

## Executive PTSA Meeting Minutes

**Dated: 11/7/16**

### ***Individual responsibilities:***

Michelle—Will talk with Susan Chapla, and Laura Orr to arrange a time to review the Flyer School App.

Jodi—Will help Lindsay stuff, label, and stamp letters

Trina—

Dawn—

Lindsay—Will help Jodi stuff, label, and stamp letters

Rhonda--

Cathi—Will talk with Susan Chapla, and Laura Orr to arrange a time to review the Flyer School App will write letter to send to companies that donated to Silent Auction.

**Notes: Flyer School App was presented by founder Zuben Bastani-** App overview- Offers more than the typical email/social media/website communication. Need something to “push” parents important info. Custom app for school- Imagine a lego analogy- the app is the green starter board, and the app has “blocks” that can be built onto it or removed from it as needed. There is no personal info- no login- no barriers for use- needs to be easy to use or it won’t be used. All you do is download the app, and it’s ready for use. School staff can use just as easily as parents. Will be updated for all school use and PTSA use. Has short, frequent bursts of info rather than long... Friday folder portion goes to “news feed”. Banners can change for major events as often as weekly, but monthly recommended so every user has a chance to see the banners several times. Parents can report attendance, fill out permission and registrations, surveys, payments. Can advertise for volunteer needed events- including sign up, request, and can connect to Sign up genius. Can connect to calendars- drive’s your calendar into the app to make compatible throughout all formats- android, apple, google calendar. But can select specific things that are important to individuals so they only see what is important to them. Can access lunch calendar, staff directories, classroom pages, curriculum, grades, transportation, afterschool care, social services, homework, books. Also has a “brick” for School Outreach to community- allows referrals from parents to their friends or acquaintances to promote the school and promote good online reviews. Most important thing is that this app is CONVENIENT- ALL YOU NEED FOR SCHOOL COMMUNICATION IN ONE PLACE. Relatively new company- only been around for 18 months- does have positive online reviews (4.9-5.0 stars). Kullerstrand

Elementary school in Jeffco uses the app already- can contact them to see how they are liking it. We need to take time to discuss pros and cons, and meet again with Zuben sometime before January PTSA meeting so we can have a general vote then. Need Susan and Laura to see what app is all about. Benefits to school- 70% use by parents by 6 mo mark. 30% reduced calls and emails to office. Save avg 5 hrs wk with newsletters, web and social updates. Fewer data entry errors, less checks, cash, fraud. Increased referrals. PTA/family benefits- 25% increased PTA membership. 5-10% raised sponsorship. Builds community. Multi-lingual phone access. Simplified communication. personalized messages. Pricing involved- for elementary- \$1495/yr. Translation- \$250 additional/yr. Weekly banner update- \$250 add/yr. registration forms- \$250/yr. Outreach/promotion- \$250/yr.

**Credit card for PTSA use**-not possible bc 2 signatures are required.

**Silent Auction results/feedback & move to April for 2017-18 school yr.** -Income so far is \$16,644.01- Expense so far- \$5488.70. Still need to pay \$1800 for African Safari. Right about at \$9500 total net after remaining adjustments. More work to do for Auction, but it is more fun work than the cookie dough sales. Also, we keep much higher amount of Auction money than we do of cookie sales. School population is done with cookie sales- do not want to bring that back. End the Auction in groupings next year so people who are watching items don't have to watch all of them at the same time for closing- spread it out. Westin was sub-par- no signage- hard to find the room- Candles weren't lit- They were still setting up when people were arriving- table skirts weren't on. Need to find different venue for next year. Will send "Thank you" cards/letters to all companies who donated. Cathi will make letter and print. Lindsay and Jodi will stuff, label, and stamp letters for sending.

**VP additions for next year**- need board position descriptions to promote needed positions and all that they entail.

**Additional**- Trina had great idea to make a "room parent" list- can add to the student directory next year. Also, please take a few moments to write a letter for the safe walk to school grant/city of Arvada.