

Westbrook + Glen Grove

PTA

Board Meeting

October 15, 2019

Westbrook 6:30PM

AGENDA

Last Meeting Follow-up

1. First Parent Ed Talk at Westbrook, writing curriculum. Curriculum focuses on meeting students where they are individually, generating growth, and building independence and confidence. Focus is NOT on perfection, but growth, which occurs when students see changes in their own work over time. At home: encourage journaling and take an interest in student's writing by asking open-ended questions: "Could you tell me about the writing you're doing at school?"
2. Will work on promoting GG writing curriculum information session next.

New Business

3. Treasurer Report
 - Results from Westbrook Book Fair in Scholastic \$ and donations: \$6,525
 - Ice Cream Social profit \$470 (versus -\$200 last year)
 - New Platinum (\$1,000) sponsor: Willow Lake Orthodontics
 - New corporate sponsorship roll out — campaign to approach area businesses with help of parent volunteers, promoting it as a partnership opportunity that is mutually beneficial.
 - Evelyn Thompson will be shadowing Treasurer role and potentially taking over in the future
 - Working on promoting Amazon Smile charity contributions, perhaps combine with Holiday Helper promotion too
4. PTA Council Updates
 - Community Engagement sessions "went well" and now D34 will target specific groups (Rotary, etc.) to increase messaging to more people in the community
 - Student Services Parent Liasons
 - Westbrook: Heidi Bicking
 - Glen Grove: Jamie Hoffman

- Kate Ahmed is also on the Student Services Council
- Aim of Student Services is to reach a wider range of parents vs. the more limited scope of former group, SNAP, which focused on specific special needs. Would like to broaden to parents with 504/IEP for anxiety and other considerations, and create opportunity for community support.

5. PTA Communication & Strategy Updates

- Heidi Bicking will be moving into Communications Director role, while Kelly Yusufi will be shifting to Corporate Sponsorship Director role
- 65% of parents not opening our emails
- New strategy - use email, FB, and flier campaign to identify parents with high interest, then push communication to them in a more focused way
 - Hope is to increase volunteer numbers and increase overall participation
- Spiritwear revelation: for next year, doing a t-shirt that combines WB and GG to promote more unity, and, will increase profitability
 - Have graphic design parent team who we can approach about the design
- Will send flier to teachers to ask what experiences they can offer for International Night Raffle
- Upcoming Events:
 - Food Drive w/o 10/20
 - Kelly Yusufi distributing fliers this week; tallying results end of next week.
 - Literacy Night 10/23
 - Your Pie Spirit Night 10/22
 - Apricot Lane Shopping Fundraiser 10/24
 - Gelfand Fun Culver's Fundraiser 11/5 12-8PM
 - Veteran's Day Breakfasts 11/11 & 11/12
 - Parent Connect Speaker: Devorah Heitner, author of *Screenwise*
 - 7-9PM @ Attea
 - International Night 11/15
- Met with Raquel Kim to discuss how PTA can increase connections with bilingual parents. Plan to invite BPAC to International Night as special guest greeters. Working on ideas for more community connection
- Kate working with Student Services to increase connection among parents with special needs and other challenges. Parent/child support. Working on strategies for reaching parents.

6. Principal Report

- Mrs. Sung reporting for WB and GG

Action Items

1. Principals

- Can the writing curriculum PowerPoint be combined with voiceover and posted online so more parents can have access?
- Parents offered ideas for additional topics for Parent Ed
 - Math Curriculum
 - Technology Use K-2, 3-5
 - Writing Lab Session for Parents
 - Social Emotional Learning In School
- Can you consider auction experience(s) for our International Night Raffle?
- Can we do send-home make-your-own- thank-you cards for Veterans Day?

2. PTA

- Jenny and Kate will have new videos about Amazon Smile and International Night soon
- Distribute fliers
 - Parent volunteer survey
 - Amazon smile
- Distribute invite for teachers to auction off experiences for International Night
- Update Bulletin Boards at both schools
- Continue to develop relationship with bilingual parents (BPAC)
- CORPORATE SPONSORSHIPS!

Next Meeting November 12, 6:30PM Glen Grove