

# Peekskill CSD PTO Committee Report Form

**Submission Date:** 11/16/2018

**Month & Year:** September/October 2018

**Committee:** Communications

**Items Requiring a Vote:** N/A

**Items Requiring Discussion:** N/A

## Items for Information Only:

- New copier codes were created to track usage and expenses
- Codes have been posted above the copier and passwords have been sent to committee chairs via email
- School flyer counts have been updated for the new school year and posted in the copy room
- **Note to all making copies:** Please fill out the copy log for every job (attached to clipboard on top of copier)
- MailChimp updates:
  - Mailing list currently includes 2,621 subscribers, including all staff addresses and updated parent contact list, as of 11/16/18
  - Contact list is now segmented by building, for targeted email campaigns when needed
  - Increased size of contact list has forced us up into a higher level payment plan; estimated monthly cost is now \$32, including our non-profit discount
  - Open rate average was 407 readers per message in May/June 2018; 440 readers for October/November
  - First email newsletter went out on 10/1, which included a printable PDF of the October news bulletin
  - Subsequent messages on 10/10, 10/16, 10/18, 10/23, 10/26, 11/5, and 11/13
  - Email newsletters will be forwarded to Class Parents committee for class parent "phone tree" distribution
- Website & server updates:
  - Spanish translator plugin has been activated at a cost of \$12 per month
  - Web contact list has been updated with all new officers and committee chairs
  - PTO email addresses have been created and updated for new Board members
  - Individual messages have been sent to new committee chairs with login directions
  - Web calendar has been updated with all general meeting and committee meeting dates that have been submitted
  - Minutes and reports updated through 11/16
  - Online Spirit Gear store has been updated with sold out listings
  - Volunteering page has been updated with Fall activities
  - Class Parents page has been updated with downloadable 2018 Orientation Packet and related materials
  - Prior year's content has been archived as needed
- Facebook events created for fall general meetings
- Signup Genius sheets created for Back to School coverage, Picture Days, and Committees
- PTO Welcome Letter was copied and distributed at back-to-school nights
- Direct Appeal Fundraising flyer was updated, translated, and distributed to elementary buildings on 9/12
- September/October printed newsletter was copied and distributed on 9/25
- Trunk or Treat invitation flyer was copied and distributed on 10/9
- November printed newsletter was copied and distributed on 10/30
- Committee meetings were held on 9/20 and 10/17; November meeting rescheduled due to weather; next meeting TBD

Submitted by: Isabel Pipolo and Kristin Jarvis

As of 10/1/15