

Peekskill CSD PTO Committee Report Form

Submission Date: 2/1/2018

Month & Year: January/February 2018

Committee: Communications

Items Requiring a Vote: N/A

Items Requiring Discussion: N/A

Items for Information Only:

- Website updates:
 - Minutes and reports updated through 1/10
 - Information added about officer positions and elections
 - Spirit Gear store has been created to sell shirts and magnets online with credit card payments (direct link: <http://peekskillpto.org/index.php/shop>); a new menu item in the Support menu has been added leading to the store; it can also be reached from the home page and from the main fundraising page (Support.PeekskillPTO.org)
 - 6 orders for gear have come in so far and have been forwarded to the fundraising chairs for processing
 - The Weglot Translator plugin has been added to the website; there is now a toggle button to allow readers to view the site in Spanish
 - Weglot is an autotranslator which can be edited by a human proofreader (proofreading and editing of the translation will be ongoing)
 - Weglot is free up to a maximum of 2000 words; we are currently using 668 words on our site
- MailChimp updates:
 - Email newsletters were sent on 12/10, 12/19, 1/4, 1/9, 1/22, and 1/29; in addition an update about the Harlem Wizards postponement was sent on 1/11
 - Mailing list currently includes 2,210 subscribers
 - Open rate average was 300 readers per message in December & January
 - Unsubscribe rate averages around 2 readers per week
- Menus and food labels were created for the Oakside Multicultural Potluck on 12/8
- December/January printed newsletter was created and distributed on 12/12
- Graphic was updated and distributed to advertise the Peekskill Clay Studios fundraiser on 12/13
- Spirit Gear flyer was created in December and distributed on 1/10
- February printed newsletter was created and distributed on 1/30
- Valentines for Peekskill flyer was created and will be distributed on 2/2
- Next printed newsletter (March) is targeted to go out on 2/26 to give parents advance notice for the Mar. 1st general meeting
- Next committee meeting will be held on 3/13 at 10:30am in the BOE room

Submitted by: Isabel Pipolo