

Center/Hale SPTO Meeting

Tuesday, March 8, 2022

AGENDA

In attendance: Ross Mulkerin, Maureen Mazzone, Kara Killough, Sarah Morgan, Kate Forrestall, Jennifer Conner, Elisabeth Mathieu, Alicia Frigon, Ilana Gordon-Brown, Govind Mudumbai, Kate Schoon, Kelly Melcher, Megan Foy, Carolina Messinese, Erin Bearfield, Rachel Balian, Alison Lamkin, Torsten, Kat Copeland, Faith Weeks, Kristen Kendall, Kelsey Burpee, Mallory Sidorchuk, Michela Mather

1. Principal updates

a. Hale

- i. End of year 8th grade celebration will happen as “typical” this year.
- ii. 8th grade dance will happen – PTO does help.
 1. Ilana will be looking to form a committee.
 2. Looking to see if the woman who did décor for Halloween Dance may be interested in helping out. Kate will put Ilana in touch
- iii. Working on Teacher Appreciation as well. Last year, was food only due to Covid
 1. Looking for ideas of what could be done for Teacher Appreciation week in middle school, please share!
- iv. Kyle would like to have PTO fund a few items coming up:
 1. Tablets for coding club
 2. Gift cards for student awards at the end of the year
 3. End of year experience for 8th grade students and teachers
- v. If meeting times end up fluctuating, Kyle will likely be able to join

b. Center

- i. Working on transition planning
- ii. School council improvement plan being worked on. Will mirror Superintendent work
 1. Family engagement and communication
- iii. Optional masking is going smoothly
- iv. Mascot revealed last week with children.
- v. ACES will take place on the back field
- vi. Field Day will be happening. Working with PTO on volunteers.
 1. Final date coming up this week
- vii. Fifth grade celebration planning is coming up.
 1. Last year was outdoors. Can go back indoors, but last year’s event was very well received.
- viii. Teacher appreciation is happening late May (Week of 23) due to MCAS

2. Officer Updates

a. Open Positions

- i. Michela Mather – will email the SPTO, volunteered to take on Treasurer
- ii. Melissa Coffaro is working toward recruiting for people for her role.
- iii. Secretary role is also open if anyone is willing to step in.

3. Committee Updates

a. Project Prep

- i.
- ii. Contact info to volunteer
- iii. Jenny Wu normalcat42@gmail.com or (603)706-5750.
- iv. Sign up link: <https://signup.com/go/vaOeVJU>

b. STEAM

- i. First event on Friday.
- ii. Seven total events planned for the end of the spring

c. Fundraising

i. Update on goals (as of 2/17/2022) –

1. Center Goal \$20,000 → Goal surpassed! \$24,038.50, @120% of goal

- a. NFF \$17,286.27 (86% of goal), more still coming in
- b. Halloween Dance \$2,355.75 (12% of goal)
- c. Family Photo Shoot (check not received yet) \$1,905 (10% of goal)
- d. Charleston Wrap \$1,888.70 (9% of goal)
- e. Sweet Tomatoes \$305 (2% of goal)
 - i. If we wanted to do monthly, could break it into days. Hale/Center nights?
 - ii. If anyone has more ideas on how to do this so it doesn't overwhelm the restaurant, email Maureen at Maureen.mazzone@gmail.com
- f. Amazon Smile \$72.28 and Box Tops \$225.50 (1% of goal)

2. Hale → \$3,194.31

- a. NFF \$2,334.31, more still coming in
- b. Family Photo Shoot (check not received yet) \$555
- c. Sweet Tomatoes \$305

ii. Merchandise

1. Center

- a. Maureen to send out details for a Google Meet next Tuesday 3/15 to all those who signed up to help with apparel sales and fundraising team this year (others can send Maureen a note if they'd like to join, maureen.mazzone@gmail.com)
- b. Free ACES shirts for all students (with new mascot!)
 - i. Working on cost to ensure we can afford to provide this
- c. New mascot gear available on store website

