

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

Submission Date: **6/10/19**

Month & Year: **June 2019**

Committee: **Communications**

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

The committee met several times throughout the year in the Ford Administration Building, during the week, midday. Laura Belfiore (the district's communications specialist) is an essential part of the communications committee as she shares with us all that the district will be working on. We are then able to collaborate together in getting the word out on behalf of the district and the PTO, through newsletters, emails and social media.

Love Letters to Peekskill again was a success where we left 13 boxes in buildings around the community to receive feedback on why we love our city schools. Feedback was shared on social media.

Big events, to name a few, that the communications committee helped promote were: Trunk or Treat, The Grand opening of the New Parent Resource Center, The Saturday Academies, Springtime Eggstravaganza, Main Street Book Fairs (4 schools- weeklong), and The Grand Opening of the Woodside Greenhouse.

Added a paid translation plug-in for the PTO website that auto translated the entire website into Spanish.

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

RECRUITMENT: Our three core parents have continued in last year's roles, but our committee continues to remain small as only 2 new parents helped this year once with photocopying.

In order to continue promoting our news effectively, we need to recruit a dedicated parent or teacher who is willing to manage the social media accounts. This person must be on facebook and twitter, willing to follow, like and share pages, and represent the PTO in the Peekskill community facebook groups. (Expected time commitment of approx. 15 minutes per day.)

We plan to dismantle the PTO discussion Facebook Group since it has low engagement (only about 200 parents have joined) and is annoying to administer.

In addition we are seeking parents/teachers who can facilitate copies and work with Ellen Gerace to supervise student volunteers in the PTO copy room. We plan to draft a year-long editorial calendar to help with long-term planning of flyer distribution.

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

Yes, we believe that we should continue to meet with Laura Belfiore during business hours in the Administration building next year. We still need to recruit an additional member to meet with us. There is the possibility of facetime into the meeting or holding an additional meeting in the

evening. Also we would like to encourage at least ONE teacher in this district to join our committee.

**Proposed itemized committee budget for upcoming school year:  
[To be updated]**

|   |       |
|---|-------|
| Website maintenance fee (due 10/2019)   | \$108 |
| Weglot translation plug-in (\$10/month) | \$120 |
| Facebook ads                            |       |

Fliers:

|                               |       |
|-------------------------------|-------|
| Photocopy Printing Fees*      | \$650 |
| Copier Leasing and Ink        | \$700 |
| Paper (white) for 7 copy runs | \$137 |
| Paper (color) for 8 copy runs | \$312 |

|                       |      |
|-----------------------|------|
| Misc. office supplies | \$50 |
|-----------------------|------|

**Total estimated Communication Budget for 2019/2020:** \_\_\_\_\_

Any other pertinent information necessary for planning: N/A

Submitted by: Kristin Jarvis & Isabel Pipolo