

MCCPTA Committee Work Plan 2009-2010

Committee: Communications

Subcommittees: Listservs, Website, Public Relations, Cable TV, Spotlight

Chair: Patti Twigg

Email: listservsmod@mccpta.com

Website Subcommittee

Website Coordinators

Kevin David webmaster@mccpta.com
Sharon Goodall sharon.goodall@gmail.com

Public Relations Subcommittee

Subcommittee Chair

Lee Ann Doerflinger doerfling@msn.com

Vision

How does the work of your committee support the objects and mission of PTA and the focus of MCCPTA?

The work of my committee supports the objects and mission of PTA and the focus of MCCPTA by enhancing our ability to communicate quickly and effectively with the locals. The more information that our locals have, the better they are able to advocate. It is also important that locals are kept informed of MCCPTA activities for communication to their members.

Goals

Give a summary statement of your committee's goals for this year. Consider how you will identify attainment.

Under the direction and approval of MCCPTA, this committee and its subcommittees will address the following goals this year:

Increase awareness of sources of information provided for the locals.

Make sure documents are updated as needed to assure that the most accurate information is provided to locals.

Website Subcommittee: Make sure the MCCPTA website is updated as needed with new information throughout the year. Make sure outdated information is removed as necessary.

Listserves Subcommittee: Make sure the documents describing the listservs are kept current. Continue to keep the membership lists of the various listservs up to date and be responsive to people wishing to subscribe. Provide assistance to any locals and MCCPTA Committee Chairs that have listserv questions or issues.

Public Relations Subcommittee: Continue to improve press contacts to better communicate to our community the concerns and activities of the MCCPTA by sending out regular press releases; and provide contact information for media in order to follow up on stories. Provide assistance to local PTAs with press related issues.

Action Steps

What does your committee plan to do to achieve these goals? Include plans for meetings, mailings, etc., interaction with other MCCPTA committees, MCPS staff you may work with and in what capacity, other county, state or federal agencies, organizations you may contact as part of your action plan.

Under the direction and approval of MCCPTA, this committee and its sub-committees will use the following steps to achieve the outlined goals:

Attend the committee fair at the September DA.

Provide notices for the President's letter and listservs containing information and sources of information for the locals.

Review documents, at minimum annually, to make sure they are up to date.

Listserves Subcommittee: Keep Yahoo Groups! Website calendar up to date with auto reminder for events. Act on all requests to subscribe and unsubscribe to the various listservs within 48 hours of receipt.

Website Subcommittee: Post any information, including calendar dates, to the MCCPTA website within 7 days of receipt unless the requester specifies a date to post the information by (e.g. "within 3 days", "by Friday", or "by September 23"). If the information is an announcement, the requester needs to specify when to remove the announcement from the MCCPTA website. Remind Committee Chairs and

other Board of Directors members to check their webpages periodically to assure items are not outdated. Continue to update and publicize "Spotlight" section of website and solicit material in coordination with Listservs Subcommittee.

Public Relations Subcommittee: 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. Identify media outlets, including radio and local television, in addition to 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.

Expenses (Include costs of mailings, copying, supplies, awards, etc.)

Domain name registration for mccpta.net, mccpta.com

We registered the domain names for 5 years, so there won't be a charge for this until October, 2011.

Webhosting - Shared webhosting service, annual apache basic, with Online Gateway
(address and customer number same as above)

Due 2/15/10 \$120/yr service