Peekskill CSD PTO
Committee Report Form

Submission Date: 1/13/2019   **Month & Year:** November/December 2018

Committee: Communications

Items Requiring a Vote: N/A

Items Requiring Discussion:

Do we need a signup genius sheet for coverage at Saturday Academies? And if so, what tasks are needed?

We would like to help distribute information about Foundation Aid and the budget advocacy events, but need more detailed info to include in the newsletters and email blasts.

Items for Information Only:

- MailChimp updates:
  - Mailing list currently includes 2,609 subscribers
  - Open rate average was 305 readers per message in December/January
  - Email blasts were sent on 12/4, 1/8, and 1/9
  - January email newsletter was forwarded via text message to class parent coordinators
- Website & server updates:
  - Web calendar has been updated with all general meeting and committee meeting dates that have been submitted through June 2019
  - PTO News page has been updated with downloadable PDFs of printed news bulletins and links to recent email blasts
  - Minutes and reports updated through 1/13
  - Fall content has been archived as needed
- Facebook events created for spring general meetings
- Signup Genius sheet created for basketball tournament
- December/January printed news bulletin was copied and distributed on 12/16
- Robotics Night flyer was copied and distributed on 1/7
- Updated *Peekskill Pride* logo has been created for new batch of spirit gear for spring sales
- District will be forming a committee in January to discuss PCSD re-branding
- We will collaborate again with Laura on a Love Letters to Peekskill campaign for Valentine's Day
- We will price out and purchase rubber stamps and/or stickers to identify/brand items donated to kids and teachers by the PTO
- All flyers, news bulletins, minutes, agendas, and reports saved to Google drive in Communications Committee folder
- December committee meeting was held on 12/5; January meeting scheduled for 1/25 at 10am in the Admin Building BOE Room

Submitted by: Isabel Pipolo and Kristin Jarvis