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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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