

Peekskill CSD PTO Committee/Building Report Form

Submission Date: September 22, 2016

Month & Year: September 2016

Committee: Communications

Items Requiring a Vote: N/A

Items Requiring Discussion:

- To streamline the process of distributing our monthly meeting flyers, I would like to bring copies for each building to the executive meeting and ask that the building reps distribute to mailboxes at their respective schools

Items for Information Only:

Committee's Stated Goals (2015-2016):

- Collaborate with the district to represent the public face of the PTO
- Develop, update, and maintain the PTO's website and social media accounts
- Manage and expand the PTO's email contact list
- Promote the PTO through email and social media posts
- Design & produce flyers to publicize events

Additional Goals for 2016-2017:

- Expand outreach to Spanish-speaking community
- Integrate new logo into all artwork and marketing materials
- Expand our use of social media to promote PTO events and activities
- Develop branded items for fundraising and giveaways
- Revise website to feature details on fundraising and cultural enrichment

Completed as of 9/22/2016:

- New FOILED email addresses integrated into MailChimp account; mailing list currently totals 1723 active email addresses
- New logo for PTO has been finalized; logo and updated letterhead have been uploaded to google drive
- Created and distributed sign-up sheets for all fall events district-wide; electronic versions can be found here:
 - Events: <http://www.signupgenius.com/go/30e094da4ac23abf49-fall>
 - Committees: <http://www.signupgenius.com/go/30e094da4ac23abf49-help>
- Flyers created for kindergarten orientation, general info, passive fundraising, and fall parent fundraising drive
- All flyers and sign-up sheets have been uploaded to google drive under Communications Committee folder

First meeting date scheduled for Oct. 5th. Tentative agenda attached. Two parents have signed up online for this committee and I have reached out to them by email.

Submitted by: Isabel Pipolo

**Communications Committee Meeting Agenda
October 5, 2016**

Peekskill Middle School

- I. Welcome and Introductions**
- II. Committee's Role**
 - A. Publicize PTO events and activities
 - B. Partner with school district to promote events and keep our community informed
- III. How We Connect with Our Community**
 - A. Web site updates & email blasts (WordPress and MailChimp)
 - B. Flyers (Word, Illustrator, InDesign)
 - C. Social media
 - D. Volunteer sign-ups (SignUpGenius.com)
- IV. Goals for This Year**
 - A. Expand our social media presence (Facebook, Twitter, Instagram, Pinterest)
 - B. Expand our outreach to the Spanish-speaking community
 - C. Develop connections with other community groups to boost our message (church groups, Rotary/Elks, local government & arts organizations, press, community blogs, etc.)