Agenda

• Principal's Report
• Goals of the PTA
• Fundraising
• Treasurer’s Report
• Opportunities to get Involved
• Q&A
• Committee/Group Breakout Session
Support for Family Night
Wrapping Up the First Six Weeks

• **Goals of the first six weeks:**
  • Using positive adult language to establish high academic and behavioral expectations.
  • Getting student excited about schoolwork by offering engaging academics.
  • Teaching the academic and classroom routines that enable a collaborative classroom community to thrive.

• **Culminating Events:**
  • Classroom Names: Identity
  • Banner Parade: Pride and Joy
  • All-School Morning Meeting: Extending the Sense of Community

• **Differentiation and stretching toward autonomy:**
  • Classroom communities are different: maturity, composition, space, materials
  • Function independently without adult guidance
  • Ownership and independence at an individual pace
The School Planning Continuum

**Collecting Information:**
- Faculty One-on-Ones
- Parent Meet and Greets
- Reviewing School Data
- Reviewing the Strategic Plan
- Meetings with Parent Leadership
- Drawing Early Conclusions: Setting the Themes for the Year

**Communicating “the Way”:**
- Together
- Making Thinking Visible
- Responsibility
- Procedures and Routines
- Week Zero
- Principal Letters
- Back to School Night

**Developing the Comprehensive School Plan:**
- BOY Data
- School/Classroom Observations
- Structuring the Plan:
  - Academic Leadership Team
  - Faculty Review
  - LSAT Review and Monitoring (10/4)

**DATA, PURPOSE, INTENTION**

- Summer
- September
- October
Comprehensive School Plan

- **Goal 1: Planning with Intentionality (Literacy)**
  - Teachers will emphasize the “analyze” and “adapt” stages of the teaching and learning cycle to ensure student-centered planning.
  - Teachers will use student feedback/work/data to make instructional decisions according to the standards/units/projects in process.
  - Measurement: Unit Plans, Lesson Plans, Protocols, Student Work Progress, PARCC, F&P

- **Goal 2: Collective Community Structures (Social Emotional Learning)**
  - Teachers and students will engage in collective community structures response to community need.
  - Students will engage in regular focus groups to better understand their agency and to offer their voice.
  - Measurement: Community Structure Trackers, Focus Group Trackers, Behavior Data

- **Goal 3: Planning with Precision (Math)**
  - Teachers will design and deliver a well-planned learning experience that challenges students and reflects Preparation for student understanding.
  - Teachers will deliver small group instruction to address skill deficits and strengths
  - Measurement: PARCC, I-Ready, BOY Assessment Standard Tracking
The Relationship with the PTA

The PTA enables the work of the school. This includes:

• Responsibility: Stewardship and the Outdoor Committee

• Making Thinking Visible: Connections through Field Experiences

• Extending Resources: Volunteering and Fundraising

• Responsiveness: Communication and Listening
Furthering the Conversation

- Take Home Tuesday
- Classroom Newsletters and Communication
- Social Media
- Principal’s Coffees
- Community Leadership Groups
- Family Seminars (Tied to and separate from PTA meetings):
  - Math Night
  - Literacy Night
  - Special Subjects
  - Social Emotional Development
  - State of the School
  - What else?
Goals of the PTA

Ben Champa
Community Building

Host Events that bring the Brent community together:

- Family Picnic
- Movie Nights
Family Picnic Thank Yous

The Meg & George Team

COMPASS

&pizza
Family Picnic Thank Yous

Diana Rubin and Raphael Kozolchyk

And everyone who volunteered
Fundraising

The Brent PTA Brings in Revenue in Three Main Ways:

• Fundraising Events
  • Annual Fund
  • Holiday Tree Sale
  • Brent Gala

• User Fees
  • School Supply
  • Field Trip

• Shopping Support
Brent Strategic Plan

• **Strengthening our foundations:** How can Brent strengthen its core curricular approaches?

• **Advancing the potential of every student:** How can Brent deliver consistent instructional enrichment and individualized attention during the school day to maximize the potential of every student?

http://www.brentelementary.org/strategic-plan.html
Brent Strategic Plan

• **Strengthening Specials:** How can Brent strengthen its flagship “specials” program, including broadening art instruction, increasing physical education time and offerings, and strengthening our language program?

• **Becoming a strong field experience school:** How can Brent structure a field experience program and develop partnerships to strengthen its field experience and extracurricular offerings?

http://www.brentelementary.org/strategic-plan.html
Things the PTA Supports

• Supplies for the School (allowing additional staff to be hired by Brent)
• Four Teaching Fellows
• The “Rising Tides” Program
• 20 New Computers and 4 New iPads for Teachers
• 2 New Classroom Rugs
• New Books for the Classroom Libraries
• Field Experiences
Rising Tides Program

Program Goals

• To add a layer of support for students not yet performing on grade level in math.

