

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

Submission Date: May 8, 2017

Month & Year: May 2017

Committee: Communications

Items Requiring a Vote: N/A

Items Requiring Discussion: N/A

### **Items for Information Only:**

- Online graphics were created and disseminated for the candidates forum on 5/1 and the dine to donate event on 5/10
- Facebook event has been created for Dine to Donate and Facebook ad boost ordered for a total spend of \$15
- Budget signs have been updated with this year's election date and distributed to the community
- Website has been updated to include info about the budget vote, school board candidate election, dine to donate event, PTO officer nominations/elections, Uriah Hill book drive, Schechtman Orthodontics give back, Dare to Dream concert, and current volunteer opportunities
- Website archive has been updated with all building and committee reports received as of 5/6; some reports are still missing for April/May
- Website had 1,401 unique visitors during the month of March and 2,681 during the month of April
- Since March 1st, our MailChimp account had 8 unsubscribes and an average 13.8% open rate for our messages; mailing list currently totals 1,699 active email addresses
- Email newsletters were distributed weekly, (3/9, 3/16, 3/22, 3/29, 4/17, 4/26, and 5/1); newsletters are also being posted on Facebook from our public account and shared widely among community groups; post reach has been averaging around 1,000 for recent newsletters
- Content for each newsletter should be submitted to Isabel no later than midday on the prior Thursday of each week
- Spring meeting has not been held due to scheduling conflicts between the committee members; tentatively planning a phone conference on 5/11 and awaiting feedback from members

Submitted by: Isabel Pipolo