

Peekskill CSD PTO Committee Report Form

Submission Date: 12/4/2017

Month & Year: December 2017

Committee: Communications

Items Requiring a Vote: N/A

Items Requiring Discussion:

- Need clarification from fundraising committee for spirit gear flyer and webstore: how will shirts be delivered and how will we confirm receipt of prepaid merchandise? (Sent home in backpacks / picked up at meetings / picked up from offices, etc) Once this language is finalized, we can backpack a flyer and take the webstore live.

Items for Information Only:

- Website updates:
 - New Photo Gallery section added under the Who We Are tab
 - “Quick Links” list added to top of the home page for ease of search; includes: Latest News, Recent Photos, Resources for Class Parents, Volunteering Opportunities, Current Fundraisers, and Join a Committee
 - Minutes and reports updated through 12/3
 - A full website backup was created in November and saved in the PTO google drive
- Cancellation notice posted for Bagels with Santa on Facebook, in the newsletter, and on the web site
- MailChimp updates:
 - Email newsletters were sent on 10/16, 10/23, 10/30, 11/6, 11/13, 11/20, 11/27, and 12/3; in addition, email reminders were also sent about Cherrydale and the Harlem Wizards flash sale
 - Mailing list currently includes 2,244 subscribers
 - Open rate is averaging around 300 readers per message
 - Unsubscribe rate averages around 2 readers per week
- Book fair flyers were created and distributed for Hillcrest, Woodside, and Oakside
- November printed newsletter was created and distributed to grades preK–5th on 10/31 (see attached)
- Next printed newsletter will combine December and January, and is targeted to go out this week
- Minutes for our October committee meeting are posted on the website and in our committee’s folder on google
- Next committee meeting will be held on 1/30 at 10:30am in the BOE room

Submitted by: Isabel Pipolo