

Peekskill CSD PTO Committee Report Form

Submission Date: May 13, 2019

Month & Year: March/April/May 2019

Committee: Communications

Items Requiring a Vote: N/A

Items Requiring Discussion: N/A

Items for Information Only:

- MailChimp updates:
 - Mailing list currently includes 2,818 subscribers
 - Open rate average was 520 readers per message in March/April
 - Email blasts were sent on 3/4, 3/13, 3/19, 3/22, 4/11, and 5/1, plus additional targeted emails to select groups for book fairs and Art to Remember
- Website & server updates:
 - Fundraising page updated with info about Art to Remember and Spirit Gear
 - Volunteering page updated with info about Book Fairs and Egg Hunt
 - Event pages created for all spring events
- Signup Genius sheets created for book fairs and Eggstravaganza
- March/April printed news bulletin was copied and distributed on 3/11
- Advocacy activity page created for kids to describe what they would do with more school funding; distributed by Laura on 3/12
- Eggstravaganza flyer created and distributed on 3/20
- Flyers created and distributed for each building's book fair in March/April/May
- BOE Candidate Forum flyer created and distributed on 4/30
- All flyers, news bulletins, minutes, and agendas saved to Google drive in Communications Committee folder
- Spring meetings TBD