• To extend the school day for 4th and 5th graders in need of extra math support.

• To provide enrichment opportunities in the areas of social development, constructive problem-solving, and sportsmanship, while engaging students through recreation and play.
Rising Tides Program

High-Level Organization

• Program came under the DCPS umbrella
• Funding provided chiefly by DCPS and PTA
  • Coordinator (Ms. Wilson) paid by DCPS through administration premium
  • Play Coach (Coach H) paid by PTA
  • Snacks provided through DCPS after school
  • Initial additional line items went unspent, or were covered through donations
• Teachers volunteered

Thanks to Ms. Bettina, Ms. Diggs, Ms. Montgomery, Ms. Screen, Ms. Paxson, Ms. Werstuik, and Ms. Ewbank!
Typical Schedule

3:15 - 3:30
• Gather, start homework
• Independent/Quiet Reading

3:30 - 3:45
• Community Meeting and snack
• Volunteers set up computers & materials
Typical Schedule

3:45 - 4:30
• ST Math
• Volunteers supporting math practice

4:30 - 5:30
• Head to X-Park
• Games and Activities
Pilot Results

• Being a part of this program felt great.
• If we had started in the fall, we could have done so much more.
• The outdoor time was critical for buy-in and learning.
• The areas we scrimped this year were important and a source of (polite!) student feedback (snacks, equipment…)
• Additional teacher volunteers would be helpful
Fundraising Goals for the PTA

• A 5th Teaching Fellow (one each for 1st-5th Grade)
• Continue to support initiatives that work toward closing the achievement gap
• Provide resources to the school during uncertain budget times
How you can help

• Give
  • Annual Fund
  • Tree Sale
  • Gala
• Volunteer
  • Support an event
  • Join a committee
• Shop
Give to the Annual Fund

• It is our most cost effective fundraiser
• Giving participation rates are often part of grant applications
• It is cheaper than daycare

DONATE
Participate in the Holiday Sale

• Volunteer: Great way to meet members of the Brent Community

• Advertise: Tell your neighbors, friends, and family

• Purchase a tree: Brent trees have more pine smell than the other leading brands
Support the Gala
Shop for Brent

• Harris Teeter School Code: 7117

• [Sign up at escript.com](http://www.brentelementary.org/support-brent.html) (Group ID #: 11873183)

• Register your Safeway Club Card

http://www.brentelementary.org/support-brent.html
Amazon Smile

• Go to smile.amazon.com

• Brent PTA gets 0.5% of each eligible purchase
Amazon Smile (Key Points)

• Purchased must be made through smile.amazon.com
  • Not regular Amazon.com
  • Not the Amazon Apps
• Easy way for out of town friends and family to support Brent
• This Bigfoot Statue could earn the Brent PTA over $12.50
Treasurer’s Report

Amanda Catanzano
FY17-18 Brent PTA Budget

Revenue: $406,500
  FY16-17 proposed: $360,500
  FY16-17 actual: $380,226.29

Highlights:
• Annual Fund: $110K (↑ $10K over FY16-17)
• Gala: $85K (↑ $5K)
• Tree Sale: $95K (↑ $25K)
• Supply Fee $125/student (ALREADY AT 85% PARTICIPATION)

Cash on hand (9/23/17): $185,202.11; compare to $173,114.53 on 9/23/16
- Open school costs are high, fundraisers have not kicked in yet
FY17-18 Brent PTA Budget

Expenses: $ 403,452.00
  FY16-17 proposed: $390,000
  FY16-17 actual: $290,529.34
  (due slow burn rate on TP salaries)

Highlights:
• Spend more/make more (Gala & Tree sale budget ↑$5K )
• CIT Fellows Program
• Coordinator costs ↓
• Tutoring Program Costs ↑
• $25K in one-time expenses

KEY TAKEAWAY:
This is an extremely tight budget that is mapped against goals of the Strategic Plan (e.g., supports additional staff directly and via DCPS offsets that PTA takes on) and derived from careful analysis of past years’ budget & actuals.
Brent Annual Fund

Cara Spaccarelli and Christy Leavitt
Mission and Goals of the Committee

To enable the work of the PTA by raising a significant portion of its funds in a fall fundraising campaign

2017 Goals

- Participation – 90% family participation (2016-69% participation)
- Amount - $120,000 (2016-$110,000 – 1/3rd of PTA net fundraising)
- Heighten focus, shorten length of campaign – 16 weeks in 2015, 13 weeks in 2016, and 9 weeks planned in 2017
Committee Meetings and Events

In-person and phone conferences every few weeks from September through November

Campaign - week of October 9th through Thanksgiving Week

Volunteer Responsibilities conclude at Thanksgiving plus a 2 hour donation receipt stuffing party in mid-January
Volunteer Opportunities

