

Peekskill CSD PTO Committee/Building Report Form

Submission Date: November 4, 2016

Month & Year: October/November 2016

Committee: Communications

Items Requiring a Vote: N/A

Items Requiring Discussion:

- Have we finalized/ordered color paper for flyers?

Items for Information Only:

- First committee meeting was held on Oct. 5th and attended by two parents, in addition to myself; second meeting was held via teleconference on Nov. 2nd; minutes for both meetings have been uploaded to the google drive
- Flyers were created for clothing drive, Oakside book fair, and trunk-or-treat event; all flyers are saved in PDF format in google drive under Communications/Flyers folder; all current flyers are attached for reference
- District-wide flyers are now being backpacked to ALL schools, including PKMS and PHS; updated flyer distribution counts for each building are as follows:
 - Uriah Hill (176): 3x38; 1x8; 2x22; 1x10
 - Woodside (670): 26x25; 1x12; 1x8
 - Oakside (565): 22x25; 1x15
 - Hillcrest (624): 26x24
 - PKMS (800): 6x125; 1x50
 - PHS (1100)
 - This info has been posted on the wall in the PTO copy room for everyone's reference when making copies
- New letterhead with updated logo is available as a Word doc in the google drive, under the Communications folder
- Website has been updated to include new logo; menus have been revised and streamlined; all meetings and PTO events are listed in our online calendar, including confirmed SEPTO meetings
- Website now includes an online donation option, which channels money directly into our newly created PayPal account; this will allow parents to donate via credit card
- Website had 471 unique visitors during the month of October
- New email addresses have been integrated into MailChimp from Dad's Day sign-up sheets, Uriah Hill & H.S. sign-up sheets, and the Oct. meeting attendance sheet; mailing list currently totals 1,737 active email addresses
- We were charged \$25 by MailChimp in October because we sent emails more frequently than allowed under the Forever Free plan; in order to maintain Free status, we can only send six emails per month and they must be separated by at least a 24-hr timespan each time we send a message; if our list ever goes over 2000 addresses, we will be charged \$25/month
- Since September, our MailChimp account had 17 unsubscribes and an average 19% open rate for our messages (industry average open rate is 22%, for comparison)
- Committee has researched FreeConferenceCall.com and we think it will fully meet the needs of the PTO at this time; their website offers free conference calls for up to 1000 callers, free video conferencing, screen sharing, and call recording (could be useful for taking notes/minutes after the meetings)
- Proposed logo for car decals is attached
- Communications Committee members are researching prices for car decals and buttons using our new artwork

Submitted by: Isabel Pipolo

As of 10/1/15