

Peekskill CSD PTO Committee/Building Report Form

Submission Date: March 6, 2017

Month & Year: March 2017

Committee: Communications

Items Requiring a Vote: N/A

Items Requiring Discussion: N/A

Items for Information Only:

- Approximately 250 Open House flyers were distributed last month to local preschools and daycares (in addition to all district buildings)
- Website has been updated to include Dutch Mill Bulb info and updated descriptions for remaining 2017 general meetings
- Website archive has been updated with all building and committee reports, up to and including this month
- Functional committee pages on the site have been restructured and streamlined into a single page here: peekskillpto.org/index.php/committees; committee descriptions are listed alphabetically (with Chair names, contact info, and meeting dates if available); committee reports have been moved to a new section within the general archive page here: peekskillpto.org/index.php/archives
- Building reports can be found on the Our Schools page here: peekskillpto.org/index.php/our-schools
- If you are scheduling an event or committee meeting, or if you would like something added to the site, please submit details to Isabel via email
- Website had 718 unique visitors during the month of February
- Since February 1st, our MailChimp account had 3 unsubscribes and an average 14.4% open rate for our messages; mailing list currently totals 1,708 active email addresses
- Email newsletters were distributed weekly, except during winter break (2/8, 2/14, and 2/28); content for each newsletter should be submitted to Isabel no later than midday on the prior Thursday of each week

Submitted by: Isabel Pipolo