

## School Representative Back-to-School Night/Meeting Packet

### Introduction

Back to School Night is your best opportunity to make contact with other African American parents early in the school year. This packet will assist you with maximizing this important opportunity to reach out to parents and get organized for the year.

- Call your school to find out the date of Back to School Night or find out your school's BTSN date at our "Let's Get Organized" meeting on August 16, 2017.
- Partner with your principal to see how you can assist with advertising this special evening
- Contact your PTA President to request a table to use for your parent sign up, etc.
- On your table, have contact information/business cards available to hand out to parents
- If you have already planned your events for the year, make sure to have copies of your calendar available
- If you have not planned your events for the year, take this opportunity to designate your first meeting to get other parents "on board." In other words, set up a first meeting and advertise it at Back to School Night.
- On your table, have a sign-up sheet for parents to join your PC group.
- This sign-up sheet should be used to create an email list to use to send PC updates, monthly PC newsletter, meeting notes, and more...
- Work with other parents (or older students) in shifts to always "cover" the table.
- If you have photos from previous events, this serves as a nice visual to attract parents to your table.



On your Back to School Night table, it is advised that you have the following items:

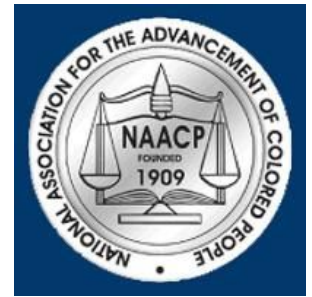
- **NAACP Parents' Council information- tri fold brochure**
- **your school's *At A Glance* information from the MCPS website**  
<http://www.montgomeryschoolsmd.org/departments/regulatoryaccountability/glance/>
- **your school's SIP (School Improvement Plan)**
- **your plans for year's meeting and/or activities**  
**(if created already)**



This packet includes:

- Using Connect-Ed to Advertise Meetings
- Sample Script for Phone Calls to Announce Meeting
- Sample Agenda Format for your first Meeting
- Sample Format for Follow-Up Action Items
- Sign in Sheet
- Sign Up to Volunteer
- Sample Follow Up Email for all parents who did not attend

# Using Connect Ed in Advertising Back to School Night



You can assist your school with getting more parents to attend Back to School Night and/or all of your meetings by using Connect Ed. This is a phone system available at all MCPS schools. It allows staff to prerecord a message that can then be sent out to the entire parent community via the phone. Talk to your principal about the uses of this special service. The service will also allow you to create a group of parents to call. You can ask your principal to use this system to contact AA parents about Back to School Night.

Below is a sample Email to Request for Connect Ed Call and Suggested Message – to be addressed and made by Principal or Principal Liaison

## **Email to Principal to advertise meeting**

Principal's name,

Please use the Connect Ed System to notify African American families about the next meeting of **Insert school name NAACP Parents' Council at school**. Contact families on the evening of Insert date of call.. The suggested message is as follows:

\_\_\_\_\_

## **Suggested Message for your NAACP Parents' Council meeting and/or event:**

Good Evening

My name is \_\_\_\_\_. I am calling to invite you the next PTSA NAACP Parents' Council Meeting on **(insert date and name of school and location)**. The meeting will be held at **(insert time and location)**. The following topics will be addressed at the meeting: **Insert your agenda items such as --**

- Panel Discussion by students and parents on *Sharing their Journey: Course Planning, Selecting Summer Enrichment Programs, and College Planning* (application process, applying for scholarships etc.)
- Planning for the 2017-2018 School Year

Please plan to attend and bring a friend.



## Sample Script for Phone Calls to Announce Meeting

- Introduction

- Share information about the ***NAACP Parents' Council***

The focus areas of the NAACP Parents' Council are academic achievement and parent involvement in raising student achievement.

