

March 2009

MCCPTA Communications Committee Report

Chair: Patti Twigg, listservsmod@mccpta.com

1) Website:

Website Coordinators:

Sharon Goodall webmaster@mccpta.com

Lin-Lin Mao webmaster@mccpta.com

The Website subcommittee updated the MCCPTA website with the following:

Webpages updated in February:

- MCCPTA Homepage
- MCCPTA Calendar
- Testimonies, Press Releases, & Correspondence
- Local PTA's Websites
- Capital Improvement Program Committee
- Operating Budget Committee
- Dues
- Minutes from MCCPTA meetings
- Nominating Committee
- Special Events – MCCPTA Presidents and Principals Dinner
- MCCPTA Standing Committees 2008-2009
- Archived MCCPTA President's Letters & Committee Reports

Other additions:

- February 2009 MCCPTA Presidents Letter
- February 2009 Committee Reports: Capital Improvement Program, Communications, Cultural Arts, Grading and Reporting, Health, Legislative, Membership, Nominating, Operating Budget, Presidents and Principals Dinner, Reflections, Safety, Special Education, Training
- Updated Spotlight on MCCPTA homepage
- "Thanksgiving in February" materials
- Items for newsletters from Summer Food Service Program
- YMCA Youth & Family Services Parenting Classes – Spring schedules in English and Spanish
- Link to Maryland PTA Legislative Platform 2009
- Links to Maryland PTA Membership Book 2008, and Cash Encounters Booklet 2008-2009
- Link to 2008 Maryland Student Records System Manual
- February Delegates Assembly Program Agenda
- Free Registration Winners to the MDPTA Summer Leadership conference on July 18, 2009
- Updated Dues Voucher
- Maryland PTA Election Tip Sheet
- Quick Tips about PTA Nominating Committees
- Memo from Superintendent Jerry Weast to Members of BOE, subject: Update on Implementation of the Bridge Plan/High School Assessments, February 9, 2009
- MCCPTA Testimony to BOE on High School Plus, February 9, 2009
- MCCPTA Letter to Montgomery County Council about Testimony Communications, February 10, 2009
- Cluster Testimonies and MCCPTA Testimony Before the Montgomery County Council on FY 2010 Capital Budget and Amendments to the FY 2009-2014 Capital Improvements Program, February 10, 2009
- Thank you letter from Kay Romero to Cluster Coordinators for their CIP testimonies before the Montgomery County Council, February 14, 2009

- MCCPTA Testimony on School Construction before the House Appropriations Committee, Subcommittee on Education and Economic Development, Public School Construction, Annapolis, MD, February 19, 2009
- MCCPTA Testimony about Learning Centers for 2/23 Board of Education Meeting- Public Comments

Updated committee chair listings and email addresses.

Committee chairs, please look at your committee's website page and let the Website subcommittee know of any changes you would like to make. All MCCPTA standing committees website pages can be accessed from the following link: <http://mccpta.net/committees.html>.

Officers, please take a look at the other MCCPTA website pages and let us know if there is information that is no longer relevant or needs to be updated. The MCCPTA website is at <http://mccpta.net>.

2) Listservs:

Listservs Moderator:

Patti Twigg listservsmod@mccpta.com

As of February 28, 2009 membership on the various lists is as follows:

Listserv	# subscribed	Net increase/decrease from last report
MCCPTA Board	86	0
MCCPTA Bulletin	617	+1
MCCPTA Delegates	478	+2
MCCPTA Presidents	289	0
MCCPTA Treasurers	218	0

The auto-reminder calendar for the Bulletin and BOD listservs has been updated as meetings and events are scheduled or changed.

Members have been added to and removed from the various listservs as requested.

Assistance has been given to locals' listserv moderators as requested.

3) Public Relations/Publicity:

Sub-committee Chair:

Lee Ann Doerflinger

I volunteered to take the position of chairing this subcommittee in the week following the BOD meeting on February 5, 2009. Since then, I have written several press releases and sent them to the *Washington Post*, the *Gazette* newspapers, the *Sentinel* papers, and the *Washington Examiner*, and drafted two letters for Kay Romero, president of MCCPTA.

I have three goals for the next few weeks:

- Draft procedure guidelines for press releases so that it will be clear how to get information on the various activities and committees of MCCPTA out to the press. Currently, I am simply writing up the things that look most important which are then reviewed by Kay Romero and sent out to the press via e-mail.
- Identify media outlets, including radio and local television, in addition to the newspaper contacts.
- Write a letter of introduction to all of these media outlets so they will have a number and e-mail address for MCCPTA immediately available to them.

4) Spotlight:

The MCCPTA website has a corner just for your school or PTA and its accomplishments! “Spotlight” is the place for your school or PTA to shine – for the whole county to see! Don't be shy - you know how great you are, here's your chance to let everyone else know it too! If you have news and/or achievements from your school or PTA, please notify MCCPTA (via email to office@mccpta.com and/or webmaster@mccpta.com).

Spotlight appears on our homepage, and is changed as new items come in. Be sure to check back to see what is happening!