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Peekskill CSD PTO
Committee Annual End-of-Year Evaluation Form

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Submission Date: 6/5/21   Month & Year: June 2021

Committee: Communications

Highlights of events/processes that worked well this year:
Meetings: Zoom meetings can happen at any time and any place as long as each member is available.
Emails: Mail Chimp sent out specific targeted information instead of general news. This allows the headline to persuade the audience and take a look at the open rate. In mail chimp you can also see data/ statistics as to which email addresses opened and who unsubscribed.
Social Media: One member of the committee kept up with the Facebook notifications- posting 3-4 times a week which gives the algorithm more visibility in news feeds.

Areas in need of improvement & suggestions on how to make improvements:

- Meetings should be more regularly scheduled so that PTO is in the forefront of everyone's minds- especially because this is the communications committee. Ex: First of every month
- At an executive PTO meeting have everyone take their phones out to like all of the posts on the PTO Facebook if they have an account. This will trick their account to see more of the news. Also have members "invite" others to like the PTO page.
- Create a shared calendar for all of the PTO executive committee so that communications control the color of each committee's "event" and everyone can stay connected.
- "Foil" and "Update". ALL email addresses for each staff member and family. It would be much easier to contact and bring teachers into the PTO if we had their correct contact info and can send separate emails to each school.

Should this committee continue next year in its current form? Why or why not? If not, what changes are recommended?
Yes this committee is essential to keep communication open within the PTO executive board, the district, the teachers and the parents.

Proposed itemized committee budget for upcoming school year: _____

Any other pertinent information necessary for planning:
Do we continue to lease the photo copier or can we go paperless now?
Who will take over the Mail Chimp program? We will ensure the two factor authentication password is linked to that person's contact info.
Does anyone want to create a shared color coded calendar?

Submitted by: Kristin Jarvis, Heather Amabile and Isabel Pipolo