

Peekskill CSD PTO Committee/Building Report Form

Submission Date: December 2, 2016

Month & Year: December 2016

Committee: Communications

Items Requiring a Vote: N/A

Items Requiring Discussion:

- Should we make it a policy that all committee meetings will offer a virtual/dial-in option? Meeting leaders can easily run the teleconference either by phone or wifi.
- Further discussion/clarification needed about the logistics of signing up volunteers and following up with them for various PTO and building events
 - Are we benefiting from sending out the paper sign-ups, or would it make more sense to require all parents to sign-up online? (it’s time-consuming to go through the paper sheets; on the other hand, not everyone has access to a computer for sign-ups; either way, there is potential for some volunteers to get lost in the shuffle)
- Proposed procedure for volunteer sign-ups:
 - For official PTO-sponsored activities, Communications Committee will create sign-up sheets as needed and will relay all volunteer info to relevant committee chairs; committee chairs will be responsible for contacting volunteers, following up, and sending thank yous
 - Online sign-up sheets will be created monthly
 - For building and district events, Communications Committee will send out a “call for volunteers” (included in PTO newsletters/Facebook, but not sign-up sheets); parents will be asked to contact a staff member directly to sign-up
 - This would limit the number of events for which the PTO is mediating and managing sign-ups, and would eliminate redundancies between PTO and staff recruiting; our role would be to boost awareness of non-PTO opportunities, but not to follow-up/thank/organize the volunteers
 - Clarification is needed to determine which activities fall under each category (tentative list below):

PTO	Maybe PTO/partnership?	Building/district
Book fairs	Summer reading celebrations	Attendance matters
Picture days	Performing arts events	Dad’s day
PTO social/community events	Field days	Lunch & after-school support
Fundraisers	National Junior Honor Society	Non-PTO dances
Dances that PTO sponsors	PKMS career day	Seasonal celebrations
SEPTO events	Sports awards nights	
Advocacy events (like fiscal equity walk)		
Staff appreciation day		

Items for Information Only:

- Third committee meeting was held on Nov. 30th; attended by two parents, the Chair, and the VP
- Teleconferencing meetings through FreeConferenceCall.com has been a success
- Flyers were created for the Fun Pasta fundraiser, Woodside book fair, Hillcrest book fair, and Bread Share fundraiser; all flyers are saved in PDF format in google drive under Communications/Flyers folder; all current flyers are attached for reference

- The flyer distribution count has been updated & confirmed by Dr. Fine as follows:
 - Uriah Hill (176): 3x38; 1x8; 2x22; 1x10
 - Woodside (680): 26x25; 2x15
 - Oakside (565): 22x25; 1x15
 - Hillcrest (535): 11x25; 10x26
 - PKMS (800): 6x125; 1x50
 - PHS (1100): 34x30; 1x80 (for Summit – this packet should be delivered to Uriah Hill)
 - This info has been posted on the wall in the PTO copy room for everyone’s reference when making copies
- Website has been updated with current fundraising and advocacy news
- Website had 522 unique visitors during the month of November
- Since November 1st, our MailChimp account had 7 unsubscribes and an average 14.5% open rate for our messages; mailing list currently totals 1,726 active email addresses
- Email newsletters are now being distributed weekly (aiming for the end of day on Mondays); content for each newsletter should be submitted to Isabel no later than midday on the prior Thursday of each week
- All newsletters are automatically posted to our public Facebook page, and then shared in relevant Facebook community groups
- We will design and distribute a poll this month asking for feedback from parents about how they would like to be contacted (email, Facebook, paper flyers, or texting)
- We took out a paid Facebook ad for the first time this month; we spent \$10 to advertise the clothing drive, and according to FB, we received a total exposure of 534 “impressions”
- Since implementing the online donation system, we have received five donations through our website
 - There was initially a glitch in the system that was sending an error message to donors, even though the money was received
 - I have since run a full update on the website software and it seems to have resolved the issue
 - If anyone has further problems, please let me know asap
- Communications Committee members are continuing to research prices and logistics for creating promotional materials that the PTO can sell or give away
- The committee has assigned a member as the designated “photocopier”; Erica Martin will be taking over this responsibility going forward
- Committee Chair met with Dr. Fine on 11/10/2016 to discuss volunteer recruitment and communications collaborations with the district
 - Instead of creating multiple handouts, Dr. Fine suggested that we create one large poster that can be displayed at meetings and recruitment events; he suggested that we front-load the entire year’s worth of events at the beginning of the year, rather than creating separate sign-up sheets quarterly
 - We could also create a separate poster describing the committees (it would be helpful if the committee meetings were pre-scheduled, so people know what they’re signing up for)
 - Each poster could have one simplified corresponding sign-up sheet underneath it; posters could be re-used during the course of the year at various recruitment opportunities

Submitted by: Isabel Pipolo