

PTA Board Meeting

July 19, 2011 6:30 p.m.

Present were: Cheryl Walker, Angela Russell, Deron Davis, Lil Miller, Kamilah Konrad, Tanisha Arthur, Valencia Justice, Shelly Hart

1. Cheryl opened the meeting and presented gifts of appreciation (PTA calendars) to all present.
2. Deron amended the green and healthy portion of the June minutes. The change is in the 4th sentence, which should read: "Committee experienced staff roadblocks last year related to measurement of environmental footprint." Minutes were approved as amended.
3. Finalizing PTA welcome packet for Orientation next week.
 - a. Office staff (and hopefully volunteers) will be stuffing Thursday and Friday for orientation.
 - b. Shelly presented draft of newsletter and got feedback of changes, additional information. Final draft will be copied and folded at an office store and will be delivered to school Wednesday or Thursday.
 - c. Green and healthy also putting in the snack and party guidelines as a separate hand out
 - d. Membership Form will also go in (has been updated). We want to make a brand/logo of the 100% campaign. Maybe we will also use the Georgia PTA "JOIN US" theme. There was much discussion of incentives for people to join and how to create benefits for classes to meet their own participation goals. Last year no class reached 100%. Is there a financial benefit we can offer (a free parenting class, raffle, old-logo t-shirts, a chance at something big (a flip camera like we used for box tops last year or Nintendo DS))? We should budget for incentives for membership. Perhaps offer a class party for highest memberships even if not 100%. Could we use a visual chart (like a thermometer) to track membership. We can offer discounts at movie night, free fall festival tickets, etc. We do have to be careful of the revenue trade-off. In budget, we have \$500 for incentives for right now, but we could vote to amend if needed. Kiss and Cry was under membership budget last year, but may be under parent involvement or something now? The incentive we decided to focus on first is "If you join at Orientation you get 1 hour of volunteer time." We have to clear with administration first (send an e-blast through the office so everyone gets it if approved). Another incentive we should advertise is free childcare during PTA meetings. We hope to come up with new

benefits for those who join each month in an effort to encourage more people to join each month on an ongoing basis.

- e. Angela will have her own parent involvement sheet separate from membership.
 - f. We will have a table during orientation, but we will focus just on membership. Later we will have chances to sign people up for specifics through the parent involvement forms and at the first PTA General Assembly meeting.
4. Parent Involvement: Cheryl presented Involvement info from PTA conference from East Cobb Middle School PTSA Volunteer Form. Could do it with Survey Monkey instead of paper version. Cheryl has a program/electronic version. Our school seems to be very paper driven, but right now there is no central person in the office to send things out. Angela needs info from everyone about what volunteers are needed and when. Email Angela Russell with volunteer needs tomorrow. So the form can go to Ms. Bryant in the school office by Thursday. What level of detail? Committee/subcommittee kind of level.
5. Information was shared about Orientation. Mr. Stephens will give a talk about Handbook, Uniforms, Volunteer hours, passing out packets and carpool numbers. We need to be welcoming at the beginning. It is unknown if there will be childcare. As parents arrive at orientation, invite them to meet members of the PTA, enjoy light refreshments (provided by PTA), and bring \$5 to join to earn a volunteer hour.

At meet and greet and at first PTA meeting have people sign up for involvement. Angela will also provide a sign-sheet for each classroom for Meet and Greet to help parents volunteer to be room parents and to help with other tasks in the classroom.

Cheryl mentioned that she would like to have one school-wide calendar with important dates for everything (PTA, Board meetings, SAC meetings, Parent-Teacher Conferences, Breaks) that we can distribute. If we can get dates today/tomorrow, they can go on the calendar in the packet for orientation.

6. Wesley Birthday Party idea needs to be tabled for now. Allen Mueller has sent an email that says according to DOE we are not projected to make AYP, but it is not final. According to everything we can see ourselves on CRCT and attendance, it looks like we should have made it. We are going to hold off on having a big party until after charter renewal and AYP.
7. General assembly meetings will be scheduled in August, September, January, March, May, with the May meeting being incorporated with something else (like a school play) if possible.

8. Valencia shared that Title I will be doing some stuff for parents about reducing test anxiety this year.
9. Konrad presented Budget, Treasurer's report, and notes.
 - a. There is a question of whether Joel Gerber got his extension month paycheck. Deron will check with him and then follow up.
 - b. Do we need this \$500 in budget for corp sponsorships (for software we aren't using)? Vote to scratch it and reallocate the money. Instead, move some of the money to community involvement. We should follow the 3:1 rule: three fundraisers to 1 education, community service, or similar event. Give some of the \$500 to special events for something that is on the 1 side of the 3:1 rule (Cheryl suggested \$250).
 - c. Add \$20 to business administration fee for fee had to pay to sec of state for change of name.
 - d. Dues and subscriptions: \$60...what is that for? If not needed, move to something else.
 - e. Technology drive: \$5,000. Smart Boards were proposed, but there is concern that there is not proper technical support in place given some of the recent staff changes. Traveling ones don't tend to last as well either. Do teachers really want them? We need a task force and to also ask Ms. McConnell as our teacher rep. We don't have a technology person to coordinate servicing or training in place at the moment. We already have 12 iPads and don't seem to know the best ways to deploy them. Valencia suggests keeping the money in the budget, but we may need to use it in some way we don't even know right now.
10. Money handling policy. No one can leave an event with money this year. Two counters are required.
11. General Assembly Meeting notes: Need to change bylaws to change names and line items that say the name and rate increase for state and national dues. If committees want to make a report or presentation, let Cheryl know.
12. Date was set for Holiday market, 1st weekend of December. Suggestion was also made to offer holiday babysitting service as a membership incentive.
13. Meeting was adjourned.