



# Tips for Engaging Parents

## Know the Process

1. Parents apply online at [NYCParentLeaders.org](http://NYCParentLeaders.org)
2. After the application period closes, candidates will be invited to a Candidate Conference, where they will learn more about serving on an Education Council, and to Candidate Forums, where they will meet the voters
3. Each school has three designated selectors (voters) - the president, treasurer and recording secretary of its PA/PTA. Unique login credentials to vote for candidates online will be distributed to the selectors through the principal or parent coordinator

## Know Where to Go for Questions

Visit [schools.nyc.gov/Run2019](http://schools.nyc.gov/Run2019) for detailed information on Community and Citywide Education Councils and the upcoming elections. Have more questions? Call (212) 374-1936 or send an email to [Elections2019@schools.nyc.gov](mailto:Elections2019@schools.nyc.gov)

## Know Why Parents Should Run

- ✓ Make a difference in their community
- ✓ Advise the NYC Schools Chancellor on education policy
- ✓ Build their knowledge of education issues
- ✓ Engage with their community and vote on school zoning lines
- ✓ Work closely with their district's superintendent
- ✓ Support schools in their district
- ✓ Receive leadership training
- ✓ Host a Town Hall with the NYC Schools Chancellor
- ✓ Partner with community leaders
- ✓ Build relationships with other parents

## Know the Timeline

### January 9

#### Campaign Launch

- ✓ Make sure posters and banners are up, and flyers are distributed
- ✓ Ensure that PA/PTA officer contact information is updated in SPLCI
- ✓ Maintain an up-to-date PA/PTA distribution list
- ✓ Maintain accurate and complete parent information in ATS
- ✓ Designate a computer in your school or district office for parents with limited online access

### Feb. 14- March 6

#### Application Period

- ✓ Encourage all parents to apply at [NYCParentLeaders.org](http://NYCParentLeaders.org)
- ✓ Invite parents to use the computer(s) in your school or district office, or help them identify a local library that provides computer access
- ✓ Share the campaign video on Facebook or Twitter with the hashtag **#Run2019**

### March 19

#### Candidate Conference

Distribute communications from FACE about the conference

### March 25-May 1

#### Candidate Forums

- ✓ Encourage selectors to attend the candidate forum for their district or borough
- ✓ Speak with selectors about their responsibility to vote and ensure they have received their login credentials

### May 2-14

#### Selector Voting Period

- ✓ Encourage selectors to vote at [NYCParentLeaders.org](http://NYCParentLeaders.org)

### May 21

#### Results Announced

- ✓ Celebrate with your parents if they won a seat!

### July 1

#### Term Begins

- ✓ The new two-year term begins on July 1, 2019 and ends on June 30, 2021

**Know the Call-to-Action:** Apply for an Education Council seat starting **February 14, 2019!**  
Visit [schools.nyc.gov/Run2019](http://schools.nyc.gov/Run2019)