

Peekskill CSD PTO Committee Report Form

Submission Date: 11/08/2021 **Report Month /Year:** November 2021
Committee: Communications

Items Requiring a Vote:

- N/A

Items Requiring Discussion:

- Is the PTO planning to send out a hard copy of a direct appeal? If so, I would like some feedback regarding the emailed version.
- Any committees need a specific call for volunteers?

Items for Information Only:

~We had a really good response to the call for translators. 6 volunteers. 2 of them volunteered to be active members of the Communications Committee

~Emails sent in Spanish have consistently had more views than the English version.

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

- Volunteers needed for picture days
- October General Meeting
- Trunk or Treat Volunteers
- MADD walk
- PTO Translators

STATS

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

Submitted by: Jennifer Carbaugh