

# Peekskill CSD PTO Committee Report Form

**Submission Date:** 4/4/2016

**Month & Year:** April 2016

**Committee:** Communications

## Items Requiring a Vote:

## Items Requiring Discussion:

- A number of people have sent photos for the web site. Question: how should photos be organized?
  - Photo gallery section (linked from homepage)
  - Blog “Newsfeed” embedded on homepage with links to events as they occur
  - Organized by type of event, linked from committee pages (e.g., cultural enrichment, special events)
  
- Working to develop a regular schedule of email newsletters and updates for our mailing list (e.g., seasonal newsletters with monthly volunteering & meeting reminder updates). If you have feedback or ideas for this, please share.

## Items for Information Only:

- Web site continually updated. Please forward any content requests to [communications@peekskillpto.org](mailto:communications@peekskillpto.org).
- Creating a “PTO Welcome Packet” for incoming parents. Planning to distribute at kindergarten orientation and mail to all newly registered district families.
- “Passive Fundraising” flyer has been created, as requested at last month’s meeting.
- Planned additions to the PTO web site:
  - “What we support” section: cultural enrichment, school activities, academic support materials, etc. I think it would be helpful for parents to see how their fundraising dollars are being spent.
  - “Volunteering/class parent orientation” section: this would include the district’s volunteer application forms, general info on background check requirements, links to online sign-up sheets, and possibly a volunteer interest survey
  - Spanish translation: In progress. Much of the core content has been translated by volunteers but I still need to code and upload the formatted pages.

**Submitted by:** Isabel Pipolo