



# Highland View Elementary School PTA 2015-2016 Plan

## Introduction

This document sets forth the Highland View Elementary School (HVES) PTA leadership structure, 2015-16 goals, and the proposed activities in support of those goals. Initial concepts for this plan were established in the July 14, 2015 PTA Summer Planning Meeting.<sup>1</sup> The plan will be disseminated to the PTA membership on the PTA website [www.hves.my-pta.org](http://www.hves.my-pta.org) and on the PTA listserv [HVES-PTA@yahoogroups.com](mailto:HVES-PTA@yahoogroups.com).

Although this plan outlines the PTA’s intentions for the year, the list of activities and the schedule may be altered during the year depending on the needs of the school community. For the latest information, PTA members are encouraged to bookmark the PTA website: [www.hves.my-pta.org](http://www.hves.my-pta.org) and check it frequently.

## PTA Board of Directors

In compliance with the local PTA bylaws, the role of the PTA Board of Directors is to:

1. Transact necessary business in the intervals between general membership meetings and such other business as may be referred to it by this local PTA;
2. Create standing and special committees;
3. Approve the work and plans of special committees;
4. Present a report at the general membership meetings of this local PTA;
5. Select an auditor or an auditing committee to audit the Treasurer’s accounts;
6. Approve and submit an annual budget to this local PTA’s general membership for adoption;
7. Approve routine bills within the limits of the adopted budget; and
8. Fill vacancies.

The PTA Board of Directors (the Board) consists of standing committee chairs, delegates to the PTA Council, elected PTA Officers, and the HVES Principal. The PTA Officers include the President, Vice President, Secretary and Treasurer. For 2015-2016, the PTA Officers are:

Office	Name	Email	Phone
President	Abby Colucci	<a href="mailto:abby.colucci@gmail.com">abby.colucci@gmail.com</a>	202-494-9965
Vice President	Stacey Ricci	<a href="mailto:msricci@gmail.com">msricci@gmail.com</a>	215-704-4137
Secretary	Jenny Dodd	<a href="mailto:wireave@gmail.com">wireave@gmail.com</a>	301-538-1774
Treasurer	Kathryn Moore	<a href="mailto:kmumfordmoore@gmail.com">kmumfordmoore@gmail.com</a>	202-494-5925

<sup>1</sup> Attendees: Abby Colucci, Stacey Ricci, Kathryn Moore, Anne Dardarian, Jaclynn Fowle, Abigail Broussard, Ross Broussard, Ann Horton, Tracey Crooks, Joanna Warden, Siobhan Carroll, Holly Plank, Larrissa Strout, Pam Wertz, Faith Lewis, Katie Gunthert, Leigh Lipson, Ashley Franzel.

The PTA Officers function in compliance with Article VII of the local PTA bylaws, “Duties of Officers”, with the addition of roles and responsibilities unique to our school and agreed to by the officers. The PTA Officers will function as a team, so that PTA members and HVES staff alike can contact any officer of the Board to seek action by the PTA.

## Nominating Committee & Election Schedule

Consistent with the local PTA bylaws, a nominating committee comprised of 3 members will be formed in early 2016 to recruit the new slate of elected officers for the PTA Board. The slate will be presented to the general membership via the PTA listserv and the monthly PTA flyer *at least 30 days prior* to the PTA General Meeting in May 2016. The PTA will vote on the slate during the May 2016 meeting.

## Goals

The PTA Summer Planning Meeting attendees propose the following goals for 2015-2016:

Category	Specific Goal(s)
<b>PTA Membership</b>	Achieve a total of 225 paid PTA members
<b>Fundraising Initiatives</b>	Raise \$20,000 in combined fundraising activities during the 2015-2016 school year to support: <ol style="list-style-type: none"> <li>1. Student-centered activities</li> <li>2. Staff support</li> <li>3. Community building/outreach</li> </ol>
<b>PTA Budget</b>	Achieve a net of \$2,500 at the end of the school year to be rolled over

### **Membership**

A strong membership base is essential to achieve not only the PTA’s stated goals, but also to demonstrate at the County and State levels that the HVES community is an active and engaged one. As one of the smaller elementary schools in our area, it is imperative that we have a strong voice regarding decisions that affect our school and our children. Accordingly, the PTA Board established a goal of 225 paid members for the 2015-16 school year, a slight decrease from last year as we’ve had a difficult time hitting the target in years past.

The Board, led by the Membership Chair, will conduct outreach to all HVES families, but also will make a concerted effort to embrace our richly diverse community by encouraging membership that represents all HVES families, with a focus on engaging K-2nd grade families and HVES Staff.

In addition to traditional methods of communication and outreach, the Board will employ the following means to solicit and engage new members:

- Recruit Spanish and Amharic-speaking members;
- Use ConnectEd;
- Sponsor a Back-to-School picnic for Kindergarten families (hosted by 1<sup>st</sup> Grade families); and
- Develop a brochure that details the PTA’s goals and activities/accomplishments in support of those goals.

