

10/17/2017 PTO Communications Committee

Meeting Minutes

Present: Isabel Pipolo (*Oakside parent*), Lise Prown (*H.S. parent*), Kristin Jarvis (*Woodside & Uriah Hill parent*), Erica Martin (*Hillcrest parent*), and Laura Belfiore (*staff*)

Meeting began at 11:30am.

Committee Chair's Report:

- Our back-to-school night recruitment efforts were very successful and many parents have signed up to help at various PTO events
- Final promotional items were received the third week of September; all promotional items are being stored in the PTO office in the admin building (banners, banner frame, tablecloth, clipboards, pens, posters, etc.)
- PTO office has been cleaned and file drawers organized
- Copy count has been updated for 2017/2018 and posted in the office over the desk
- Laura Belfiore has joined the committee as the district representative; Isabel will also be connecting with Doug Brown to get links to videos we can share, including video from our PTO meetings

Old Business:

- All sign-up sheets have been transcribed from Back-to-School nights; information is in an Excel file in the Google drive in the Communications folder, named "Master sign-up list 2017-18 school year.xlsx"
- All committee members have been given moderator privileges in the PTO Facebook group; guidelines for moderating the Facebook group were discussed:
 - ✓ The group is designed as a forum for public school parents and teachers only
 - ✓ When reviewing requests from new members, be mindful of whether the person has a legitimate connection to the district
 - ✓ No political posts are permitted
 - ✓ Solicitations are permitted for children's activities only; limit of once per month per organization
 - ✓ Members are encouraged to post articles and bulletin board notices pertaining to educational issues, children's activities, parenting, etc.
- PTO meeting reminder stickers have been rejected due to cost; we still need to research the possibility of ordering stickers to promote items that the PTO purchases as gifts for kids and teachers

New Business:

- Deadlines set for upcoming monthly newsletters as follows:
 - ✓ **November:**
 - Content finalized week of 10/16
 - Make copies 10/27
 - Distribute by 10/30
 - ✓ **December:**
 - Content finalized week of 11/6
 - Make copies 11/27
 - Distribute by 11/28
 - ✓ **January:**
 - Content finalized week of 12/18
 - Make copies and distribute 1/2 – 1/3
 - ✓ **February:**
 - Content finalized week of 1/20
 - Make copies 1/29
 - Distribute by 1/30
- Lise has explored some website translation options; recommendation made to try the Weglet Wordpress plugin, which creates an editable autotranslation and is free
- In addition to the newsletters, our committee will support the Special Events & Fundraising Committees by creating flyers and making copies, possibly other tasks as needed
- Laura has some online resources to support the Advocacy Committee's lobbying and letter writing campaign, if needed; we could add an "elected official lookup" feature on our website
- Laura suggested that we live stream our PTO meetings through Facebook Live or Ensemble
- The district's website and mobile app are in the process of being upgraded; final approval is expected at the Oct. 24th BOE meeting; new district website should go live in early November
- Laura will be starting a monthly "Humans of PCSD" feature; the PTO can help promote
- Parent volunteers requested to help at musical productions (ticket-takers, concessions, and ushers) and at Robotics Competition:
 - ✓ PHS: High School Musical One Act Edition (11/16–11/18)
 - ✓ PKMS: The Lion King (Date TBA)
 - ✓ PHS: FTC Robotics Challenge (1/6)
 - ✓ PHS: Spring Musical (Date TBA)
- Parents need to write positive reviews of the district on their Facebook page, Great Schools, and Niche; suggestions to promote this "reviewing campaign":
 - ✓ Give Thanks / Thank a Teacher in November to coordinate with Thanksgiving
 - ✓ "Love Letters to Peekskill" during the first two weeks of February to coordinate with Valentine's Day

Action Items:

- **Isabel** will copy all email addresses from the Back-to-School night signups into the MailChimp distribution list
- Monthly newsletters will continue: **Isabel** gathers content, **Lise** formats layout, **Erica** translates, and **Kristen** copies and distributes
- **Isabel** will upload the monthly newsletters as JPGs to the Facebook account and will link to the PDF in the first weekly email newsletter of every month
- **Laura** will upload the PTO monthly newsletters to the building websites and will add a PTO link to the district's eNews blasts directing to the PTO website
- **Laura** will upload community and school flyers to the PTO Facebook group as needed
- **Kristin** will research using the Remind App to keep parents updated via texting, to supplement our email communication
- **Kristin** will explore the content on the school channels (Optimum 77 and FiOS 32) and report back to Laura
- **Lise** will research options for promotional stickers: "Sponsored by the Peekskill PTO"
- **Lise** will create a flyer to sell the Peekskill Pride spirit gear and **Isabel** will create a web storefront; **Isabel** will send Lise relevant photos and pricing info
- **Isabel** will install the Weglot translator plugin on the website as a test run
- **Erica** will proofread the autotranslation from the plugin and evaluate its effectiveness
- **Erica** will make copies of cookbook submission letters and forms as needed, to assist the Special Events Committee
- **Isabel** will continue sending weekly email newsletters and updating the website as needed
- **Isabel** and **Laura** will coordinate by email to share contributions for newsletters
- **All members** will continue to moderate the Facebook group and add content as needed
- **All members** will encourage friends and family to post positive reviews on the district's Facebook page, GreatSchools.org, and Niche.com

Meeting ended at 1:30pm.

Next Meeting: Tuesday, January 30th at 10:30am; Administration Building BOE Room.