

Oxford PTA Meeting Notes
Coffee with the Principal/PTA Meeting
5/20/16

Meeting called to order at 8:10, PTA Co-Presidents, Treasurer, Secretary, SGC-PTA Liaison and Principal along with 12 additional PTA members were present.

-Minutes from the April meeting were approved as distributed.

BSEP - An update was given by Nina Cohen about the BSEP measure.

-A discussion ensued about potential counter-arguments in addition to the known benefits. Activities Oxford might be asked to engage in to campaign for the measure in the fall were also briefly mentioned.

-A motion to endorse the measure was made, all presented voted YES. The motion passed and the Oxford PTA formally endorsed the BSEP measure (Since the meeting, the PTA council was notified of the vote).

Strategic Fundraising Plan – Kimberly Gregg introduced the Strategic Fundraising Plan that she and Kirsten Tobey have been working on, presented in a document titled, “Fundraising Activities in 2016-17”

-A new focus on direct-ask fundraising will add a community-wide direct ask to the one-more-month campaign in the fall.

-They will consider adding ‘challenge grant’ –style matching incentives if they can find donor families.

-Emphasis will also be placed on optimizing corporate matching and shop and give programs.

-An effort to make messaging at the start of the year more effective will also be made.

-Whether or not to continue the auction next year remains a question, based on amount of work, negative comments about lack of inclusiveness, lower-than-expected volunteer participation/enthusiasm overall *and* depending on how much money is actually raised.

-Beth noted that next year, they will have an African-American family group and her hope is that this group will be able to help bridge some gaps and find more ways to increase feelings of connection to such fundraising efforts.

Events Calendar – Aida introduced and distributed the updated events calendar for the 2016-17 school year that Nina Cohen has been working on.

-Efforts have been made to ensure that no events conflict with school holidays and/or cultural or religious celebrations.

-Winter Fair is not on the calendar because not enough people have stepped up in the past and there is significant ‘volunteer burn-out’. Space in January and February remains should some parents or one of the other organized groups at Oxford decide they would like to take the lead.

-The idea of combining a Winter Fair-style event with one of the curricular events (literacy night, for example) was raised. Beth will speak with Lauren Brolier about this as an option.

Miscellaneous

- It was recommended that the volunteer survey Kirsten Tobey sent out in March be sent out again to try and get more respondents.
- The value of delineating volunteer responsibilities as clearly as possible when putting out calls for help was discussed.

Executive position vote

- A motion to elect Keri Troutman as PTA secretary to replace outgoing secretary Amy Feldman was made. All present voted YES. The motion passed and Keri Troutman will begin in the role of secretary effective June 1st.

The meeting was adjourned at 9:00.