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| WHO: | Date: |
| Hardy PTO  | 9 August 2017 |
| Subject:  |
| PTO Planning Meeting |
| Prepared By:  |
| Eli Burstein |
| Attendees:  |
| Eli Burstein | President | Lauren Lin | Member at Large |
| Todd Helmbrecht | VP | Nicole Meyers | Secretary/Communications |
| Sabreena Kropp | Ways and Means |  |  |
| Amy | Treasurer |  |  |
| Jolie Helmbrecht | Room Parent Coordinator |  |  |

*Agenda*

**Roles and Responsibilities**

PTO Roles and responsibilities were discussed. A few open roles remain and parent volunteers will be critical to ensure all activities are covered.

* President (Eli)
	+ Website, Communications, Directory
	+ Directory
		- Maura handled directory previously
	+ MySchoolAnywhere
		- No plan to renew on 8/16/17
		- Sorting emails by class/grade possible without MSA
		- Using MailChimp for Newsletter/Communications
	+ Powerschool
		- PTO access to parent emails mid-Sept
* Communications (Nicole M.)
	+ Facebook will fall under Communications
		- Lisa Fico/Rebecca have admin access to share
* Creative Arts and Sciences (Jamie/Karen)
	+ Finding class representatives
		- Will previous reps continue to follow up through the grades?
* Room Parents (Jolie)
	+ Classes almost filled
		- 5th grade and 2nd grade need parents
* Environmental (open?)
* School Photographer (open)
	+ Take photos at school events
		- Second parent trails photographer to identify names
	+ Watch calendar for list of activities
		- Calendar on homepage of website
* Ways and Means (Sabreena?)
	+ Send event dates to President and VPs for q
* Member at Large (Lauren)
	+ Community Service, Fall Socials, Wellesley Parade, 1st day coffee, Beautification, Turkey Trot
		- Beautification – Look into landscaper to donate services. Give them recognition in PTO newsletter
		- Get Lauren information on who has organized Member at Large events previously
		- Create a sign-up genius to ask for parents volunteers for specific events
			* Sign up genius links to be included in newsletters
* Teacher Appreciation Luncheons
	+ 1 per grade and 2 PTO organized luncheons during school year
	+ Room parents to take responsibility
	+ Sign-up genius utilized for involvement
* **Open PTO Positions**
	+ Co-Secretary
	+ Member at Large
	+ Sustainability Liaison
	+ Grade Level Representatives

**Events Calendar**

The prior year’s schedule of events and initiatives was reviewed to determine upcoming events for the 2017-2018 school year and which parents would be volunteering for each.

*September*

* First day of school – welcome coffee for parents (Lorin Seidman)
* Back to School Night
	+ Purchase Hardy gear to show during B2S Night
* Annual appeal fundraising
* Fall Socials (Lorin Seidman)
* Fall Gathering for kids – Hardy playground (Lorin Seidman)

*October*

* Book Fair (Jamie Foley)
* Family photos (Sabreena)
* Unicef collection (Lauren)

*November*

* Hardy Community Service: Annual Cradles to Crayons donation drive
* WEF spelling bee
* Math night
* Wellesley Turkey Trot: Team Hardy Huskies
	+ Need a sign up to create team
* Pies

*December*

* All School Assembly: Young Audiences of MA/Boston Improv
* Hardy Community Service Committee and the Council on Aging (COA);Hardy music teacher Thomas Corcoran will be leading the students in a holiday sing-along with the Council on Aging.  Following the sing-along, the COA will be hosting a snow globe making event.
	+ Lauren not sure Hardy will partner with COA this year, however there will be a Holiday sing-a-long
* Toys for Tots (Janet Rixon)

*2018 events*

* To be discussed at a later meeting

**Fundraising Events**

The group reviewed fundraising events planned for 2017/2018. Proposed events are as follows:

* Pies
	+ Adding back into calendar
* Family Photos
	+ Adding extra day-session for a total of 2 days (20 families per day)
	+ $150 for 20 minute session/12 photos
* Book Fair
* Square Art
	+ Child’s art printed on various items
	+ Mother’s Day timing
* Candles
	+ Only for what is sold, leftovers returned
	+ Valentine’s Day timing
* Hardy Gear
* CPK Night
* New Ideas
	+ Action Athletics – Fundraiser to be run at their facility
	+ Mini Golf and DJ at Hardy
	+ Parent Night Events (i.e. bowling)

**Communications**

The group discussed how we improve broader engagement across communities at Hardy as well as the new tools being used for communications this school year.

* Ideas - Buddy system for families; Have multi-cultural liaison; Print in other languages
	+ Stay culturally appropriate and sensitive
* New tools
	+ New Website
	+ Mail Chimp for Newsletters
* Process
	+ Streamline communication process – official PTO communication goes through Nicole M.
* Newsletters
	+ Continue to distribute weekly on Sunday evenings
	+ Incorporate a weekly and monthly calendar for planning (i.e. assemblies)
	+ Ask Janet for school assembly schedules
	+ Next newsletter – what to expect this year from PTO and revamped communications
	+ Create more template options (Nicole M.)

**Budget Review**

The current PTO account balance sheet and 2017/2018 budget was reviewed and some cuts may be required to this year’s budget versus last based on current funds.

* Current balance 134k
	+ 18k above what we expected
* Auction total: 41k after expenses
	+ Teacher raffle proceeds to go to Teacher Discretionary fund and divided equally among classrooms
	+ Paddle Raising - $17.3k raised will go to Charlene for her appealed projects
* Proposed Budget for 2017-18
	+ -5k budget before making changes
	+ CAS budget will be 30k (instead of 34k)
	+ Directory – Hard copy has not been factored in yet
	+ Math Club – 3k
	+ Dreambox – 6k
	+ Beautification budget – hoping to barter
	+ Professional Development (cut from 4.5k?)

**Annual Appeal**

This year’s annual appeal was discussed. A successful appeal will be important in a non-auction year to ensure the PTO is able to fund our prioritized activities for both students and staff.

* Goal: 20k? Fewer families this year
* Idea to introduce Donor Levels to encourage more participation and higher donations
	+ $250/$150/100
	+ Need to determine incentives (i.e. directory, car magnet, hat, priority sign up for science night)
	+ Recognition in newsletters
* Dedicated Appeal email blast
	+ Last year’s letter to be used as starting point
	+ Prepared by week before school starts
* Share participation percentage by grade/class
	+ 1st class to reach 100% gets pizza party

**Meetings: Cadence and Schedule**

* Monthly board meetings – 2nd Tuesday of each month
	+ September 12th – First meeting
* Annual general meetings (three)
	+ October/January/May

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| Action Items  | Responsible Party | Due date |
| Sorting Powerschool Emails into Class/Grade | Eli | Mid Sept |
| Obtain Facebook Admin Access  | Nicole |  |
| Find Landscape Co. for beautification | ? |  |
| Provide contact information of parents that have organized Member at Large events previous years | Lauren/? |  |
| 1st Day Coffee arrangements | Lorin Seidman |  |
| Purchase Hardy gear for Back to School Night | ? |  |
| Teacher Appreciation Luncheon arrangements | Jolie |  |
| Turkey Trot sign ups | Lauren/Jolie |  |
| Look into multicultural family liaison | Eli/? |  |
| Obtain advance assembly notice from Janet | Nicole |  |
| New templates for Newsletters/school communication | Nicole/Eli | asap |
| Ask Charlene about Paddle raising funds (math club,dreambox,etc) | Amy? |  |
| Determine annual appeal donor levels  | Todd? | 8/21 |
| Create Annual Appeal document  | Todd | 8/21 |
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