

## How to Recruit Parents to your School Council video script

School councils should be inclusive and representative of your school environment and the families within it. Here are some strategies to encourage parent participation on School Council.

### **Be visible**

- Set up a School Council booth or display in a visible location at school events, such as meet-the-teacher nights or open houses and provide information and sign-up sheets.
- Ask the Principal to reinforce the important role of the School Council at events.
- Try to meet new parents. For example, you could make a presentation to new parents at Kindergarten or French Immersion registration or new parent information evenings! You could also include Council information in Kindergarten registration or welcome packages for new parents
- Make a connection with the Student Council and share a bulletin board with them to highlight both your and their activities.

### **Communicate, communicate, communicate!**

- Request and maintain a list of parents' names, addresses, phone numbers and e-mail addresses; send out meeting notices, minutes, event announcements and updates on school issues.
- Reward and recognize volunteer efforts – let parents know their contributions are important.
- Invite community members, such as a neighbouring seniors' group, to attend particular meetings or events to build partnerships.

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### **Make School Council meetings positive and productive!**

Meetings should be informative, well-organized and held at convenient times.

- Ask members and potential members what is convenient for them.
- Try to set meeting dates that don't conflict with meetings or events at feeder schools, as parents may have children at the other schools.
- Set up sub-committees to handle more involved issues, and have most of the discussions at that level;
- Survey parents for topics of interest or speakers they would recommend - and invite other schools and community members to attend.
- Invite students to make presentations on specific topics

We hope these tips are helpful to you. Best of luck in recruiting parents for your school council!