

Peekskill CSD PTO Committee/Building Report Form

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

Committee: Communications

Items Requiring a Vote: N/A

Items Requiring Discussion: N/A

Items for Information Only:

- Most recent committee meeting was held on Jan. 27th
- Flyers were created/updated for the Bread Share fundraiser and the District Open House event
- Committee volunteers will be copying and distributing the open house flyers during the week of Feb. 6th
- Flyers will be distributed to all district schools and local daycares and preschools
- Committee will also be creating general info flyers for new parents, to be distributed at kindergarten screening/registration events this spring
- Copier codes have been updated to better track expenses for the PTO
- New login codes and their functions are as follows:
 - “fundrais”: flyers related to fundraising (including book fairs, box tops, etc.)
 - “meetings”: meeting reminder flyers
 - “events”: flyers & rsvp forms related to special events
 - “rmparent”: handouts related to the room parent program
 - “recruit”: handouts & flyers related to recruitment (kindergarten orientation, volunteer sign-up sheets, general info flyers sent home in September, etc.)
 - “admin”: minutes, agendas, finance reports, or any other copies for general and executive meetings
- This information has been posted above the copier for everyone’s reference
- Website has been updated with February events; **if you are scheduling an event or committee meeting, please let me know so I can add it to our web calendar**
- Website had 1,126 unique visitors during the month of January
- Since January 1st, our MailChimp account had 6 unsubscribes and an average 15.9% open rate for our messages; mailing list currently totals 1,713 active email addresses
- Email newsletters were distributed weekly (1/10, 1/17, 1/25, and 1/31); content for each newsletter should be submitted to Isabel no later than midday on the prior Thursday of each week
- A “communications preferences” poll was included in the 1/10 and 1/17 newsletters and the poll is currently featured on our homepage; however no one has responded
- An email solicitation scam was sent to Ha’s email on Jan. 23rd; as a precaution, passwords for all PTO email accounts were reset; if you are having trouble accessing your PTO email, please make an appointment with Isabel for tech support
- Committee members are continuing to compile pricing info for promotional materials that can be produced and sold in the 2017/2018 school year

Submitted by: Isabel Pipolo