



PAC 101
In the Time of COVID

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Parent Advisory Council

- PAC is the officially recognized collective voice of the parents/guardians of your school community.
 - Composed of, run and managed by parents/guardians of the school
 - Governed by the PAC's Constitution and By-Laws



Purpose of A PAC

- To advocate for excellence in education, for the safety and well-being of our students and the effective and meaningful involvement of parents/guardians as partners
 - PAC advises the school administration on any matter relating to public education and supports parents.
 - Advocacy not Activism



PAC Resources

- BC Confederation of Parent Advisory Councils (BCCPAC) bccpac.bc.ca
 - leadership manual
 - Budget template
 - Constitution and By-law samples
- DPAC
 - Years of experience at the PAC level – just ask!
 - SLACK – join now!



PAC Meetings in Times of COVID

- Though it feels like it – this won't last forever
- DPAC Zoom Administrator/PAC Zoom Rep
 - License and schedule
- Opportunity for more participation from parents/guardians (capturing larger audience)
 - Coffee, lunch, after work meetings
 - Record meetings
 - Opportunity for new creative ideas



Foundations – what hasn't changed

- Effective, purposeful and Inclusive PAC Meetings - Robert's Rules of Order
- Meaningful Current Bylaws - easy to understand so you can work within them
- Transparency & Accountability
- Balanced Budget
- Solid Communications
- Strong Team
- Know your school



What has changed

- More than ever, time for PACs to share what is and isn't working at their schools
 - Work together – you aren't in competition with each other
- Opportunities for far more parent participation – but make sure it is meaningful participation
 - Bring the community together in this time of uncertainty
 - Everyone has a skill that can be used
- Communicate with purpose and caution
 - Too easy to misinterpret on-line communication

Communication with Parents

- Consistent and Regular Communication
 - What works best for your school?
 - Coordinate with school administration
- Communication is a two-way street
 - Ask for feedback in a meaningful way
- Be wary of late-night emails and communication overload!



Using Social Media for Communication

- Be cautious
- Use it for informing and educating – not ranting
- Not everything is appropriate for social media
- Be mindful that you are representing all parents in your school
- If you wouldn't say it in a meeting – don't put it in an email or on social media

Working with the School

- Build a solid relationship
- Alignment of parent & administration goals
- Clear budget to align with school goals
- Support school initiatives as best you can
- Ask for accountability
- Recognize your principal and teachers



Team building

- Find your leaders
- Support your team leaders to succeed
- Make volunteering easy
- Succession planning
- Build a strong supportive team – Exec, Principal, DPAC
- Celebrate your successes
- Applaud & recognize your team



Fundraising

- Know what you are raising funds for and make sure goals are consistent with the goals of the administration
- Many new opportunities to raise funds:
 - Virtual bingo
 - Virtual trivia night
 - On-line auctions
 - Drive-in movie
- Traditional opportunities:
 - Hot lunch (potentially)
 - Cheque drive
 - Golf tournaments
 - Gaming Grants



Make a Difference & Have Fun

