

# Peekskill CSD PTO Committee Report Form

**Submission Date:** 9/18/2017

**Month & Year:** September 2017

**Committee:** Communications

## **Items Requiring a Vote:**

- Should we upgrade our MailChimp account to a paid plan, at a cost of \$25.50/month or \$306 for the year?  
(See discussion points below.)

## **Items Requiring Discussion:**

With the latest contact list update (from the 9/14 FOIL request), our address list now includes 2350 subscribers; this puts us above the threshold for the free plan on MailChimp. In order to continue sending messages to the full contact list, we will need to upgrade our plan to the lowest paid plan, which costs \$25.50/month with the nonprofit discount. (Once we upgrade, we cannot downgrade again unless we erase our account and start over.) For reference, Constant Contact offers a comparable plan for \$36/month.

An alternative would be to delete all the new email addresses that were added from the most recent FOIL request, which would bring us back down to approximately 1700 contacts. The cut off for the free plan is 2000 contacts.

Another alternative would be to stop sending messages as emails and just post them on social media, which would be completely free.

## **Items for Information Only:**

- Website has been updated:
  - All meetings and special events for this year
  - Updated contact list for officers and committee chairs; updated committee descriptions
  - New section added under the VOLUNTEER tab, which includes current volunteer opportunities and sign-up sheets, info about the class parent program, Class Parent Resources page (in progress), and links to district volunteer policies and forms
  - Volunteer.PeekskillPTO.org is a quick link to the volunteer sign-up page
  - Minutes and reports updated through 9/17
- 2017/2018 committee meetings have been scheduled as follows:
  - 9/12, 10/17, 1/30, 3/13, and 5/15
  - Meetings to be held at 10:30am in the Peekskill Coffee House
- Branding items have been designed and purchased:
  - 1 custom tablecloth (\$188.05; received 9/7)
  - 200 promotional pens (\$90.79; received 9/7)
  - 2 custom banners (\$114.87; pending)
  - 1 banner display frame (\$35.50; received 8/30)
  - 8 clipboard backings (\$27.27; received 9/8)
- Sign-up sheets have been created for Back-to-School nights
- Sign-up sheets from kindergarten orientation have been transcribed and info has been sent to relevant committee chairs
- Monthly newsletters will be distributed this year, in place of the meeting reminder flyers; distribution will be the last week of every month

- Committee folder on Google Drive has been updated:
  - Member contact list added
  - Fall sign-up sheets added
  - September meeting agenda & minutes added
  - Branding items added
  - Logos and letterhead updated
- One member has been assigned to price out stickers for PTO gifts and meeting reminders
- Contact list has been updated with email addresses in the FOIL request from 9/14; contact list now includes 2350 subscribers
- Web domain and hosting account was renewed on 9/4/18 at a cost of \$107.88

Submitted by: Isabel Pipolo

As of 10/1/15