- Share information about your school level meeting on ***Insert meeting date, time and location***

- Details about meeting:

***Date: Insert date***

***Time: Insert time***

***Place: Insert location***

***Phone number: insert phone number***

***Agenda: Insert Agenda...***



- Note : Message on BCCNET and their household will receive a

reminder -- -- phone call on ***Insert date***

- Request an email for future contact about meetings and event

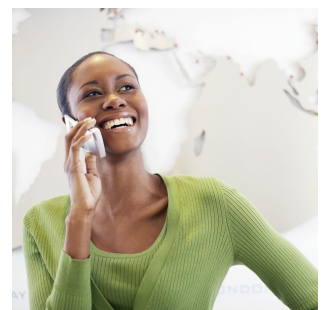
### Sample Agenda Format

***Insert School Name***

**NAACP Parents' Council**

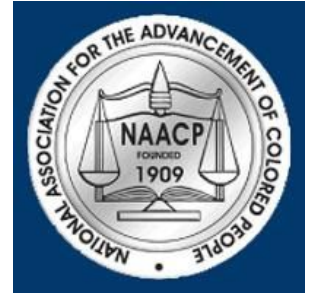
***Insert Date***

- Welcome and Introductions
- History/Overview
- PTSA ***Insert School Name*** NAACP Parents' Council of Excellence on African American Students – mission and objectives
- Create a checklist or “consensogram” of what projects your school’s PC group wants to work on
- Review Checklist -- an Open Conversation
- How we can partner together? Sign –up
- Next Steps
- Next Meeting ***Insert date and time and location***



## **Sample Format for Follow-Up Action Items**

**Action Items -- Follow-up**  
***Insert Date of Meeting***



**Follow-up Items:**

**See Sample Below:**

**September 13<sup>th</sup> Meeting**  
**BCC PTSA Council of Excellence for African American Students**  
**Meeting**

**Follow-Up Items:**

- BCC Website  
<http://www.montgomeryschoolsmd.org/schools/bcchs/>
- For BCC NET – List serve information log on to BCC website and look at the PTSA link
- Website for Practice to Take Maryland High School Assessments  
[mdk12.org/assessments/high\\_school/index\\_d.html](http://mdk12.org/assessments/high_school/index_d.html)





**SAMPLE**  
**Sign Up to Volunteer**

**INSERT School Name** NAACP Parents'  
Council  
Opportunities for Parent Involvement

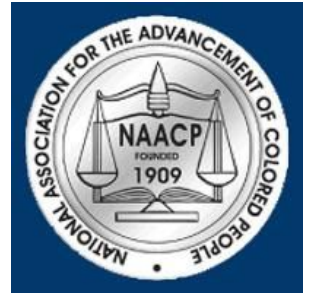


- 1 --- Peer Parent
- 2--- Contact Parents about Seminars and Meetings
- 3 --- Yes, I have a skill set to share

Name	Email	Phone	I can <b><i>Help</i></b> in the following area(s)



## **Sample Follow Up Email for all parents who did not attend**



Send notes from your meetings to parents that could not attend. It is important to involve parents and keep them connected. See sample below:

*Good Evening,*

*Sorry you missed our meeting last night. I have attached copies of the following documents for your review: the agenda, Talking Points. Parent/Student/Teacher Checklist – Preparing Students for the 21<sup>st</sup> Century and Volunteer sign up sheet*

*We have approximately 270 African American families at BCC – however only 9 courageous families, Mrs. Lockard (the principal) and Mrs. Rubino ( PTSA, president) attended the meeting. We invite and encourage you to review the attached documents and plan to attend our next meeting on October 6, 2012. Let's heed the messages of Bill Crosby and Senator Barack Obama and get involved and stay engaged to ensure the academic success of our child and others in our community. I plan to see you on September 16<sup>th</sup> at the PTSA Meeting and on October 6, 2012 at the next BCC Council on Excellence for African American Students.*

*Wanda Brown  
Cherie Butts  
Cecelie Counts  
Valerie Spencer*

