

**Peekskill CSD PTO
Committee/Building Report Form**

Submission Date: January 6, 2017 Month & Year: January 2017

Committee: Communications

Items Requiring a Vote: N/A

Items Requiring Discussion:

- Are we still planning a meeting to discuss volunteer recruitment and sign-ups? The doodle was sent on Dec. 7th, but only three members of the exec committee have responded.

Items for Information Only:

- No committee meeting was held in December due to scheduling and personal issues
- Website had 844 unique visitors during the month of December
- Since December 1st, our MailChimp account had 2 unsubscribes and an average 14.5% open rate for our messages; mailing list currently totals 1,724 active email addresses
- Email newsletters continue to be distributed weekly (12/6, 12/13, and 12/21); content for each newsletter should be submitted to Isabel no later than midday on the prior Thursday of each week

Submitted by: Isabel Pipolo