



President's Report

November 30, 2009

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Membership

Hugh Dennis, the Vice President, and I had a planning meeting. At that meeting we addressed the idea of expanding the role of our Membership Committee and dividing the committee's focus into Recruitment and Retention. Recruitment would entail the current Membership responsibilities --- advertising the membership form, tracking membership, formulating the membership list. Retention would focus on current member outreach --- planning a Holiday Membership Brunch/Lunch, hosting membership discounts at local retailers, and other events aimed at demonstrating the value of membership in efforts to retain members for subsequent years. This month we plan on discussing this issue further with our current Membership Chairs.

Yearbook

Nolvia Herrera, nolviah@live.com (301-335-8859) has agreed to chair the Yearbook Committee this year. I have placed her in contact with Priscilla Geisler, from Memory Books, who will assist her in coordinating the effort. This will not incur any PTA costs. All costs will be covered by those families placing orders (similar to the way our school pictures work).

Communication

I have created a email list of all PTA members (those with email addresses). We will be sending email reminders of the upcoming PTA meeting in an effort to once again improve and expand on our communication.

We are also looking into the procurement of lawn signs advertising the PTA meeting. Three signs are needed to place at each of the three entrances to school grounds.

This month I plan to meet with our Outreach Liaisons in order to discuss the plan for the second part of the year.

Document Archives

The Monthly Reports are now posted on our webpage. I am keeping past reports under "Documents Archive". This will allow a "paper trail" for those that will serve in leadership roles next year. We went from 2 submitted reports in September to 5 in October. This is an improvement and I will continue to work with Committee Chairs and Officers to encourage the submission of these reports. They are required as per State/National PTA guidelines.

In addition, I will be posting the Procedure Manuals for Committee Chairs on the webpage. Procedure Manuals include information on the management of PTA committees including but not limited to the translation of literature into Spanish, the procurement of an interpreter for events, the room reservation process, and general Chair requirements. In the past these have only been available in paper format. By creating an electronic file, I hope to once again lay the foundation for future years.

Mid Year Review

In keeping with our goals for this year --- outreach, community, cooperation, and volunteerism --- I plan on creating and distributing a PTA evaluation form. The paper survey, with an electronic option, will allow the FKES community of parents and staff to provide the Executive Board with their perceptions of the PTA thus far this year. We hope to glean how well the PTA is meeting our community's needs, what areas need more improvement, and which ones should be applauded. The survey will lay the foundation for the Executive Board's mid-year review as we plan for the second part of the year.

Additionally, I plan on attending the December Staff Meeting to "check in" with our Teachers. The survey will be introduced to our staff at that time.