Phone Drive Volunteers:

6:30 – 8pm, tentative Oct. 24th and Nov. 15th – we all get-together, easy script, start with your grade - very effective

6-10 volunteers needed each night

Committee Shadowing – parents from lower grades needed

Contact Information: brentannualfund@gmail.com
Annual Fund Campaign Stats

For the 2016-2017 school year, we raised $110,000

167 families gave

Various participation levels:

73 families – up to $250
17 families - $250 and up
36 families - $500 and up
58 families - $1000 and up
15 extended family and friends gave
Brent Christmas Tree and Holiday Sale

Co-Chairs: Josh Drobyek, John Fleming, and Alyson Lewis
Mission and Goals of the Committee

To raise funds for the Brent PTA, engage the Brent and Capitol Hill communities, and spread holiday cheer.

Goals

• Raise $40,000 for the Brent PTA

• Continue the amazing 6 year tradition of the Brent Christmas Tree and Holiday Sale and continue to grow the sale as a community event-involving more Brent families as well as our Capitol Hill neighbors.

• Have fun and spread holiday cheer!
Committee Meetings and Events

• The 2017 Brent Christmas Tree and Holiday Sale will be December 1-3
• Thursday, November 30th - Trees Arrive in the evening - All Hands on Deck
• Friday, December 1st - Set-up all day - Sale starts 4pm-7pm
• Saturday, December 2nd - Sale All Day from 9am-7pm
• Sunday, December 3rd - Sale All Day from 9am-5pm
Volunteer Opportunities

There are a lot of ways you can volunteer with the Tree sale-

1. **Volunteer your time at the sale!** This fundraising event is only possible because we have a LOT of amazing volunteers.
   
   a. We will need people to help unload 1,000 trees, wreaths, and garland on the evening of November 30;
   
   b. We will need people to volunteer during the day on Friday, Dec. 1 to help us set-up;
   
   c. We will need volunteers to work the sale Friday evening, Saturday and Sunday. Shifts are typically 4 hours—but you are welcome to work more than one shift!
   
   d. Volunteer jobs include—check out, delivery (we offer delivery as a service—people with trucks are always needed!); helping customers find what they need; help with the bake sale; etc.
2. Help us promote the sale!
   a. Help distribute flyers door to door in the neighborhood;
   a. Display a sign in your yard (they will be available in the front office in early November);
   a. Tell all your friends, coworkers, and family—we have people come from all over the DMV to buy our very high quality trees! People outside the area are also welcome to donate money on our website.
And Finally...

COME BUY A TREE! Or wreath, garland, winterberry, poinsettia, or Hanukkah items! Support Brent while enjoying the holiday spirit with your neighbors and friends!
Contact Information

Email: brentholidaystore@gmail.com
Josh Drobnyk- jdrobnyk@gmail.com
John Fleming john.bond.1974@gmail.com
Alyson Lewis- alysonandjeff@gmail.com
Spring Gala Committee
Claire Portolese
Mission and Goals of the Committee

Mission Statement:
To plan and hold the annual Brent spring fundraising event complete with tastings from local restaurants, silent auction, and music

Goals
• Raise $70K
• Hold an event which creates an atmosphere for the Brent community to bond over a mutual cause - our children!
Committee Meetings and Events

Recurring Meetings
  • Week day evenings at 7:30pm
    • Mid-November Kick-off
    • January Status Meeting
    • February-April as needed

Special Event(s)
  • Spring Party: Saturday evening in April
Volunteer Opportunities

• Role: Committee Chairs
  • Food & Beverage Chair
  • Auction Chair
  • Sponsor Chair
  • Class Basket Chair
  • Class Art Chair
  • Communications Chair

• Time Commitment
  • Monthly All Committee Meeting January – March (2 hours per month)
  • Weekly Meetings in April (2 hours per week)
  • Committee Chairs work on tasks on own time Jan-April (1-2 hrs/week)
    • Heavy lifting closer to the event

9/27/2017
Contact Information

Email: cmportolese@gmail.com
Subject: Spring Gala
Field Trip Experience Committee

Scarlett Utsick
Dunniela Kaufman Levin
Adi Segal
Genevieve Taft-Vazquez
Mission and Goals of the Committee

Mission Statement
Strengthen overall Brent student experience by enhancing the field experience program to align with academic curriculum, explore the diverse cultural resources available in Washington DC and to promote hands-on learning outside of the classroom.

