

PTA Board Meeting September 10, 2013

Attendees: Amysue Kashubara, Elaine Thomas, Carrie Allerdig, Cheryl Wyrick, Anisah Rasheed, Kimberly Terry, Danica Kelso, Sima Bhakta, Tracy Roberts, Kelly Shay, Priscilla Daniel, Christy Stream, Ashley Callicutt, Steph Mitchell, Annette Pittman, Vijay Kumar, Jodi Kolada, Paula Gormley, Melissa Jardina, Keisha Johnson, Andrea McLean, Michelle Wright, Laura Strange, Mary Sao, Anessa Burgman, Kay Shaver, Jeff Robinson, Sarah Moxey, Shannon Hall, Elvia Ramirez, Rinson Ramirez, Suzanne Dilday, Wendy Brewer, Stephanie Mardis

Agenda:

1. Introductions - President

- a. Round the Room - PTA Board Members & Guests/Ice Breaker

2. Standards of the Meeting – Secretary

- a. Guests are welcome – encourage to bring people to learn what we are doing; However, only PTA Members are able to VOTE

3. Treasurer Reviews Budget

- a. Starting the year off with \$17,000, and planning to end the year with \$10,000
- b. Goal is to fill in gaps that budget cuts have left
- c. Budgeted \$200 per certified teacher to spend in their classrooms over the year, \$100 will be given in Oct., with a second installment in January—as long as fundraising goals are met. Teachers could select a gift card from Target or Michaels, or order on-line and be reimbursed.
- d. Focus for 2013-14 School Year
 - i. 6 More iPads for School – every grade level will have one
 - ii. Supplement “Office Supply” costs that were cut with recent District Budget cuts
 - iii. Increase funding in Teacher Appreciation (which we’ve combined WishList and Good Cheer Committee – Joint Efforts) and Beautification
 1. Reimbursement Process – Gift Card
- e. Fundraiser Goal Budget – Details To Be Discussed by Elaine – But, by adding payment options online and credit card acceptance we hope to increase revenue
- f. Seeking ways to reduce printing cost, moving to an e-mail system with all forms being sent electronically
- g. Budget to present at General Meeting—see attached

4. VP Ways and Means

- a. What are the KEY FUNDRAISERS to meet Goals
 - i. Spirit Wear – Focus to make this a Top Fundraiser
 1. New Products and Logo – Create a reason to buy NEW!
 2. Credit Card option at tables and online
 3. Spirit Wear has already sold more since August than it did all last year
 4. Another Spirit Wear order will be placed
 5. Clearance Event will be held to sale all old stock
 - ii. Milky Way – It’s coming BACK – November—goal is to raise \$14,000
 - iii. Marketing / Corporate Sponsors /Community Partners (Spirit Nights, etc)
- b. Membership - Minimal Financial Return – Only \$2
- c. Attractions Update – Current Sales vs. Goal; Will assess if we will continue this fundraiser- Survey in Newsletter
 - i. 120 books have been sold out of the goal of 400 to date

5. VP of Education

- a. Kindergarten Pot-Luck review
- b. Fall Focus
 - i. National Walk to School Day—October 9th
 - ii. Q1 Reading Celebration—November 8th
 - iii. Reflections—children have the opportunity to participate using different media
 - iv. 5th Grade Fundraiser Chair – Help Teachers with fundraising campaign to support 5th Grade Trip
 - 1. Character education needs additional volunteers
- c. Character Education – IS ONLINE!!! Check out the New Website and links

6. VP of Service

- a. Student Directory
 - i. Forms and Online
 - ii. Electronic Version vs. Printed Version
 - iii. Needs help entering information into the spreadsheet
- b. Staff Appreciation
 - i. Good Cheer & Teacher Appreciation
 - ii. NEW Program: Adopt-A-Teacher
 - 1. Promotion and Roll-Out at Open House – VOLUNTEERS NEEDED—all staff members will be adopted, this is around 100 people total
 - a. A favorites list has been sent out by Dr. Burgman to all staff members
 - iii. Yearbook—is in need of someone who will complete/coordinate the Yearbook for the year

7. President's Focus – Hand out of Calendar thru December

- a. Increase Communication – While avoid getting “Tuned Out”
 - i. Website update – Main Resource and leverage for Marketing
 - ii. Newsletter – Still in “Pilot” phase
 - 1. Review stats for Newsletter and Facebook
 - 2. Another Outlet to leverage Marketing funds
 - 3. Determining Frequency – Weekly, Bi-Weekly – Needs to be consistent
 - iii. Social Media and Emails are managed by President until processes can be created – then will search for Committee Chair
 - iv. Add more formal “General Meetings” – November 1st one, with Guest Speaker—a survey will be sent out to learn about additional topics of interest
- b. Streamline Efforts – Worker Smarter – Not Harder; Get the Best BANG For our Bucks!
 - i. Looking at Organization Chart – Do we have Duplication of Efforts?
 - ii. Social Media Capability – Can some of our efforts be offered online?
 - 1. Marketing Capability for local partners – Ex.; Spirit Nights
 - 2. Expand Audience outside of PTA Members – Include all families
 - 3. Use reports from Social Media tools to track who is interested – How many “Likes”, etc

- iii. VolunteerSpot.com
 - 1. Encourage Committees and Board to continue this new Online Process by recruiting with websites – Offer links on Newsletters and Website – Easy way for everyone to check status and see updates
- c. Marketing/Sponsorship Strategy
 - i. Create Marketing Strategy to leverage Social Media accounts with local retailers and vendors
 - ii. Solicit sponsors
 - iii. Partnership with School that No More Flyers in Monday Folder (TUNING OUT) – and refer inquiries to PTA
 - 1. Important and Required to maintain credibility
- d. Teacher Appreciation
 - i. Gift Cards – Website Reimbursements (to Replace Study Island)
- e. Committee and Board Communication Standards – Work thru your VP first

8. Dr. Burgman Report Out

- a. Feedback on recent and upcoming events—Dr. Burgman thanked the PTA for the wonderful Kindergarten potluck and the teacher breakfast at the beginning of the year.
- b. District and/or State Focus/Initiatives for year—The goals for Guilford County and Claxton this year are a focus on: Literacy, African American learning, Multi-tiered support systems, and Personalized learning (aka; L.A.M.P.).
- c. Update on Media Center
- d. Currently 625 students are enrolled; the projection for the year was 587. A new Kindergarten teacher will be assigned to Claxton to help reduce Kindergarten class size. There are currently 26 regular education classrooms, and 2 self-contained classrooms.

9. Guest Speaker

- a. Gerald Gleeson—Director of Maintenance for Guilford County Schools
 - i. A new compressor will be installed in order to ensure consistent temperature control in the media center. The compressor should be functioning completely by 9/11/2013
 - ii. Greensboro Roofing has inspected the entire roof of the school building. The roof is in year 19 of a 30 year projected lifespan. Minor repairs to the roof have been made to ensure that no water is entering the building. The maintenance team will re-inspect the school after the next significant rainfall to ensure that there are no additional leaks.
 - iii. Guilford County Maintenance acknowledged that the conditions in the media center were not acceptable and were taking efforts to find a permanent solution. Speciality teams have been sent to the school to provide moisture testing in order to have a proactive strategy to safeguard our school.

10. General Questions or Comments

11. Close of Meeting