

## Peekskill CSD PTO Committee Report Form

**Submission Date:** 12/7/20  
**Committee:** Communications

**Report Month /Year:** Nov. Dec. 2020

Items Requiring a Vote:

- N/A

Items Requiring Discussion:

- 11/21/20 committee met to discuss ADVOCACY FLIER in partnership with the district
- We need to know from the district: deadlines, verbiage, audience
- Meredith worked on a graphic for social media- final version pending

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](mailto:comm@peekskillpto.org) by the deadline stated above

### MAIL CHIMP STATS

- 11/24 Email November News: 3,142 recipients (19.8% opened, 1.7% clicks) - up 2% from last month
- 12/1 Email Giving Tuesday: 3,142 recipients (17.1% opened (533 pp), .6% clicks)
- Interesting to see names of those who open and those who unsubscribe
- FB stats: up to 418 followers (23 new ones added in the past 28 days). Our posts reaches are up 49% in the past 28 days but our engagements are down 9%
- Twitter page has 171 followers and I do not believe that has changed this month

Submitted by: Kristin Jarvis

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