

Willard PTG Meeting
May 6, 2019

Attendance

Denise Carleton, Liz Colgan, Jennie Garofalo, Peony Keve, Janet King, Matthew Lucey, Meagan MacNutt, Kristin Martines, Candace Root, Alex Ruhmann, Susan Wagner, Erika Woodhouse

- Approved minutes from April 1st meeting.

Principal's Report (Matt Lucey)

- Family Reading Night was spectacular; there were about 40-50 people in attendance. The Spelling Bee also had about 40-50 people there, but it was a different group of people. The takeaway is that the PTG is doing a great job of meeting the many needs of our whole community.
- Kindergarten Registration went well.
- Next year there will be a new format with full-day Kindergarten on Thursdays, which will allow the same opportunity for learning without putting undue financial strain on some families.
- Willard will be presenting to the School Committee three times in the coming weeks: 1) the School Improvement Plan, 2) the work that grade 5 teachers have done with a small group of our girls — reading books that highlight universal access for girls' education around the world, which has been proposed as a podcast and presented to NPR, and 3) the Rivers & Revolution curriculum.
- David Piper is switching Grade 3 music curriculum this spring to drumming instead of using recorders as originally planned after receiving some negative feedback about sanitizing and reusing recorders, which was his experience in Cambridge. He will put together a plan for next year – maybe families will be given a choice to use a washed and sanitized one, or purchase their own.
- Work on diversity and cultural competency continues — we had an author visit who wrote “Waking Up White” and some of her thoughtfulness will be incorporated into the Willard curriculum next year.
- Some hiring is coming up — seeking candidates who will support our school community, demonstrate a readiness to teach, and may be non-traditional candidates.
- Retirements have been announced: Liz Merrill, Kate Mullen, and Barb Magee.
- Matt will plan to report back to Kim Rivers that next year's 5th grade committee is going to be in touch about service day next year.

Recap of the Month (Alex Ruhmann and Susan Wagner)

- Janet King has been doing an awesome job staffing up for next year — we are way ahead of the game with respect to the other elementary schools.
- Several events are coming up: Science Fair, Field Days, Carnival, Volunteer Appreciation.
- Gwen Shipley is working on the school supplies website; it will be rolled out in the next couple of weeks. There will still be an option to purchase your own supplies, plus option to donate for families in need.

Communications (email update from Samantha Jaddou)

- In regards to the Willard Weekly, Kathryn and Sam have discussed 1) reaching out to the non-regular newsletter openers to understand what's preventing them from opening the newsletter and how they are learning about school events, and 2) the idea of having the whole school opt in/out for the Weekly each summer so the PTG has a more accurate distribution list with clean data

- There are plans to rework the website. Sam and Kathryn are fielding the survey this week to collect user goals. Kathryn will be working on the content inventory of the current site, then based on the user goals we collect we will know what to keep and how to prioritize the remaining content. In the next few weeks Sam will be reaching out to get the PTG credit card info to set up the new site.
- The group should discuss whether we want new color palettes and/or new images for the new site.
- Next year there will be a submission form for Weekly posting requests.
- High profile events should have campaign strategies.
- Communications Committee is planning to build a Blurb/Blast inventory in the Google Drive so that content can be reused year after year.

Before and After (Denise Carleton)

- Thoreau has fully transitioned their Before and After programs to Concord Rec at this point. Feedback is that it's going great, but is more expensive.
- Willard is not currently offering as many programs, but people seem happy.
- A flyer should go out to families early in the year soliciting interests/talents for programs.

Fundraising (Peony Keve)

- Annual Appeal raised \$34,144 (goal was \$34,000), which is especially awesome considering we didn't have the opportunity to make the pitch at Back-to-School Night in the beginning of the year.
- Alex, Susan and Janet called a meeting with everyone involved in fundraising efforts — Annual Appeal, Raffle, Carnival — to understand the details of our fundraising efforts. Carnival appears to be a significant effort for the amount raised — it requires too much time from volunteers at a busy time of year. Board agrees that if Carnival doesn't exist in its current form going forward, there should be “something” in its place in the spring; there still needs to be some sort of community event, plus we need to figure out a way to raise the \$10,000 that has traditionally been associated with Carnival. One idea is to increase sponsorship opportunities, i.e. electric car at Science Fair.
- Discussed putting together a Fundraising Committee and brainstormed a couple of ideas: 1) hold a silent auction at the parent social and 2) sponsor other events, i.e. things that do not cannibalize the Annual Appeal, but also don't tax the same group of parents over and over again.
- Board is in agreement that the Carnival Committee should be revised.

Social Events (Meagan MacNutt)

- Meagan will email Samantha and Kathryn because she hasn't received any RSVPs yet for the Kindergarten popsicle party — it's a possibility that RSVPs aren't being directed to her. Meagan will ask Matt to send a blast since we don't have email addresses for new Kindergarten families; she is also planning to submit something in the Weekly for current families with incoming Kindergarteners.

Carnival (Erika Woodhouse)

- Cake Walk has changed its name to Cake Dance — it has been rebranded and planned so that the concept can also be used as a one-off at future events.
- Beat the Bucket is gone this year, so there will be a slime machine instead.
- Everything is on track for permitting, i.e. food service workers and raffle.
- Quiet space is being hosted by Concord Rec.
- Concord Library is participating this year — they are hosting a bookmark-making craft and will be promoting their summer reading program.
- Staffing email is going out today/tomorrow.

- Ticket-tearing party details will be communicated soon.
 - \$1,350 has been raised so far through sponsorships.
 - We need to think about what we are going to do with all of our supplies for Carnival — they may need to be supplied at Willard instead of with Viking.
 - Discussed taking inventory of supplies for all events — maybe we keep a master list of everything in storage, and that way certain items can be used interchangeably for different events.
 - Given the change in format after this year, Janet needs to consider staffing needs for the potential new spring event, i.e. chair of new spring event, plus another volunteer for the silent auction. Susannah Benner is on board to do the raffle. Janet reached out to Heather Martino about combining solicitations and sponsorships.
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- Board approved revised PTG By-Laws.

Budget (Kristin Martines, Alex Ruhmann, Susan Wagner)

- Board discussed proposed 2019-2020 budget.
- Board approved proposed 2019-2020 budget.