Peekskill CSD PTO
Committee Report Form

Submission Date: 3/7/2019   **Month & Year:** January/February 2019

Committee: Communications

Items Requiring a Vote: N/A

Items Requiring Discussion: N/A

Items for Information Only:
- MailChimp updates:
  - Mailing list currently includes 2,589 subscribers
  - Open rate average was 487 readers per message in January/February
  - Email blasts were sent on 1/19, 1/30, 2/6, and 3/4
  - February email newsletter was forwarded via text message to class parent coordinators
- Website & server updates:
  - N/A
- Signup Genius sheet created for staffing the PTO table at Saturday Academy events. Still need coverage for March/April/May. (https://www.signupgenius.com/go/30e094da4ac23abf49-saturday)
- Budget advocacy infographic and letters were created week of 1/21 for use at Sat Academy and the lobbying visit to Albany
- Parent Center Ribbon Cutting flyer was copied and distributed on 1/28
- February printed news bulletin was copied and distributed on 1/31; remaining news bulletins will be semi-monthly (March/April and May/June)
- "Valentines for Peekskill" were created/copied/distributed during the week of 2/4; committee members decorated about a dozen collection boxes and distributed throughout community in school buildings, coffee shops, library, health center, etc.; hudreds of valentines were collected and published on social media during Valentine weekend
- All flyers, news bulletins, minutes, and agendas saved to Google drive in Communications Committee folder
- January committee meeting was held on 1/25; Spring meetings TBD

Our committee continues to need:
- A rotating group of 3-5 volunteers to photocopy 3 hours once a year OR just one other person to commit to helping on call
- A volunteer who enjoys social media and is willing to administer the PTO Facebook and Twitter accounts. This includes keeping up with happenings every day, sharing and posting events.
- A volunteer with computer graphic skills who would like to be a part of our committee to help layout the email blast

Submitted by: Isabel Pipolo and Kristin Jarvis