PTA Board Meeting – 12/11/2019

Meeting convened at 6:07pm

Attendees: Elizabeth, Chloe, Genevieve, Charrise, Nazanin, Ben, Neeraj, Keri, Margaux, Carol, Tara

Margaux made the motion to approve minutes. Keri seconded. Minutes passed unanimously.

Treasurer’s Report – Neeraj

It was reported that that the Annual Fund and the Christmas Tree Sale were the biggest money makers this month. We have exceeded last year’s fundraising goals.

The school supplies and field trip fees have hit the target.

Neeraj asked if there was some flexibility with the smartboards and curricular resources because we are at budget with these 2 items.

Carol informed the board that the taxes have been filed.

Tree Sale – Nazanin

Nazanin reported that the tree sale did well. She said it was a fundraiser and good community engagement. She said it was inspirational. There were new and alumni families together. There will be a debriefing of the event at a later date.

There will be 2 surveys via Survey Monkey to indicate how the tree sale was (after action). One will be from the perspective of the volunteers. The other will be to committee members. Genevieve sent flowers and champagne to the 3 organizers thanking them for their service. There will be new chairs next year and there should be a sit down with PTA, old chairs and new chairs to discuss next year’s strategy.

The unsold trees are resold to Fragers. There were fewer trees bought this year because they did not want to run into replenishment issues.

Annual Fund – Tara

Tara reported that we have $77,000 year to date. We have hit 100 families which is only 33%. The Thanksgiving push and the extended family didn’t yield a lot of money. There will be another push at the end of December. The push in December will have language relating to tax season. Tara would like to send thank yous out. She gave a special thank you to Denise for the 12 days of Annual Fund messages.

A suggestion was made to have Room parents send out an email encouraging parents to participate in the Annual Fund, citing the percentage of families who have already participated from their particular class. Tara explained a personal touch was used this time as opposed to percentages.

Tara reiterated that no gift is too small.

Carol suggested a flyer be sent home with the top 5 ways your giving impacts the classroom.
A graphic for Instagram to push fundraising was also suggested.

**GALA – Tara**

Tara reported that the GALA was in need of volunteers, a Sponsor Chair, and a Communications person.

**SIT Update – Ben**

Ben reported that the City sees that the modernization project needs to take place but they were focused on the $10 million that was received. The actual costs will be around $70 million. The hope is to receive $30 million this year and another $30 million in 2020. We are still in the early stages.

**LSAT – Tara**

Tara said most of the time was spent on report cards. They were looking at the format and dissecting the content. More will be said at the Parent Leadership Group.

**Listening Sessions – Charrise and Nazanin**

Charrise reported that the listening sessions went well with the African American families. She said there was a high participation rate and the goal was met. Nazanin said the information gathered would be presented to the Parent Leadership Group.

**Insurance – Carol**

Carol said to check back in January for an update.

**PTA Upcoming Meetings - Genevieve**

A goal of the PTA general meetings is to drive greater participation/engagement. Educational classes were a way to gage interest. At one PTA meeting, breakout sessions occurred and some of educational topics included sex ed, technology, and appropriate behavior. It was suggested that if some of these courses were expensive, then Brent could partner with othe schools to alleviate the costs. Below is a tentative PTA general meeting schedule with topics:

- January: State of the School
- February: Sex Ed?
- March: Chole’s idea of helping parents with academics and social skills like redirecting behavior, how to help with writing and math. By using same language and tactics at home as in school may increase learning for child
- April: Budget
- May: Quick Vote on Budget/ SIT Deep Dive (Charles Allen)

Nazanin liked the presentation that Ms Laskowski and Ms Kadash gave at one PTA General meeting. She would like to see that again if possible and not too draining on the teachers.

Tara also inquired about how content gets validated. This the reason PEP is used because they are validated already. Nazanin said Norah will need to answer that.
Communications – Nazanin

Nazanin met with Communications leads to discuss the Communications challenges. One suggestion was to prioritize emails. There is a possibility that things can go in either a class newsletter, Tues News, or Room Parent email. Nazanin mentioned again about a potential guide for Room Parent emails. Fundraising efforts can be coordinated better so multiple emails are not going around saying similar things. This is where a schedule can benefit according to some members.

The website also needs to be addressed with updated information since some content is irrelevant, old, and some functionality is not working properly. Charrise is willing to work with administration on website needs.

Carol suggested committees create a closed/secret Facebook group to communicate.

Margaux said we should be strategic with the type of content we are communicating.

Tara said we could be using social media more.

Miscellaneous

Ben brought to the Board’s attention about legislation in DC potentially mandating 10% profits of high earning PTAs be redistributed across all Wards.

No PTA General this month.

Benchmarking exercise with other PTA/PTO of other schools – meet with them in January. Best practices. Questions about what they are doing. Communications efforts – casual with opportunity to have a conversation

Meeting adjourned 7:36 pm

Action Items

Room Parent Email breaking down participation percentage. Forward this to extended family.

Meet with Denise on Communication priorities, only needing one Communication email and team not one for each individual event.