**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 $5,000 to engage a consultant to rebuild MCCPTA’s website in a manner that can be easily maintained going forward.