

May 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 April:

- MCCPTA Homepage
- MCCPTA Calendar
- Testimonies, Press Releases, & Correspondence
- Resolutions and Motions
- Parent Involvement Committee
- President's/Principals Dinner
- Archived MCCPTA President's Letters & Committee Reports
- Parenting Workshops, seminars and Support

Other additions:

- April 2009 MCCPTA Presidents Letter
- MCCPTA letter to Superintendent Jerry Weast on MCCPTA's Resolution on School System Pilots, March 24, 2009
- MCCPTA letter to Superintendent Jerry Weast regarding Curricular Fees, April 1, 2009
- MCCPTA letter to Betsy Brown, Director of MCPS Department of Curriculum and Instruction, regarding Parent Feedback on Updates to Student Grades, April 2, 2009
- MCCPTA letter to Ms. Shirley Brandman, President of the Board of Education, on MCCPTA's resolution on Accelerated and Enriched Instruction, April 3, 2009
- The following slide presentations from BOE Special Populations Committee Meeting – March 31, 2009:
 - Identity Needs Assessment Survey – Short Version
 - Findings from Title I ESOL abbreviated version
- Spring schedules in English and Spanish for YMCA Youth & Family Services Parenting Workshops & Classes
- Flyer for YMCA Youth & Family Services “Mastering the Art of Encouragement” workshop with Dr. Lew Losoncy
- Testimonies before the County Council on the FY 2010 Operating Budget, April 15 & 16, 2009 from MCCPTA and the following clusters: Bethesda-Chevy Chase, Blair, Churchill, Clarksburg, Damascus, Gaithersburg, Walter Johnson, John F. Kennedy, Magruder, Northeast Consortium

(middle schools, high schools), Northwest, Northwood, Rockville, Seneca Valley, Watkins Mill, Wheaton, Whitman

- New item for “Spotlight”
- MCCPTA Spring Training flyer
- Parent Survey results
- Information for Presidents and Principals Dinner
- MCCPTA press release on Visit from Maryland's Comptroller, Peter Franchot, April 24, 2009
- [List of Support Groups](#) in and around Montgomery County
- Upcoming Seminars and Workshops around Montgomery County related to parenting

Co-website coordinator, Lin-Lin Mao, is retiring after this school year ends. We are thus beginning a search for a replacement now. This is a great opportunity to help the PTA without leaving your home, and at the time of your choosing! Attendance at meetings is not required to do this task! Below is a description of the ideal candidate:

The volunteer who takes over will need the following skills:

- knowledge of HTML
- knowledge of CSS (Cascading Style Sheets)
- ability to create PDF documents from most file formats (Word document, PowerPoint document, etc.). **Note, anyone who uses a Macintosh computer has the ability to create PDF documents without needing to get Adobe Acrobat Professional

The volunteer should be someone who calls themselves a "web designer" or "web developer", since updating websites is not a simple task that someone can learn in a week. If this person is already creating websites as their business or hobby, the MCCPTA website should be fairly easy and straightforward to work on.

2) Listservs:

Listservs Moderator:

Patti Twigg listservmod@mccpta.com

As of May 3, 2009, membership on the various lists is as follows:

Listsर्व	# subscribed	Net increase/decrease from last report
MCCPTA_Board	87	+1
MCCPTA_Bulletin	612	-3
MCCPTA_Delegates	478	-2
MCCPTA_Presidents	291	+1
MCCPTA_Treasurers	220	+1

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 MCCPTA committee and locals listserv moderators as requested.

3) Public Relations/Publicity:

Sub-committee Chair:

Lee Ann Doerflinger

I did one press release on State Comptroller Peter Franchot's visit to Gaithersburg High School in April.

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!