

## **Eastlake PTSA Committee Reports May 2018**

### **Co-President-Deb Knaus & Beth Knapick:**

- Continued to try and understand all the different programs that the PTSA offers by volunteering with the Textile Drive, the Welcome to the Pack Event and the Anxiety Parent Ed this month.
- Met to review and update the Standing Rules and Mission and Goals for the 2018-2019 school year. Will bring updates and changes to the monthly board meeting for discussion and then to the Membership Meeting in May to approve.
- Attended monthly meeting with Chris Bede. Discussed ways that the PTSA and the school can partner to build a Parent Ed curriculum that syncs with the school's curriculum around key areas.
- Deb attended the monthly LWPTSA Council meeting.
- Beth attended the EHS Accreditation meeting representing the EHS PTSA and parents.
- Met with the Budget Planning Committee to draft the 2018-2019 budget.

### **Standards of Excellence-Clea Morehart:**

**Secretary-Liza Wallace:** Nothing to report.

**Co-Treasurers-Haven Scholz & Ed Keith:** The financial report was sent under separate email.

### **Financial Review-**

**Grants-Nancy Colburn:** Karen Guinasso updated me on the grants. She said most are spent, though she thought there might be a few small details on a couple of them yet. The final three waiting to be spent include the security camera, heart rate monitors, and the robotics parts. She said the camera needs to be installed by the facilities department, so she's checking on that with Lori Rowe. The heart rate monitors are awaiting a software license, which is under review and needs LWSD approval. I don't remember that being an issue in the application. I'll find it and take another look. I sent an email to the robotics club to find out if they're planning to use their money soon.

I'll check in on those that are completed and see if any are left to do a few more stories for the email.

### **Scholarship-Susan Ossinger:**

**VP of Membership-Jen Fowler:** Nothing from membership

### **VP Volunteers-Jay Pulacode:**

- Attended the board meeting.
- Worked with the different chairs to get their volunteer requests out to the As Needed list.
- Sent out emails to the As Needed volunteers as requests came in.
- Continued recruiting board members/chairs.
- Helped the teachers send out the volunteer requirements through our newsletter, website, and emails.
- Attended the Welcome to the Pack night. Recruited for a few open positions. Had the incoming freshman parents sign up to volunteer on "As Needed" basis.

### **Student Recognition- Andi Stuart:**

### **PTSA Awards & Recognition-Aileen Sabbatani**

### **Reflections-Michele Simmons:**

**Co-Staff Appreciation-Sarah Frankum & Ann Jacobs:** Teacher Appreciation Week is May 7th – May 11th. We have something planned every day and this will be our last set of events for staff appreciation for the school year. Here is what we have planned:

Monday 5/7 – coffee cart (6:30am-8:30am)

Tuesday 5/8 – healthy snacks in staff lounge (water bottles, fruit, energy bars)

Wednesday 5/9 – Taco bar for last staff lunch

Thursday 5/10 – Healthy breakfast (yoghurt parfaits, fruit, juice, coffee, etc)

Friday 5/11 – Principal Bede surprise

Hard to believe the school year has gone by so fast!

**Projects Chair-Julie Sanders:** Textile Drive: Normally I'd be giving you information on how many pounds of textiles we brought in and how much we made. I do know that between the two weekends we had 380 bags donated of textile. Unfortunately the company is dragging their feet and don't have this info. yet. The PTSA presidents know about this. Update per Natalie at Northwest Center: At .20 per pound that comes out to: \$1,292.60

We will ready a check as we did last year.

This will be the last year that we offer payout for collections unfortunately. We are closing our fundraising program.

We will still be able to provide on-site donation collections with our truck services.

Welcome to the Pack: Unable to secure food trucks – not enough notice or they declined. We need to give them 2-3 months in advance. I forgot about this event thinking about Textile and I had no reminders until 2 ½ weeks before the event. Instead, I sold pizza, water & cookies with volunteers. We made \$315.00 in sales. The PTSA also fed about 140+ student volunteers that night for free. We had 36 pizza, 350 cookies, 96 bottles of water. The cost of all the food was \$362.11. We were able to get beads from the student store for \$20.00 this year which I'm covering costs on. We also had a bit of paper expense but I'm covering that as well. Next year we'll need \$50 for beads & \$30 for paper expenses. I will expense this stuff for reimbursement sometime next week. I didn't have enough time since I leave town tomorrow.

**Co-VP Ways & Means-Cherene Dodge & Ajay Chakrapani:**

**Co-Mock SAT/ACT-Agni Bhatt, Miglena Penev & Amy Taricco:** Mock tests for this school year have been completed. Huntington will not be able to provide the testing for next year. Amy is exploring the options with Kaplan for next year.

Kaplan is offering 1 SAT, 1 Mock and 1 ACT/SAT combined (50% of each test to compare how you do in both tests).

This combined test is something new we are offering. We are not sure how parents/students will respond to this test. We are hoping more freshman/sophomore kids will be motivated to take this test.

2017-2018 Mock ACT/SAT Income: \$ 9,725.00

2017-2018 Mock ACT/SAT Expenses: \$1,087.50

**Co-Holiday Bazaar-Jill Corriveau, Traci DiStacio & Gigi Predmore:**

## **Fundraising Drive/Matching Gifts-**

**Low Effort Fundraising-Nancy Colburn:** Nothing new to report.

**Recognition Wall Tiles-Alice Kirkwood:**

**VP Communications-Bobbie Cont**

**Co-Website-Patti Tornquist, Deanna Carter & Natalie Wells:** Busy, busy, busy! We (mostly Natalie!) are doing all the background work for our eventual migration to Office 365. She was able to transfer the domain ownership admin@ehspts.org. That enabled updates to the configuration so that Office365 will verify the domain is ours. In turn, this allowed creation of 55 (!) new accounts with temporary passwords ready to go, and we will start sharing them to build up the document storage. These accounts can sign in and use the new Sharepoint site, but as we agreed – email is still via Bluehost. We plan to do "the big switch" to use email @ehspts.org accounts exclusively on July 1 (or whatever other date the board agrees on) to reduce disruption at this busy time of year and do it at transition time instead.

