

Center/Hale SPTO Meeting

Tuesday, April 5, 2022

AGENDA

In attendance: Elisabeth Mathieu, Tony Wang, Jackie Spataro, Ilana Gordon-Brown, Ross Mulkerin, Jennifer Wu, Brooke Harrison Bell, Maureen Mazzone, Cindy Haddad, Alicia Frigon, Kara Killough, Kate Schoon, Kat Copeland, Dana Green, Kelly Melcher, Sarah Morgan, Briar Biddle, Melissa Coffaro, Christian Jackson

1. Principal updates

a. Hale

- i. 8th grade dance – June 10. Move up day is the following week.
- ii. 8th grade trip to Boston will replace the DC trip. Will offer scholarships through PTO if needed.
- iii. Will continue to do lunch outside for the foreseeable future when weather permits. Mr. Grady may be reaching out for help purchasing picnic tables.

b. Center

- i. Principal site visits are complete, moving toward decision prior to April break
- ii. School council election will be looking for another new rep coming up. Will be looking to have PTO run the vote
- iii. Field Day – June 15. Will still need volunteers
- iv. Fifth grade celebration, June 17. Will move inside if it's raining.
 1. Will remain simple like last year

2. Officer Updates

a. Open Positions

- i. Center co-chair – working on it
- ii. Treasurer – have found someone. Kyla onboarding her this week.

b. Still need an accountant for next year.

3. Committee Updates

a. Project Prep

- i. Have not had many teachers take us up yet on this, but there are volunteers in on Wednesdays and Fridays

b. Talent show

- i. Successful – great attendance in both shows.
- ii. Raised \$2000 – will cover the cost of music department ukuleles
- iii. Next year, will need someone to run the food aspect of it. Leftovers from the second show.

c. STEAM

- i. We are having some good programming coming in. There's enough money for each grade to book two programs this year.

- d. Fundraising
 - i. ACES shirts being distributed for free to all students
 - 1. Room parents sent out emails to parents looking to collect shirt sizes.
 - 2. Pre-school children will also be included in the t-shirt distribution
 - ii. Apparel sale
 - 1. Hale – site will go live this week
 - 2. Center
 - 3. P
 - 4. Will have a markup on items, which will go toward fundraising and funds for those students unable to afford products
 - 5. There is no minimum order
 - 6. Will now do mass distribution for Hale rather than ship to home. Shipping costs are too expensive.
 - 7. Center products will be distributed at end of year picnic.
 - 8. Will aim to have some items available for purchase at the picnic
 - 9. Spring Fest may be another good place for sales and distribution
 - iii. Staff Appreciation
 - 1. Initial communication via room parents
 - a. Went out this week
 - 2. Draft menu of events
 - a. Plant gift from The Botanary
 - b. Gift card from Pleasant Café to everyone
 - c. Working on breakfast and lunch options for teachers
 - d. Keeping door decorations from room parents
 - 3. Budget
 - 4. Note for the future: SPTO should think about when there is an event for both schools, we need to be mindful of sharing in all that our community has to offer.
 - iv. Volunteers – school does not require parent volunteers for this event
 - v. Sweet Tomatoes pizza fundraiser, will now do monthly.
 - 1. Center and Hale will be on different nights
 - 2. Can buy gift cards on that day and you will still allow money to be directed toward Stow PTO
 - 3. Center will be first Tuesday of the month
 - 4. Hale first Wednesday of the month
 - 5. First month raised \$600
- e. Social
 - i. Social Media usage updates
 - 1. **Number of Total Page Likes:** 498 (the number of people who attach their name to our page as a fan)
 - a. This increased by 3 people this month
 - 2. **Number of Total Page Follows:** 515 (the number of people who choose to receive updates we post in their news feed)

- a. This increased by 3 people this month
- 3. **Number of Posts Since March 1, 2022:** 22
 - a. Compare this to 14 posts between Jan 1 and end of Feb 2022
- 4. **Average Post Reach Since March 1, 2022:** 287 (aka, the number of people who saw our post at least once)
 - a. However, our page reach increased by 37% month over month
 - b. Our number of page visits increased 58% month over month
- 5. **Post(s) with the Highest Reach in March, 2022:**
 - a. Initial Posting: Center's Got Talent (March 4th: 568 people reached)
 - b. Center's Got Talent Sign Up Reminder (March 16th: 548 people reached)
 - c. Center's Got Talent Ukulele's (March 18th: 444 people reached)
- 6. **Post with the Lowest Reach in March, 2022:** Reminder about HS Community Meeting (March 30th: 83 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 focused on Center's Got Talent had the greatest reach and had the highest levels of engagement (including reactions, clicks on the post, and shares)
 - b. We need to continue to grow the number of follows to ensure we are showing up in people's news feed
 - c. We have utilized FB more since January 1, 2022: Consistently posting relevant, useful updates helps ensure our community sees us as a trusted source of information
- f. End-of-Year Picnic
 - i. DJ, Stow Police, Port-a-Potties, Face painting, ice, games
 - ii. Looking for a team of volunteers to help pull all of this together
 - iii. Biggest issue is around money to pay for everything.
 - iv. Will reach out to Jen Morhouse to see if there was a budget for the previous event
 - v. Zoom Planning session April 28 @ 7:00 PM
- 4. New Business
 - a. Should we be putting together a budget at the beginning of the year?
 - b. Timing
 - i. Think about what the meeting time should be going forward
 - ii. Let's move to 8 PM for May meeting and see how it goes
- 5. Vote in March 2022 Meeting Minutes - Approved

6. Next meeting May 3 @ 7:00 PM