

Peekskill CSD PTO Committee Report Form

Submission Date: 09/13/2021 **Report Month /Year:** September 2021
Committee: Communications

Items Requiring a Vote:

- N/A

Items Requiring Discussion:

- We have decided to stop Monthly Newsletters and instead send emails and social media posts with information regarding a single upcoming event.
- Middle School did a survey over the summer. Texting was the #1 way parents prefer to be communicated with. Email is #2.

Items for Information Only:

Emails & social media posts were created regarding the following information:

- Volunteers needed for picture days
- Picture day dates
- PTO concessions at Torpy Field
- Follow up - photos of PTO at Torpy Field on social media

Upcoming events we will be mailing and posting:

- Still volunteers needed for picture days
- Looking for Spanish translator
- General Meeting
- Trunk or Treat at Saturday Academy
- MADD walk

STATS

- Mail Chimp: Generally 20% to 25% of 3000 emails are opened
- FB stats: 587 followers
- Twitter: 210 followers

Submitted by: Jennifer Carbaugh