- d. Items for sale at the end of year picnic
 - e. Would like to have some portion of fundraising that automatically goes to a fund that allows the PTO to provide apparel for anyone that cannot afford to pay for it.
 - 2. Hale
 - a. Optimum Sportswear provided sample site for Hale
 - b. Mr. Grady has suggested adding gym shorts and beanies
 - c. Would like to explore warm up suits for teams going forward because this option is not available in the current school “store”
 - iii. Staff Appreciation Week
 - 1. Potted plant with support from The Botany in progress
 - 2. Lunch / Breakfast donations in discussion
 - 3. Chalk purchased
 - 4. Budget - last year we supplemented with an email blast requesting donations specific to staff appreciation, will we need to do this again?
 - iv. Teacher Conferences
 - 1. Thanks to all who volunteered when we made a plea for last minute support!
 - 2. Most items were donated, minimal expenses to be submitted to Kyla for reimbursement
 - v. Event we are co-hosting with district PTOs/PTA and SEPAC: Taking Care of Parents presentation on March 31 at 7pm via zoom
 - 1. Dr. Robin Batika
 - 2.
- d. Social
- i. Talent Show – Saturday, March 26
 - 1. Late notice, but had to get auditorium rebooked
 - 2. Sign-ups have already happened.
 - 3. Deadline is March 18
 - 4. Need volunteers to help with concessions, signage, DJ, etc.
 - 5. No focus this year for Fundraising. Do we have any ideas?
 - a. Set aside funds to provide school apparel for students who wouldn’t be able to get otherwise.
 - b. Music teacher may also want Ukuleles for the classroom
 - 6. Ross will send out an email specific to Talent Show
 - ii. SPTO Facebook Page Report: March 2022 Meeting
 - 1. **Number of Total Page Likes:** 495 (the number of people who attach their name to our page as a fan)
 - 2. **Number of Total Page Follows:** 512 (the number of people who choose to receive updates we post in their news feed)
 - a. *Likes are good. Follows are better.*
 - 3. **Number of Posts Since Jan 1, 2022:** 14
 - 4. **Average Post Reach Since Jan 1, 2022:** 362 (aka, the number of people who saw our post at least once)

5. **Post(s) with the Highest Reach in Feb/March:**
 - a. Initial Posting: Pizza Fundraiser (Feb 17th: 595 people reached)
 - b. Center's Got Talent (March 4th: 542 people reached)
 - c. Reminder: Pizza Fundraiser (Feb 24th: 533 people reached)
 6. **Posts with the Lowest Reach in Feb/March:** any posts during February Break (0 people reached)
 7. **Timing of posts:** We tend to post around 10 am ET and get the most views around 5pm ET
 8. **Take-Aways:**
 - a. Posts with images get more eyes
 - b. Posts with images that convey information get more eyes (aka the Pizza Fundraiser). These posts get an average reach of 443 people, an average of 23 clicks on the post, and an average of 18 shares/comments/reactions
 - c. Posts meant to be generally useful ('things to do over Feb break') don't get views.
 - d. Sharing posts to relevant groups (ex: Super Stow Moms 411) help get views
 9. **To consider:** do we want to allocate a small budget (\$15-\$20) to see if boosting posts creates more engagement?
- e. End-of-Year Picnic
 - i. Will have a bigger agenda in April with an all-call for volunteers
 - ii. Stow police will attend from 4:30 – 7:30 PM
4. New Business
 - a. Teacher Involvement
 - i. Do we want to have a working session with teachers to get some ideas on how best to engage with teachers
 - ii. Could we do a listening group twice a year with PTO Board to get information from the teachers
 1. Possibly do at the end of the year?
 - b. Amazon Wish Lists
 - i. Kara pulled together for the nurses request for clothes this week. It worked
 - ii. Has created wishlists for every teacher. Want to figure out if this is something that a teacher would want.
 - iii. There is an editing link and a buying link.
 - iv. Would be added to the room parent guide
 - v. Another item to talk with the teacher group
 - vi. Kara will work with Ross and Kyle to start next phase of discussion of how we may set this up.
 - c. Need a new accountant/CPA to do our tax filings
 - i. Elisabeth will talk to a non-profit bookkeeper to see if she knows anyone
 - d. New meeting time next month, 8pm. Consider rotating lunch and evening time meetings?

5. Vote in February 2022 Meeting Minutes
 - a. Approved