

Peekskill CSD PTO Committee Report Form

Submission Date: 12/7/2015

Month & Year: December 2015

Committee: Communications

Items Requiring a Vote:

Items Requiring Discussion:

- We would like to brainstorm ways to improve branding and publicity for the school district. I now have several parent volunteers who are professional art directors. Looking for ideas/suggestions.
- Would like to craft an outreach campaign in February and March, targeting families with young children during open-house season. Ideally we would invite prospective parents to take a personalized tour of Woodside and meet a couple of PTO parents and teachers. This would be a way of actively recruiting parents who might otherwise choose private school or moving out of district when their children turn 5.
- Would like to create a process for collecting contact info from every family at the beginning of the school year. It was suggested by Margery that we add a place on the emergency contact forms to allow parents to opt in (or opt-out) to automatically share their info with the PTO. This would give us much broader access to parents in every grade, since everyone is required to fill out those forms.

Items for Information Only:

- Website is being continually updated as new information comes in. We now have direct links to subdomains for Support.PeekskillPTO.org and Volunteers.PeekskillPTO.org, to make it easier to link to those sections.
- We have recruited 3 or 4 more parents to help with production and distribution of flyers
- Spanish translation of web site is in progress and planning to create parallel Spanish site in January
- We currently have 293 email subscribers to our mailing list
- Please submit a brief synopsis of your committee's goals / plans for the website. See the communications committee's page for an idea of the format.

Submitted by: Isabel Pipolo