

Ann Richards PTSA June 19, 2017 Meeting

Attending: Kris, Arturo, Jessica, Mark, Kim, Dayna, Melissa, Jane, Josie, Charlie and Christina

Meeting opened at 9:30

2016-17 Year In Review

Goals from June 2016 were to engage student members in PTSA and increase participation at our General Meetings and consider revamping the meetings

2016-17 Successes & Challenges

Golf Tournament – was a huge success and brought in \$26,000. Event coordinated by PTSA subcommittee (Sonya 2015 president, Charlie, Melissa, Kris with help from Mr. Ruiz, Spanish teacher). Donors were very generous as it was a 10 year celebration and was shared with donors as one time event, there was a lot of work to get this functioning.

Fall 6th Grade Parent/New Student Night and separately Back to School Night – big event where PTSA does a lot of communication and explains “enrichment fees” (how PTSA fund supports the entire student class). This is a major sales event for all PTSA products and used uniforms. PTSA products are ‘spirit’ items like bumper stickers, and branded shirts and jackets. PTSA used uniform sales are NOT a fundraiser and are to support all students.

Homecoming – PTSA supports the “Tailgate” efforts, Dad’s club grills and food is distributed and girls plan the Dance – which PTSA gives budget for. Homecoming committee of students decorates the cafeteria and plans the dance. The volleyball game is the homecoming game, and is always a Friday night game and PTSA does an early dinner in Courtyard during 4 to 6 PM. Alumnae are invited to game and introduced at pep rally before game and there is a Homecoming Court.

Tamalada in December – wasn’t as well attended in 2016 as past years; subcommittee plans and has always been mostly Diana Nenque. PTSA has always funded this event.

ARS Showcase – middle school fair off-site in January and one at ARS with a PTSA information and “ask a parent” table

February PTSA Parent week – PTSA rep welcomes parents to event and “tacos for Dads” and “Muffins for Moms”. Learning walks are done at this event.

Logo Sales – this year’s sales were over \$7k and \$3300 went to girls accounts. Tea towels and hats this year were the items. These accounts are then usable for the girls to reimburse themselves for college related expenses.

PTSA Scholarship – The selected senior was Clio Holman and she came and spoke at the academic achievement Trustees Awards. The unused funds from the graduates college related expense account is put into the Scholarship fund.

Senior Breakfast – it was the day before Graduation in 2017 and this worked well. PTSA work is to support setting up the event and speak to the parents.

Banner Fundraiser – this was a huge success in 2016-17 and Susan spent a lot of time and effort on this fundraiser.

May General Meeting (social) got cancelled

Successful in really having General meetings that were meaningful and had good information for parents

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Parent Appreciation monthly for all faculty and also for specific appreciation weeks (Custodian, Counselors, Admin etc) – Melissa ran this on volunteer spot and it is always a huge positive that the teachers and staff thank us for often

Hopes for 2017-18 (brainstorming)

- Events where families, siblings, and students can come to school for celebratory events
- Communication and marketing/branding effort to have all our platforms be more unified
- Continue to improve using the Weekly email “update” for clear parent engagement- identify some consistent language “family event” “parent event”
- Recruitment – need strategy and how we are doing it personally and what does PTSA participation look like in ‘non-community school’ – how do we engage parents not at General Meetings
- Develop Facebook and website to better show events, have video, allow PTSA engagement and feedback.
- Connecting Parents to parents is major goal.....
- Learning Walks in both Fall and Spring Semester – maybe have parent lead some learning walks this year
- Maybe have a Learning Space tour at another parent event – Back to School
- Need to support the Banner sales and help tie up the Banners when they are printed
- Need to refile our ByLaws with Texas PTA; requires updating the ByLaws in the fall with approval at General meeting
- BEFORE AUGUST 1st - Transition to one systemic online database for membership, fundraising, Committee and Scholarship – PT Avenue or MobileARC are top candidates.
- Succession Planning for each person’s role on Committee – goal is to find and train your replacement

