

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

Submission Date: 6/8/2020

Month & Year: March / April / May 2020

Committee: Communications

Highlights of events/processes that worked well this year:

This year, the communications committee worked in collaboration with the district in forming a relationship with our High School Life Skills Class to accomplish all photocopying that needed to be completed. Kristin Jarvis met with Jill Shanahan and Christine Buckman on Monday September 23, 2019 in the administration building to learn about the RISE program and explain the needs of our PTO Communications Committee.

In the past, we have relied on parent volunteers to come in to make at least 2000 copies per month to backpack for our elementary school students. Our leased PTO copier is located in the Administration Building which is only open 8:00-4:30. These hours are difficult for most working parents to volunteer their time. This copy process takes roughly 3 full hours to complete 2000 copies. The volunteer must count out and clip piles for each class, clearly labeling the piles for each school.

After this process is completed we need another volunteer to then deliver the copies to each school. They must park their car, enter each building and sometimes place the copies into the teachers mailboxes. This process takes roughly 90 minutes.

Jill Shanahan took the lead and taught her students how to go to work each month for the PTO. She explained to them the importance of being professional, accurate and efficient. We are so pleased with her communication skills, flexibility and hard work that she instilled in her students. Thank You to the RISE Program. We look forward to working with them again in the future.

Another highlight of this year is the ability to consistently meet with Laura Belfiore, the district's communication's specialist. She is excellent in keeping the PTO "in the know" and very willing to be on call whenever we have a question or need.

Finally, adding Heather Amabile as our PTO communications social media specialist has really been an asset to the team. She is the go to person to get any news out there on social media. She moderates our facebook and twitter pages and works closely with Laura as well as our PTO President to flash out any updates or news. Isabel Pipolo continues to work hard on design, content and layout of our PTO news and blasts out emails throughout the year. She is an excellent co-chair and leader who communicates well with all. Kristin Jarvis works on documents needed for the committee and aids in volunteer sign ups for any events.

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

As of 6/5/17

As always, the communications committee is looking for more volunteers who might be interested in the realm of communicating District and PTO information. If anyone knows a person who might be versed in graphic design, mail chimp, facebook or other social media outlets, please let them know that the communications committee is always looking to expand. Our little team can show anyone willing to learn “the ropes”. As students grow, so do the volunteers and the torch must be passed along.

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

Yes. Communication is needed now more than ever!

Proposed itemized committee budget for upcoming school year: \$2,333

Annual website maintenance fees (due 9/4/2020): \$133

Mailchimp fees (\$50/month): \$600

Weglot translation plug-in [**cancelled** due to increased cost of \$22/month]: \$0

Fliers:

Photocopy Printing Fees: \$650

Copier Leasing and Ink: \$700

Paper: \$200

Misc. office supplies: \$50

Any other pertinent information necessary for planning:

Just a note: It is also important for the four elementary schools to communicate as one in order for families of children in multiple schools to be able to experience events as if we operated as a Pre-K-5 district. Many times a family might feel as if each school actually has too many events and they must pick and choose in order to not feel burnt out. This leaves students feeling as if they missed out. Some examples are, parent workshops, literacy nights, math nights, art shows and STEAM events.

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

As of 6/5/17