

Peekskill CSD PTO Committee Report Form

Submission Date: 1/4/21
Committee: Communications

Report Month /Year: Jan. 2020

Items Requiring a Vote:

- N/A

Items Requiring Discussion:

- Advocacy Flier update: can we email this with January 25 news?

Items for Information Only:

All target dates are anticipated and may be subject to change based on news content and deadlines each month

NEWS PUBLISHED	ZOOM MEET	NEWS DEADLINE
● December: 12/21		Dec. 17th
● January: 1/25	zoom meet 1/14	Jan 21st
● February: 2/22		Feb 18th
● March: 3/22	zoom meet 3/11	March 18th
● April: 4/26	zoom meet 4/15	April 22nd
● May: 5/24	zoom meet 5/13	May 20th

Please email all news to comm@peekskillpto.org by the deadline stated above

STATS

- Mail Chimp: 12/21 Emailed December News: 3,135 recipients (38.1% opened, 3.5% clicks) - most engagements since last March
- This might be due to either the headline posing a question or due to Spanish translation in the headline.
- Of the 1186 people that opened; 108 clicked on content; only 26 people responded to survey (86.4% opted for a parent discussion group, followed by 63.6% for a read-aloud and 50% for a skill or talent - people could choose multiple answers which is why the percentages are weird)
- FB stats: up to 481 followers (22 new ones added in the past 28 days). Our posts reaches are down 76% in the past 28 days and our engagements are down 71%
- Twitter page has 171 followers and that has not changed this month

Submitted by: Kristin Jarvis

**Please be sure to include a budget for any financial requests