Next step, after OneDrive content is copied to Sharepoint, is to send out all the accounts & passwords and ask exiting board members and chairs to contribute whatever content they may have and will be useful to their successors.

A new mailbox called ask@ehspts.org has been created (currently on BlueHost) and it is forwarding to Patti. The public web site "contact us" email has been modified to this new one. This will help identify where a question comes from.

In planning for next year, we've identified a few "jobs" in communications. This list of "jobs" can then be mapped to people, not necessarily 1 to 1 but more along the lines that works best.

Content "Czar" – receive requests for our channels and perform initial planning/follow up resulting in a plan of what content should go on which channel at what time. This includes verifying quality of information, fixing errors, acquiring consent in case of student images etc.

Content Publishing: Web – responsible for public web site content organization and structure. Generates "home pages" for various areas as needed and support area owners to own their content.

Content Publishing: Facebook – responsible for managing content on the PTSA Facebook page, and responding to posts, comments and messages via Facebook.

Content Publishing: Wolf Tracks – responsible for arranging content and publishing our weekly newsletter. Works with the web publisher to ensure links are available to expanded content.

Web Master – runs the web site, manages users, OSP subscription and addresses site issues. Generates e-commerce interfaces (packets) and registration as needed. Generates reports for committee chairs to use. First response to "Contact Us" questions from the web site.

Office365 Admin – manages the Office365 assets, email accounts, SharePoint site and Office Forms surveys and forms. Supports PTSA board members and chairs with training and guidance on how to use.

**Social Media-Julie Deutscher:** Page stats: 677 followers. Please help us reach more parents and students by

1. Liking, commenting and sharing our posts.
2. Asking your EHS, IMS and local elementary school friends to follow our page and to share relevant posts.
3. Tagging @PTSAAEastlakeHighSchool in your relevant social media posts. That will bring to my attention info, events and news to share!
4. Emailing post/event/share ideas to socialmedia@ehspts.org.

Please rate our FB page!

We received our first-ever rating on our Facebook page and it appears to be from a disgruntled student. He rated us a 1. Will you take a moment to go on our FB page and give us a 5-star rating? It will make our page a happier one to look at – and more accurately reflect who we are! Thank you!

Most popular posts in April:

1. Textile drive (4/14), reached 414 people.
2. Senior Send Off (4/12), reached 330 people.
3. Crystal Clear College Planning class (4/26), reached 334 people.

Our post reach is now regularly low due to the change in Facebook's algorithm earlier this year. To reach more people organically (meaning without paying Facebook), we need to have interaction with our posts. The more people who like, share and comment, the more people our information goes out to. Without post interactions, our stuff won't show up in many folks' newsfeeds.

Events is where it's at!

I've been creating more "event" posts and they reach more eyes! Top events for April:

1. Anxiety in Teens (4/25), reached 1.1K.
2. Annual Textile Drive (3/8), reached 2.2K
3. Welcome to the Pack Class of 2022, reached 302.

**Emergency Prep Lead-Michele Heidorn:** Emergency prep met with Todd Apple last week. We talked about the logistics of picking up, storing and redistributing the backpacks in the classrooms. We cleaned up the container a little and took out some expired items. An order has been placed with Amazon to replace those expired items. We will then determine over the summer how much more we will need to replace and purchase.

**Emergency Prep Chair-Maura Deoliveira:**

**Co-Special Needs-Amy Verrall, Susan Kang-Smith & Margaret Rogan:**

**Eastlake Angels-Lisa Davis:**

**Pantry Packs-Tallee Whitehorn:**

**Co-Senior Send-off-Carlene Camera & Renee Baker:** We are on track for completing our sign ups and final preparations for SSO. We believe our final attendance number is 259. We are still on the search for chaperones for the evening. Promotions for same are out this weekend in WT and WWU and Facebook. The final invoice for our 250 minimum has been paid and once we submit our final numbers the accounting will be adjusted

**Baccalaureate-Agni Bhatt & Shuba Iyer:**

- Baccalaureate invitations have been mailed to senior families. Staff and teachers also received their invitations at school.
- We have so far received \$1,540 online donations for baccalaureate.
- We had two audition days at school. Frances Garcia is working with students who have been selected.
- Ordered battery operated candles for the event.
- Sign up genius has been set up and posted for recruiting volunteers.

**Senior Apparel-Michelle Bickford:** Nothing from uS!

**Community Liaison-Heidi Schmedding:** Nothing to report

**Legislative Chair - Karen Allyn:** I held voter registration 3 days during lunch the week of April 16-20.

**Parent Education-Lynn Freedman:**

**Middle School Liaison - Deb Knaus:**

**Co-Senate Rep-Karen Cox & Missey Kirchoff:** Really nothing to report from Senate.

**Community Service-Julie Olson:** Lots going on this month for Community Service- trying to increase visibility for the program in the weeks before the deadline to submit hours on May 23rd. Our PTSA communications team has been fantastic. I've definitely been receiving more emails and questions so I think the word is getting out. I've also been getting information coming in for spotlights from parents and coaches. Please put Day of Service on the calendar for the meeting- May 19th. Sign up details are on the PTSA website.

**Nominating Committee-**