



March 24, 2009

Dr. Jerry D, West, Superintendent
Carver Educational Services Center, Rm122
850 Hungerford Dr.
Rockville, MD 20850

Dear Dr. Weast,

The Montgomery County Council of PTAs (MCCPTA) adopted the Resolution on School System Pilots (found below) on February 24, 2009. Our members have become increasingly aware that various pilots are taking place on different levels within the school system. Most recently was the decision by the school system to pilot Bus Radio on school buses in the Rockville area. The pilot involved thousands of children, whose parents were not necessarily aware that their children were listening to Bus Radio on bus rides to and from their various schools.

National PTA and Maryland PTA have taken positions against children being held captive as audiences, listening to targeted ads during a school related day. MCCPTA supports the positions taken by National PTA and Maryland PTA.

Our members have taken a position against the piloting of school system programs that do not include parental notification or input before such pilots begin. MCCPTA requests that the school system actively support the 2008-2013 Strategic Plan, for the Montgomery County Public Schools, Our Call to Action: Pursuit of Excellence, that states that MCPS is committed to supporting a strong and active parent community; one where students, parents and community members feel welcome and respected and where their ideas and perspectives are valued in decision-making processes.

All decisions affecting children must be made with all stakeholders having the ability to give input. MCCPTA requests that the school system include parental involvement in any decision making process to implement any school system pilot. This will foster a respectful working relationship with the parent community and show the value of their input.

MCCPTA looks forward to working in a continued respectful partnership with MCPS to support all children in various MCPS educational settings.

Sincerely,

Kay Romero, President
Montgomery County Council of PTAs (MCCPTA)

Cc. Shirley Brandman, President, Board of Education



**Resolution on School System Pilots
Adopted by the MCCPTA Delegates
February 24, 2009**

Whereas, The National PTA adopted a resolution in 1990 titled "The Commercial Exploitation of Students in School"; and

Whereas, The National PTA Executive Committee adopted in 1991 "National Principles for Corporate Involvement in the Schools"; and

Whereas, In February, 2008 Montgomery County Public Schools Transportation Department entered into a pilot program with BusRadio; and

Whereas, In December 2008, the Montgomery County Public Schools Transportation Department requested parent participation in a proposed workgroup to review BusRadio for possible expansion to all school buses in the county; and

Whereas, A pilot program of BusRadio was already in progress for approximately 10 months before parents were asked by the school system to participate in the workgroup; therefore be it

Resolved, that the Montgomery County Council of PTAs will not support any school pilot programs for students that omit parental input and feedback before any pilot programs begin, and be it

Resolved, that parental input and feedback gathered by MCPS will be done in languages spoken in school communities.