

Communications Committee Report – Final report due to Committee Realignment  
November 2009  
Patti Twigg, Committee Chair  
[listservmod@mccpta.com](mailto:listservmod@mccpta.com)

## 1) Website:

Website Coordinators:

Kevin David            [webmaster@mccpta.com](mailto:webmaster@mccpta.com)  
Sharon Goodall        [webmaster@mccpta.com](mailto:webmaster@mccpta.com)

The Website subcommittee updated the MCCPTA website with the following:

Webpages updated in October:

- MCCPTA Homepage
- MCCPTA Calendar
- Meeting Minutes
- Archived MCCPTA President's Letters & Committee Reports and Workplans
- Parenting Workshops, Seminars and Support
- Resolutions
- Areas/Clusters
- Testimonies, Press Releases, & Correspondence
- Bylaws Committee
- Spotlight Archives
- MCPS Committees, Task Forces and Projects
- MCCPTA Liaisons and Representatives
- Cultural Arts Committee
- Calendar Committee
- Safety Committee
- Special Education Committee
- Health Committee
- Nominating Committee
- Curriculum Committee
- "Must Do's" for PTAs
- Blue Book

Other additions:

- October 2009 MCCPTA President's Letter
- New item for "Spotlight"
- Upcoming Seminars and Workshops around Montgomery County related to parenting
- Minutes, MCCPTA Delegates Assembly, September 22, 2009
- Minutes, MCCPTA Board of Directors, Sept. 3, 2009
- October Committee Reports
- Showcase Flyer and updated Schedules for Showcases on Sept. 29, 2009, Oct. 5, 8, and 15, 2009
- Approved Amendments to the MCCPTA Bylaws

- Approved Resolution on FY2011 Operating Budget Priorities
- Approved MCCPTA FY2011 OPERATING BUDGET COMPACT
- Approved Resolution on the Restroom Renovation Project In the FY 2011-2016 Capital Improvement Program
- Approved Resolution on the FY 2011 Capital Improvement Program Budget And FY2011-2016 CIP
- Letter from Superintendent Jerry Weast in response to MCCPTA's letter in regards to modernizations, October 22, 2009
- MCCPTA Press Release on the MCCPTA Legislative Dinner, October 19, 2009
- MCCPTA Press Release on Legislators and MCCPTA members attending the MCCPTA Legislative Dinner, October 19, 2009
- Letter from Dr. Weast to the BOE in regards to the FY2011 Operating Budget Presentation, October 15, 2009
- MCCPTA followup Letter to Montgomery County Council regarding 2009 County Growth Policy, October 8, 2009
- MCCPTA Letter to Dr. Weast and the BOE in regards to modernizations, October 8, 2009
- MCCPTA Press Release about MCCPTA and Advocacy activities for the 2009-2010 school year, October 1, 2009
- Thank You Letter from the Department of Family and Community Partnership, September 15, 2009
- MCCPTA Letter to Montgomery County Council, subject: Approved motion and letter from MCCPTA - Spending Affordability Guidelines, September 28, 2009
- Motion to Restructure the MCCPTA Committees, October 1, 2009

Made changes to forwarding addresses for officers as needed.

Website calendar was updated as dates for the new school year were announced.

We are always looking for volunteers to help with our website. 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:

A volunteer would 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 [listservsmod@mccpta.com](mailto:listservsmod@mccpta.com)

As of November 1, 2009, membership on the various lists is as follows:

Listserv	# subscribed	Net increase/decrease from last report
MCCPTA_Board	76	+3
MCCPTA_Bulletin	640	+7
MCCPTA_Delegates	501	+4
MCCPTA_Presidents	258	-2
MCCPTA_Presidents_Discussion	43	+43 (newly formed)
MCCPTA_Treasurers	209	+0

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

A new listserv was created at the request of the local PTA Presidents and with the MCCPTA President's approval – MCCPTA\_Presidents\_Discussion. The purpose of this list is for PTA presidents to discuss issues and share ideas amongst themselves to make their jobs easier. Membership on this listserv is voluntary.

Assistance has been given to MCCPTA committee and locals listserv moderators as requested.

### **3) Public Relations/Publicity:**

Sub-committee Chair:

Lee Ann Doerflinger

Two press releases were sent this month:

- MCCPTA Press Release about MCCPTA and Advocacy activities for the 2009-2010 school year, October 1, 2009
- MCCPTA Press Release on the MCCPTA Legislative Dinner, and Legislators and MCCPTA members attending the MCCPTA Legislative Dinner, October 19, 2009

### **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](mailto:office@mccpta.com) and/or [webmaster@mccpta.com](mailto: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!