Goals
• Work together with Brent Faculty to ensure consistency and continuity in field experiences
• Support staff to identify additional field experiences that align with curriculum while leveraging Brent’s location
• Identify and take advantage of Field Trip Grants/Funds - Featured Transportation Fees that are offered up to $700 to $2,500 per school [http://www.classtrips.com/item/110462/target-field-trip-grants](http://www.classtrips.com/item/110462/target-field-trip-grants)
Committee Meetings, planning and Communication

Re-occurring Meetings and planning:
• Document existing and desired field trips by grade.
• Leverage Brent community to identify potential field experiences
• Establish formal partnerships with museums and other learning institutions
• Designate a Field Experience Lead for each grade

Communication Recommendations:
• Follow DCPS Field Trip Guidance (required info, timeline for sharing info, etc).
• Establish routine emails to parents about trip goals and curricular links to include questions to engage students at home
• Online Brent School Calendar with all field trips updated regularly – multi-grade information
Volunteer Opportunities

• Brainstorm contacts you have that might support interesting field experiences
• Work with the teachers to identify potential opportunities that fit with their curriculum
• Apply for grants
• Outreach to potential facilitators and/or field trip venues
Contact Information

Email:
Scarlett Utsick - scarlett.deshaw@gmail.com
Dunniela Kaufman Levin - dunnzy@gmail.com
Adi Segal - adisegaladi@gmail.com
Genevieve Taft - genevievetaft@yahoo.com
The Green Team
(Grounds Committee)

Margaret Cooney
Mission and Goals of the Committee

To foster a sense of environmental stewardship and school ownership with the students, as well as with the wider Brent community. To develop a vibrant, “living classroom space” that is utilized by our students and staff, and by our science and art programs in particular. To improve our playground area, with a focus on adding more green space for open, imaginative play during and after school hours.

Goals

• Develop a multi-year strategic plan, and begin implementation
• Work with staff on incorporating student stewardship into the curricula
• Start a recycling program at Brent
• Organize community clean-up days
• Create a sustainable source of income for Brent’s “green” programs
Committee Meetings and Events

Reoccurring Meeting

• Will start with once a month
  • Reoccurring day/time TBD by committee members

Special Event(s)

• Quarterly community beautification and clean-up days
• Possible fundraising activities
Volunteer Opportunities

• Role:
  • Help develop the multi-year strategic plan
    • Monthly meeting
  • Organizers for projects in the strategic plan
    • Quarterly community clean-up days
    • Liaisons to work w/ Brent staff & students, and w/ outside groups
      • As needed
    • Recycling program
      • TBD
  • Gardeners/weeders
    • A few hours, every few months.
  • Fundraiser & other income generators
    • Planning of and volunteering at an event
    • Grant writing
      • As needed
Contact Information

Email:
Margaret Cooney – cooneym6@gmail.com
Candace Fleming – candacesigmondfleming@gmail.com
Keri Maruska – kmorisch@gmail.com
Lyndsey Medsker – lmedsker1@gmail.com
Genevieve Taft – genevievetaft@yahoo.com
Middle School Committee

Ivan Frishberg
Mission and Goals of the Committee

The Mission of the Middle School Committee is to:

• Assist Jefferson Middle School PTA
• Engage with City Council Members and the Mayor’s Office regarding the DCPS capital budget
• Support the Jefferson modernization efforts
• Provide information to the Brent regarding Middle School options
Committee Meetings and Events

The Middle School Committee usually meets quarterly as a group. There are also scheduled events with the other PTA representatives at Jefferson and its other feeder schools (Amidon-Bowen, Tyler, and Van Ness)

Special Event(s)
• City Council Engagement
• Possible Joint Fundraiser
Volunteer Opportunities

Roles:

• Coordinators: Attend meetings and coordinate actions that come from them (attend monthly meetings)

• Writers: Help prepare talking points for testimony and letters (ad hoc)

• Research: Review budget, lottery, and other trends to help inform strategy and messaging (ad hoc)

Contact Information:
ivanfrishberg@gmail.com
Outreach Committee

Diana Rubin
Mission and Goals of the Committee

Communicate relevant school news and information to educate and engage the school community and the community-at-large.
How we communicate

• School-Wide Email Distribution List
• Tues News (digital and hard copy published each Tuesday)
• Room parent distribution lists
• Facebook: “Like” Brent at https://www.facebook.com/BrentElementarySchool/
• Brent Neighbors Yahoo Group
  • Email brentneighbors-subscribe@yahoogroups.com to subscribe
• Brent Website
  • www.brentelementary.org
Volunteer Opportunities

• Website help
  • Designed on weebly, we need volunteers to help with updating the content and improving the design

• Ideas
  • Do you have ideas for how we can better communicate with parents and the Capitol Hill community? We’d love to hear them.

• Content
  • Do you have good photos? Something worth sharing to the school community? Please send and we will be happy to share it.
Contact Information

Lyndsey Medsker (Committee Chair)

Email: Lmedsker1@gmail.com
Q&A
Committee Breakouts