Discussion of ARS PTSA Goals & Roles of Committee

Discussion of focus of PTSA work and whether we want a mission statement

Goals for 2017-18

- 1. AISD Bond in November**
- 2. Student Engagement**
 - a. Kris will identify a rotating student representative to attend specific Executive Committee meetings
- 3. Communication**
 - a. Database implementation
 - b. Update social media and website with a marketing strategy
 - i. Develop consistent presentation/look for different media aligning with ARS brand
- 4. PTSA Internal Systems**
 - a. Update Bylaws
 - b. Develop succession for each role
 - c. Implement the database and create clear instructions for future executive members
 - d. Develop plans of work for each role, committee and event

First Draft of 2017-18 Calendar

Summer

Jane will coordinate online committee to get a recommendation for purchase; Christina and her husband, Josie, Art, Lori and Dayna. Need to get recommendation by July 8th and identify someone to purchase the selected software.

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Jessica will develop a draft ARS PTSA mission statement that includes communication and parent and family connection and making sure that PTSA supports the five point mission of ARS and share with Executive Committee by email

August

August 1st – First Executive Meeting at 5 PM at ARS

August 10th – or around then – College Night for Seniors – need parent of graduates

August 17th - 6 PM - Sixth Grade Back to School Night – need uniform & spirit Sales, Parent info need English & Spanish

August 18th Friday – Teacher Appreciation lunch – Melissa will set up Volunteer Spot

September

September 5th – Executive Meeting at 5 PM at ARS

Back to School Night – not yet set by AISD; likely to be week of 18th in evening – all hands needed – uniform and spirit sales and parent information section of the event. General Membership meeting at same time

Homecoming Tailgate in late Sept/ early October date to be determined – need cookout volunteers

October

October 3rd – Executive Meeting at 5 PM at ARS

October 4th – Parent Learning Walk 9 AM to 11 AM

October 10th – General PTSA Meeting – 6 PM – at ARS – Social Media and Becoming a Blended One to One Campus

Appreciation – TBD

November

November 7th – Executive Meeting at 5 PM at ARS (also elections day)

November 14th -8:30 AM –Principals Coffee

December

December 2nd –Saturday 9 – noon – Middle School fair at a campus in AISD to be determined

December 9th – 9:30 AM to 11:30 Saturday - Tamalada

January

Appreciation Event – Staff Appreciation Dinner/lunch date to be determined

January 9th (second Tuesday) – Executive Meeting at 5 PM at ARS

January 20th – Saturday 8:30 to 11:30 -ARS Showcase at ARS – PTSA buys tacos for teachers

January 22-25 – General Meeting date with Pathway Night

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February

February 5th-8th – Parent Involvement Week – parent walks with PTSA presence – February 7th or 8th at 9 AM

February 6th – Tuesday 5 PM Executive Meeting

March

March 6th – Executive Committee Meeting at 5 PM

April

April 3rd - Executive Committee Meeting at 5 PM

April 10th Tuesday at 6 PM–General Meeting at ARS (Bond Planning or TBD) Business needed- Elections for 2018-19, Announce Audit Committee, and Approve 2018-19 Budget

New Student Orientation – Saturday date TBD – uniform and spirit sales

May

May 1st – Executive Committee Meeting at 5 PM

Teacher Appreciation and Nurses Appreciation

Plans of Work and Projects

Kris and Diana will get binders for new members, and think about options to make communication better.

Jane will coordinate online committee to get a recommendation for purchase of a Database for PTSA; Christina and her husband, Josie, Art, Lori and Dayna. Need to get recommendation by July 8th and identify someone to purchase the selected software.

Jessica will develop a draft ARS PTSA mission statement that includes communication and parent and family connection and making sure that PTSA supports the five point mission of ARS and share with Executive Committee by email

Josie will take on “editing’ role on ARS Master Calendar to ensure PTA events have well fleshed out description and links if possible for more information or to volunteer, Kris will set her up for editing

Jessica will send info to Leticia and Christina and Melissa about clear magnetic tags that can be printed – then updated as needed in future.

General discussion about strategies to improve communication was held. Options include personally connecting parents to events and volunteer opportunity; connect them to Leticia via the VP email- VPRecruitment@arsptsa.org.

At August 17th Sixth Grade Night – maximum 10 minutes during presentation for what is 6th grade at ARS; Josie will coordinate getting name tags or badges; all Executives wear 10 year anniversary shirts; have social media setup with flyers; have an event calendar of annual events.