

RPMS PTA – Board Meeting

06/20/16 – 7 – 9 pm. Meeting Minutes (highlights and decisions)

First Board Meeting of new board. Location: Gina Woodward's Home.

Attendees: Gina Woodward (Presiding), Robert Tucker, Suzanne VanDusen
Nicole Daniel, Brian Lopes, Chey Perera

Minutes approved at 8/9/2016 meeting.

1. **Marketing** – discussed who we are, what we are doing and why.
Decision to base our marketing based on “felt need”.
2. **Mission** – discussed purpose of PTA, what does it look like through the RPMS lens.
 - Gina shared data and statistics on changing demographics, student profile and enrollment data with Board.
 - Also shared ‘Purpose and Mission of PTA’ – i.e. purpose, values and statement from outgoing Chair Helma Irving.
 - Considered National PTA’s national agenda.
 - Board suggested the mission statement to be along the lines of the following:
”The goal of the PTA is to enhance the educational experience of our children in three areas: Family Engagement, Health & Safety and Multicultural Arts in Education.”
Examples of multi-cultural arts in education to include support for theater, digital photography, drawing and design, science technology and band.
 - Considered focus areas for student population, such as anxiety issues, chronic attendance issues and if these issues may be across the board or isolated to certain students/ groups.
3. **RPMS Wish List** – discussed what would be needed by the school in the upcoming year. Gina to follow up with Principal to get a wish list.
4. **Opportunities** (for marketing):
Ideas for marketing include:
 - Make kids compete for membership by class.
 - Use visuals outside TAP rooms.
 - Identify what the school’s needs are.
 - Make connections through teachers.
 - Presence at the Back to School night.
 - Might be too late, but attend feeder school’s last PTA (potentially for next year).
 - Orientation
 - New to Rosa Night
 - Back to school for teachers
 - Back to school for parents
5. **Membership** – discussed that membership pricing has stayed the same for five years.
Discussed pros and cons of;
 - A price increase for next year.
 - Single/ family membership.
 - Community membership category.
 - Include a direct appeals category.

Decision: Split decision (3/3) on dues. Gina decided to make it as simple as possible with one choice that would give everyone the choice to include up to two members.
6. **Other**
 - Discussed if PTA board should include a SGA student volunteer. Consider opening up the position for SSL hours and make it a permanent agenda item during the school year.