

Hearst Elementary School PTA E-Board Mtg
Sept. 5, 2018

Attendees: Heather Rothman, Christine Galano, Amanda Provost,
Deb Dasgupta, Jeremy Evans, Susan Chun, Charles Greene, Ashley
Boyle, Beth Prince, Jen Thomas

1) Communication Strategy Discussion

a. Update from Jen on Communication Policy and Platform
Use

Ms. Hinchey is going to be taking on communication for Hearst on
the various platforms. Ms. Hinchey is now here full time. We
have logins for everything. She's updating the website and
school-related pages. Will put pieces that were in the parent
handbook up there. Anna Porteus will continue posting PTA stuff.

Idea - coordinated messaging.

2) Kaizen Enrichment Management Update

Amanda - We need to talk about the contract - Kaizen went from
being free to a \$5K management fee. And then a \$10 per-kid
registration fee totaling up to \$15K. We had \$20K set aside.
\$15K is Mr. Ibrahim and the \$5K was Claire.

Got Kaizen to agree to do it for \$5K this year.

3) Owl Fund Update

Christine - keeping the \$750 encouraged amount per child. Taking
out that range of something down to \$1. Anything that you can do
and leave it open. Then adding in more concrete examples.

What should go out from the teachers?

We need one solid communication to go out on all sites and
backpack flyer.

Teachers to add a mention of it to their weekly updates.

Start Monday the 17th.

Creating as many venues as possible - checks, online. Susan to
set up a Venmo account. Look into Paypal too. Maybe Square as
well. Kay Parry and Elham Dehbozorgi taking the lead again.

4) Volunteer Update/Upcoming Events

Off to an awesome start.
Open Houses still needing someone to coordinate all four.
Auction - three co-chairs - Alison MacMillan, Allyson Baker and David Kligerman.

David Dickinson - E-Cycle. October 20
Holiday lunch - Beth Pershing, Anne MacMillan.
Kay Parry and Elham are doing the Owl Fund again.
Teacher Appreciation - need someone to spearhead that.***
Gear - hoping to receive JPEG files of the Owls. Custom Ink buy it yourself and profits partial back to school. Ms. Prince and Ms. Boyle are leading.

Sell Gear on Back to School Night is important. Deb and Susan to do BTSN sales.
Deb - Community Dining Night - Nandos in beginning of October.
November - Potomac Pizza or Guapos or Cactus Cantina.
Holiday Lunch is Dec. 21st

Screen on the Green - Sept. 28 - Mary O'Neill is shepherding.
Outside vendor instead of DPR vendor. Food Trucks expected.
Parents Night Out - hope to do one again this year.
Possible Trivia Night - with parents and teachers. Thursday is best.

5) Smart Board Maintenance
Looking to sign a contract. Money - No DCPS employee can sign a contract. Susan Chun on behalf of the PTA can sign a contract with a vendor for SmartBoards. Ms. Johnson identified one vendor and PTA has a line item in its budget for this.

7) Operational Model/ PTA Funds Update
Susan - How to Get reimbursed: In by Thursday evening, checks by Monday. Email response between two business days.

5-Min PTA Funds Showcase - Susan or someone else to discuss at PTA meeting what the funds are being used for. We'll also post on Bloomz and have testimonials from teachers.

Perhaps the monthly discussion from teachers could include this information.
Ms. Boyle to do the Oct. 10 meeting.

8) September PTA Meeting Logistics

30-Min for PTA meeting.
Intro board
Owl Fund
Plug for Upcoming Events
Advertise community meetings

Food for PTA/BTSN -
Because it's a short meeting, we won't do food for parents.
Susan will handle the pizza and water ordering for the kids but
cannot do it going forward so need someone else to handle.