

ICCSA Districtwide Parents' Organization
November 9, 2016

Attendees: Ben Brozene, Jenni Mettemeyer, Jackie Milian, Angela Lyons, Amy Rande, Paul Roesler, Shawn Eyestone, Angela Pitkin, Ben Hill, Marisa Keeney, Carol Joriman, Kerri Goers, Tea Ho, Jen Kruse, Laura Broffitt, Betsy Miller, Shwetal Vyas, Denise Seabold, illegible, Ellen Sweet, Marla Swesey, Susan Brennen, Stephan Murley, Stevie Toomey, Janeen VanEft, Valerie Hoffman, Liz Firmstone, Matt Degner, Juile Eisele

Representing: Van Allen, Wickham, Longfellow, Hills, Lemme, Coralville Central, Shimek, Garner, NCJH, Liberty, Hoover, Weber, Kirkwood, Horn, Penn, Wickham, NCJH, Mann, City, SEJH, West, Lucas, Transitions-CAPSTO, Lincoln, ICCSD School Board, ICCSD Admin

- I. Gathering at Coralville Central began at 11:30. Lunch was provided by Coralville Central PTO.
- II. Call to order
 - A. DPO Co-President Tea Ho formally welcomed those present.
- III. Principal Andy Gahan presented an overview of the school.
 - A. 469 students from Pre-K to 6th grade attend Coralville Central. There are 3 sections in grades K-2, and 2 ½ sections for grades 4-6. There are 40 students in the ELL program.
 - B. The school was under construction for 18 months. Upgrades include new geo-thermal HVAC system, new doors and security system, new windows and shading, new gym floor, an elevator was added, computer lab expanded, new chairs, tables and desks, new paint and flooring throughout the school.
 - C. Artwork displayed in library was donated by parent Jill Graham, photographs printed on canvas of students at the school.
- IV. Co-president Tea Ho welcomes the attendees to participate in the Open Discussion portion of the meeting.
 - A. Longfellow librarian is hoping to organize a book fair for at risk youth. Schools can help by donating books or book fair credits. Please contact Longfellow teacher librarian, Michelle Morey, morey.michelle@iowacityschools.org
 - B. Skyzone in Cedar Rapids hosts schools fundraising events, with 20% of proceeds going to the school.
- V. DPO Officers Report -

- A. President Tea Ho alerted the group to Any Given Child membership cards that were available at the meeting. Any Given Child represents a partnership between The Kennedy Center and ICCSD to improve expose to the arts for all children.
- B. Secretary
 - 1. October meeting minutes were circulated for review and approval.
 - 2. DPO Representatives were reminded to submit contact information. Forms include contact information for participants and should be returned to the DPO Secretary or emailed to dpoiccsd@gmail.com
- C. Treasurer is still awaiting the \$40 DPO dues from several schools. Checks payable to the DPO and payment submitted to: Marisa Keeney, DPO Treasurer, 320 Fox Run, North Liberty, IA 52317.
- D. Past President: No announcements
- E. Foundation –Susan Brennen
 - 1. Dine out for Schools raised a record amount of over \$10,000.
 - 2. Run For The Schools attendance was down 20% this year, final amount raised to be determined and announced at a later date.
 - 3. The visiting author this year was local author, Delia Rey. All ICCSD 5th and 6th grade students were able to receive a signed copy of the book Here Lies Linc, partially due to a generous anonymous donation. Here Lies Linc is set in Iowa City.
 - 4. School of the Wild completed its last week of the fall session. It will pick back up in the spring.
 - 5. Makerspaces are being installed in secondary schools across the district.
 - 6. The 8th graders were taken on a field trip to Hancher to see Step Afrika! This was due to the results of a survey conducted by Any Given Child, which indicated the 8th grade level was lacking in arts initiatives, particularly dance.
 - 7. The 4th grade students were taken to City High School to watch the Symphony.
- F. School Board Representative - Paul Roesler
 - 1. Busy time for board
 - a) Science Curriculum is in review
 - b) Academic Achievement data is incoming and will be reviewed and analyzed.

- c) Upcoming work sessions will be held on November 22nd. Topics discussed will include GO Bond projects, Facility Master Plan (FMP), transportation, and community liaisons.
- d) Four members of board will travel to Des Moines to attend the State Schools Board convention.

G. Superintendent Report-Steve Murley

- 1. Planning trips to Des Moines, working with UEN to create a calendar with dates for advocates to visit capitol.
- 2. Election results could potentially mean big changes for school funding. It is anticipated that we will know more about the potential impact of this after the meeting with representatives starting in January.
- 3. Thought Exchange results and demographic info will be returned and reviewed in December.
- 4. FMP to be reviewed in January, admin to suggest any changes at this time. Admin can inform public about GO Bond, but cannot advocate for it.
- 5. Working with auditor to move as many voting sites as possible out of schools. Secondary schools not as big a concern as elementary sites. Sites must be in the polling district and must be a public building, which is why it is sometimes necessary to use schools. A brief discussion of both the benefits and challenges to the public and schools ensued.
- 6. Concerns were voiced about functionality of Thought Exchange; district agrees and is working on it.

