

**Peekskill CSD PTO  
Committee Annual End-of-Year Evaluation Form**

Submission Date: **June 4, 2018**

Month & Year: **June 2018**

Committee: **Communications**

**Highlights of events/processes that worked well this year:**

The committee met five times in person and communicated well via text messaging among members between meetings. Laura Belfiore was able to join our committee this year, which has helped us develop more productive communication between the PTO and the district.

We have a small, but cohesive group of volunteers who work well together to accomplish the goals of the committee, including design and copying of flyers, translation, website updates, and moderation of the Facebook group.

Reducing the number of email newsletters has made that task more sustainable. We distributed 7 paper newsletters this year, in addition to our email communications. This has worked well to communicate key info to parents who may not check their email.

The Valentine's Day "Love Letters to PCSD" project was a success, yielding hundreds of letters and cards from staff, parents, and students which were posted on social media.

The Facebook ad boost for the Harlem Wizards game was successful, generating 1400 views and 37 clicks.

Creating the sign-in/sign-out sheet for the lawn signs worked well. We were able to recapture 27 of the 40 signs we distributed. (Last year we recaptured 13 out of 50).

**Areas in need of improvement & suggestions on how to make improvements:**

More volunteers are needed to make copies of flyers and newsletters. We would ideally like a pool of 5-7 parents who can give 2 hours per month for this task. That would enable us to divide the labor among more people and have backups for when one of us is unable to make copies due to illness or scheduling issues. (Each copy run takes about 3 hours to copy, clip, and deliver.) We would also like to recruit a volunteer who can be dedicated to managing the social media posts.

We would like to add a paid translation plug-in for the PTO website that will auto-translate the entire website into Spanish (see budget).

We would like to consider using color paper for PTO flyers, or at least newsletters (see budget).

As of 6/5/17

**Should this committee continue next year in its current form? Why or why not? If not, what changes are recommended?**

Yes, the committee should continue. Kristin Jarvis has agreed to co-chair next year. We would like to recruit at least one additional committee member, because Lise's son is graduating this year and she will no longer be participating.

**Proposed itemized committee budget for upcoming school year:**

Website maintenance fee (due 9/4/2018)	\$108
Weglot translation plug-in (\$10/month)	\$120
Facebook ads (3 ads @ \$10 each)	\$30
Flyers:	
Photocopy printing fees*	\$650
Copier leasing & ink	\$700
Paper (white) for 7 copy runs	\$137
Paper (color) for 8 copy runs	\$312
Misc. office supplies	\$50
<b>Total estimated communications budget for 2018/2019</b>	<b>\$2,107</b>

Flyer budget estimates are based on the following assumptions:

- 8 newsletters per year
- 7 event/fundraising/other flyers per year
- Approx. 1,950 double-sided copies per batch for 4 schools, for a total of 29,250 copies
- White paper cost of \$0.01 per page
- Color paper cost of \$0.02 per page

\* "Photocopy printing fees" item has been pulled from Ha's balance sheet dated 6/4/2018. However, clarification is needed. The copy cost was stated to be \$0.0014 per double sided page when we originally took the lease on the copier. This would work out to be a total of \$42 for 30,000 double-sided copies. Why is this line item so high?

Any other pertinent information necessary for planning: N/A

Submitted by: Isabel Pipolo

As of 6/5/17