

Peekskill CSD PTO Committee Report Form

Submission Date: 3/5/2018

Month & Year: March 2018

Committee: Communications

Items Requiring a Vote: N/A

Items Requiring Discussion:

- Need to determine if we should pay for the Weglot website translation plugin, as we are exceeding the word count for the free service

Items for Information Only:

- Valentines campaign was a huge success - we had hundreds of entries
- Committee has decided to scale back email newsletters to twice per month, plus any additional individual event reminders as needed
- Website updates:
 - Minutes and reports updated through 3/5
 - Information added about Family Literacy Night
- MailChimp updates:
 - Email newsletters were sent on 2/6 and 2/26; in addition special emails were sent about Valentine's Day (2/12) and Math Night (2/16)
 - Mailing list currently includes 2,200 subscribers
 - Open rate average was 285 readers per message in Febuary
 - Unsubscribe rate continues to average around 2 readers per week
- Menus and food labels were created for the Woodside Multicultural Potluck on 2/16
- Math Night flyer was created and distributed on 2/26
- March printed newsletter was created and distributed on 2/27
- Next committee meeting will be held on 3/13 at 10:30am in the BOE room

Submitted by: Isabel Pipolo