VI. Presentation: Tips and Tools for PTO/As

- A. Ben Brozene presented options for “Institutional Memory” to assist in coordination between both members and future PTAs. Please refer to attached chart for suggestions
- B. Shawn Eyestone discussed fundraising currently occurring at several of the schools. There was an open discussion and sharing of fundraising ventures between school representatives that were present.
- C. The third segment of the presentation focused on PTA recruitment and participation.
 - 1. It was found that often PTOs do not fully reflect the diversity of the school population.
 - 2. A survey found that issues with PTA participation included: Fundraising fatigue, a general sense that it was

every school for themselves, waning enthusiasms, and concerns that school efforts were competing with district efforts. The survey also found that many individuals did want to be involved but there was an impression that the PTA was a selective group.

3. Suggestions for increasing participation included PTO newsletters which included staff profiles, Facebook page, “Fieldtrips” to a meeting site off school property, and using PTO meetings as a venue for the discussion of other topics relevant to the school and students such as a review of the math curriculum.

4. Helpful suggestions shared by participants included provision of both pizza and childcare at meetings, scheduling a meeting with orientation to the school for Kindergarten parents, providing a “New Parent Information Sheet”, and the release of an agenda prior to the meeting.

Respectfully Submitted,
Kerri Goers & Jenni Mettemeyer, DPO Co-Secretaries

Co-Presidents: Tea Ho and Mary-Kate Pilcher-Hayek
Co-Presidents Elect - Tara Sterba and Brad Kelly
Past Co-Presidents - Ben Brozene and Shawn Eyestone
Co-Secretaries: Kerri Goers and Jenni Mettemeyer
Treasurer: Marise Keeney

Next Meeting: December 14th, Garner Elementary, 80 Birch St, North Liberty
Topic: Grant Wood Area Education Agency

FUNDRAISING	Description	Website
Amazon Smile	An account can be set up with Amazon to give a percent back to a registered school/organization	http://smile.amazon.com/gp/chpf/about/ref=smi_aas_r edirect?ie=UTF8&*Version*=1&*entries*=0
Online Store	A third party option for selling spirit wear type products online to minimize the in person amount of volunteer time needed.	http://www.kollegetown.com/
Credit Card Reader	A device that can be attached to a mobile device to allow credit cards to be used to purchase items.	https://squareup.com/ https://www.paypal.com/us/webapps/mpp/credit-card-reader
Catalog Sales	A traditional approach to fundraising by selling items out of a catalog. Typical items are frozen foods and holiday wrapping paper. More companies are pushing the online sales vs. the door to door soliciting.	https://cherrydale.com/
Online School supplies	A third party company that allows teachers to input the school supplies lists and parents can order the entire batch or selected items from the list online. Items are then shipped directly to the families. The PTO group receives a small portion of the profit as well.	https://www.schooltoolbox.com/
Turn kids art into keepsakes	There are multiple companies that will take pieces of art the kids have made in school and recreate it on things like notepads, coffee mugs or mouse pads. This can be done with help from the Art teacher at school for themed type work or can be done individually.	http://www.artsonia.com/ http://www.originalworks.com/
Box Tops	Send in box tops for education labels and receive \$0.10/top	http://www.boxtops4education.com/about
Book Fair	Staff and run a book fair (Scholastic provides all books, shelves and cash registers) to earn money or Scholastic dollars for every purchase	http://www.scholastic.com/bookfairs/

ONLINE DATA STORAGE	Description	Website
Dropbox	Dropbox is the first and most popular cloud storage option. This option is not created by or tailored to any of the major operating system providers. If your PTO has members that use a variety of different devices this is probably the best choice.	www.dropbox.com

Google Drive	If you do not already have an account with a google service (Gmail, YouTube, Google+) you will need one to edit documents in Drive. You can view items in Drive without a google account, depending on how the Drive is set up.	www.google.com/drive
OneDrive	Very similar to Google Drive. You will need a Microsoft/Windows account to edit files stored with OneDrive.	onedrive.live.com
iCloud	Apple version of online storage. Their security features make things more difficult to share an account than the other available options. But if Apple devices are popular in your PTO this is something to look into.	icloud.com

VOLUNTEER RECRUITMENT	Description	Website
Sign-up Genius	Signup Genius is a free online software tool for volunteer management and event planning.	www.signupgenius.com
Doodle	An online scheduling tool that can be used quickly and easily to find a date and time to meet with multiple people. First you suggest dates and times for your event participants to choose from, and then Doodle creates a polling calendar that can be sent to participants for feedback.	doodle.com
Facebook	Start a closed or public group for your PTO/A	facebook.com
Survey Monkey	Design surveys to poll your members	surveymonkey.com

For more information on the ICCSD's fundraising policies, please refer to the ICCSD Affiliate Organization Handbook.

http://www.iowacityschools.org/files/_TDISH_/ebf440d9d4c482673745a49013852ec4/FY2017_Affiliate_Organization_Handbook_8_1_16.pdf