

## Peekskill CSD PTO Committee Report Form

**Submission Date:** 1/6/2020

**Month & Year:** Oct/Nov/Dec 2019

**Committee:** Communications

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

**Items Requiring Discussion:** N/A

Note to all members: **Please like/follow our social media accounts on Facebook and Twitter.**  
If you like and share/retweet our posts, it helps us get more reach in the community!

### **Items for Information Only:**

- Committee meetings held on 9/12, 10/10, and 11/14
- In October, the PCSD Communications Department received an award from the New York School Public Relations Association (NYSPRA) for our Love Letters to Peekskill campaign, which was a joint project between PCSD and PTO. Laura Belfiore attended the luncheon and accepted the award on behalf of our team.
- School flyer counts have been updated for the new school year and posted in the copy room; total count for this year is 1,963 copies
- MailChimp updates:
  - Mailing list currently includes 2,805 subscribers
  - Average open rate of 348 readers per message for September / October / November
  - Email blasts sent on 9/25, 10/7, 10/10, 10/17, 10/22, 11/8, and 11/12
- Website & server updates:
  - Minutes and reports updated through October
- Facebook events created for Class Parent Program Kick Off (9/27), Sept. Saturday Academy (9/29), PTO Meeting (10/17), MADD Walk (10/19), and Nov. Saturday Academy (11/6)
- Heather has been posting regularly to Facebook and Twitter; Facebook page currently has 229 followers; Twitter page has 105 followers
- Communications folder in Google drive updated with current PTO/PCSD logo artwork, flyers, copy info, meeting agendas & minutes
- Signup Genius sheets created for Trunk or Treat, Basketball tournament (1/17, 1/18)
- The PCHS Life Skills Class has taken on the responsibility of photocopying all 2000 fliers, counting and sorting them by school and teacher. They have been a huge help to our PTO and this Thanksgiving we are thankful for them!
- Kristin has been responsible for delivery of copies
- Direct Appeal Fundraising flyer was copied and backpacked on 9/19/19
- October newsletter was copied and backpacked on 9/26/19
- Ice Cream Social flyer was copied and backpacked on 10/2/19
- Trunk or Treat flyer was copied and backpacked on 10/10/19
- Direct Appeal round two copied and backpacked week of November 4th
- November News was copied and delivered late by accident (11/14) - Kristin
- Next committee meeting scheduled for January 23rd at 3:30pm in the BOE room

Submitted by: Isabel Pipolo, Kristin Jarvis, and Heather Amabile