

**Communications Committee Report for the Executive Committee Meeting  
Monday, November 9, 2020**

Items Requiring Vote: N/A

Items Requiring Discussion:

- At the end of our last meeting we brainstormed a monthly fun way to engage children (hands on) over the internet.

Items for Information Only:

Committee Members: Isabel Pipolo, Heather Amaible, Kristin Jarvis, Merideth Harte, Nell Marantz, Laura Bebefore

II. What has our committee done so far?

- A. Participated in 8/10 Executive PTO zoom meeting
- B. Participated in 9/10 Executive PTO zoom meeting
  1. Published 9/23 Newsletter which was emailed to 3,252 members (17.7% opens and 1.8 % clicks) and posted on Social Media
  2. Publicized the Officer Elections and General Meeting Reminder 10/6 via Email 3,161 members (20.6% opened, 1.4% clicks) FB & Twitter
- C. Participated in 10/8 PTO General Meeting Kick Off
  1. Published 10/30 Newsletter which was emailed to 3,149 members (23.3% opens (730) and 1.1 % (34) clicks) and posted on Social Media
- D. Updated PTO Website as needed (Isabel)
- E. Agendas, Minutes, Reports (Kristin)

III. Goals for this year:

- A. Expand our Social Media Presence (Heather)
  1. Statistics on District vs. PTO (Laura & Heather)
  2. Graphics for Eye Catching Hooks (Meredith)
  3. Instagram being mindful of masks and parent permission (Heather)
- B. Send out a monthly PTO Email Blast toward the end of the month featuring highlights of past and news for the future
  1. Collect Content and Write Blurbs (Kristin)
  2. Design and Polish (Isabel)
- C. Expand our Outreach to the Spanish Speaking Community
  1. Speak to Maria Flores to recruit (Laura & Kristin)
- D. Maintain Connections with other Community Groups to Boost Our Message
  1. Real Estate Websites: Great Schools. Niche (Laura and Nell & hand pick folks)
  2. Work Closely with the Advocacy Committee to design and spread word on statistics and need for voices heard this year at the state and federal level; Foundation Aid Flier shared (Isabel) and Recreated for Need (Laura, Meredith)
- E. Fundraise for PTO
  1. Research Online Fundraisers (Nell)
  2. SpearHead the task force behind each idea (Nell & Kristin)
  3. Use Sign Up Genius to Gather Helper Bees
- F. Maintain a Google Calendar
  1. Meet at least 5 times this school year; Set up calendar and update (Kristin)