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**Section III: Site Council Membership and Promotion**

Whether evaluating an existing Site Council or starting from scratch, it is important to consider membership. Who should serve on the Site Council? How will members be recruited or invited? How will membership be maintained? This section provides strategies for recruiting and maintaining membership for an effective Site Council.

**Goals for Site Council Membership and Promotion**

*Participants Will:*

* Have a clear understanding of who should serve on the Site Council.
* Discover ways Site Council members can be recruited.
* Learn strategies that will help maintain Site Council membership.

**Background**

Traditionally, one of the challenges of Site Council has been recruiting and maintaining membership. Often times, schools struggle with identifying families, staff, and community members to serve on the Site Council. Other times, attendance starts out strong at the beginning of the year, but members only attend one or two meetings and then move on to other things. By transforming Site Council from a “sit and get” group to one that is active and purpose driven, recruiting and maintaining membership will become less challenging.

**Best Practices for Site Council Membership:**

* Site Council should consist of 6-12 members.
* Include the principal, teachers, support staff, parents of students attending the school, and members of the business community or other community groups.
* Membership should represent the population the school serves.
* Community membership should exceed school staff membership with special attention given toward under-represented groups.
* Officers should be parents or community members whenever possible.

**Best Practices for Recruiting Site Council Members:**

Recruiting Staff Members:

* Attending a Site Council meeting could serve as one of the staff’s required evenings. Staff could choose to attend one Site Council meeting a year.
* Leadership Team members or grade level team members could be invited to rotate attendance at Site Council meetings.
* Invite staff to share or present information at a Site Council meeting.

Recruiting Family Members:

* Have a sign-up booth during Enrollment, Open House, and Parent Teacher Conferences.
* Announce upcoming meetings in the school newsletter or with ParentLink calls.
* Make personal phone calls to invite families.
* School staff members could personally invite families or community members to the first meeting.
* Utilize the Site Council Invitation Card tool available in the Family Engagement Weebly at <http://familyengagement.weebly.com>.

Recruiting Community Members:

* Community Porch Visits could be done to invite business and community members.
* Outdoor realtor-type signs or the school marquee could be used to advertise meetings.
* Employers of family members could be invited to Site Council meetings.
* Personal invitations that share the school’s vision or mission as well as needs could be sent to community businesses or agencies.

**Best Practices for Maintaining Site Council Members:**

Maintaining Staff Members:

* Send thank you cards or notes to those who attend or present information to the Site Council.
* Acknowledge those who attend in the school newsletter or at a staff meeting.
* Acknowledge staff during a Volunteer Appreciation event.
* Value the input and suggestions of staff members.

Maintaining Family Members:

* Acknowledge the families who attend in the school’s newsletter or marquee.
* If a family member misses a meeting, follow up with a phone call letting them know that they were missed. Offer to send them the minutes from the missed meeting.
* Personally thank family members who attend by sending a note or making a personal phone call.
* Make Site Council more than a “sit and get”. Involve members in problem solving for school improvement.
* Value the input and suggestions of family members.
* Advertise date, time, and location in the school newsletter.
* Post Site Council Meeting reminder flyer in parent’s home language in high-traffic, visible locations around the school.

Maintaining Community Members:

* Acknowledge business and community members in the school newsletter or marquee.
* Make Site Council more than a “sit and get”. Involve members in problem solving for school improvement.
* If a community member misses a meeting, follow up with a phone call letting them know that they were missed. Offer to send them the minutes from the missed meeting.
* Personally thank community members who attend by sending a note or making a personal phone call.
* Advertise date, time, and location in the school newsletter.

Handout #1 – Site Council Tip Card

Handout #2 – Site Council Invitation Card

Handout #3 – Site Council Parent Invitation Letter

Handout #4 – Site Council Community Partner Invitation Letter