The Membership Chair will report the number of new members and total members at PTA General and Planning Meetings. The Chair also will regularly report on planned outreach activities to increase membership and work closely with the Volunteer Coordinator to increase member engagement.

The Volunteer Coordinator will assist the Board with recruiting activity coordinators and in turn, assist activity coordinators with recruiting volunteers upon request. The Volunteer Coordinator also will be responsible for compiling and reporting the HVES PTA's volunteer statistics to the County each month. It is essential that all volunteers (PTA members and non-members) record their volunteer hours each month via the Volunteer Log located in the main office, or the PTA website. This data is important for two reasons:

1. In spring 2014, the HVES PTA signed a Letter of Assurance to the Maryland State Department of Education guaranteeing that it would provide 50 hours of volunteer service per month, for 13 months, in support of Qualified Zone Academy Bond (QZAB) funding so that HVES would receive much needed exterior masonry wall repairs in Summer 2014. The total cost of the repairs was valued by MCPS at \$89k. QZAB funding is a federal funding stream that requires a 10% match (of cash or services) by a private sector donor, of which the PTA is considered.
2. Similar to the overall membership number, the number of volunteers is a measure of our community's engagement to which the County and State pay attention when considering resource allocations (reference #1 above).

The Volunteer Coordinator will work with the Board to identify methods to address the issue of volunteer accountability and to improve our ability to more accurately capture all volunteer time. This will be especially important in 2015-16 as we will need to continue to certify volunteer names, dates, and hours to the County to meet our QZAB commitment.

### **Fundraising**

Fundraising is one of the functions of the PTA and is critical to our ability to provide student-centered activities such as cultural arts assemblies, special academic activities like GeoBowl, Green Team, and Science Night, field trip support, 5<sup>th</sup> Grade promotion activities, and financial aid for after school programs. The PTA also strives to ensure our top-notch staff feel appreciated and supported throughout the year through activities such as the welcome back breakfast, appreciation dinner during fall parent-teacher conferences, the annual staff appreciation week, and Wednesday Wishes support. Finally, the PTA is committed to community building and outreach through activities such as ice cream socials, the spring Carnival and the Heart Healthy Dance.

To support these numerous activities, the PTA Board established a fundraising goal for the 2015-2016 school year of **\$20,000**; this amount is consistent with that raised in the prior three years. As always, achieving this goal will require fresh ideas, many dedicated volunteers, strong leadership, and wide participation. Fundraising activities that the PTA plans to implement in this school year include the following:

### Fundraising Activities

Specific fundraising activities will include:

- Art to Remember (leads: Leigh Lipson and Tina Krafts)
- Bakes Sales at Sneak Peek, Election Day, Parent-Staff Basketball Game, Carnival (lead: Abby Broussard)
- Online Auction (lead: Siobhan Carroll)
- Read-A-Thon (lead: Holly Rothrock)
- Parent-Staff Basketball Game (lead: Bret Forville)
- Restaurant Nights (including McGinty's - Monica Bridgewater; El Golfo - Donna Case, Chipotle - TBD);

### Miscellaneous Fundraising

Miscellaneous donations come into the PTA by way of "round up" campaigns, and other contributions. These will continue, and the community will be encouraged to make donations outside of specific campaigns or activities and new this year, we will offer electronic payment on the PTA website via PayPal.

The Fundraising Chair will develop a plan with milestones and projected fundraising goals, and will report on the progress of fundraising in the PTA General Meetings and Planning Meetings. PTA volunteers, leadership and members will all be engaged in supporting these efforts.

### Budget

A budget has been established that reflects the activities proposed in this plan. A copy of the budget is included with this Plan and is located on the PTA website. This budget is subject to PTA approval at the September 1, 2015 PTA General Meeting. The Treasurer will report on the status of accounts in the PTA General Meetings and Planning Meetings.

The above goals will be reviewed with the membership in each PTA General Meeting, and discussed in each PTA Planning Meeting. Activities, resource allocations, and new projects will be considered with these goals in mind.

### PTA Meetings

Consistent with the local PTA bylaws, the HVES PTA will hold a minimum of four PTA General Meetings between September 2015 and June 2016. The HVES PTA plans to hold five PTA Planning Meetings throughout that time period. Descriptions of these two types of meetings and the current schedule of meetings are detailed below.

#### PTA General Meetings

PTA General Meetings are an opportunity for all PTA members to hear about what is happening at the school from our Principal, find out about upcoming school and PTA events, and learn new information about curriculum, staffing issues, and more. It also provides the PTA membership an in-person opportunity to discuss issues, vote on important PTA matters, and bring agenda items to the PTA Board. While the PTA must conduct essential business, efforts are planned this year to combine these business meetings with student-focused special events. The Holiday Bazaar held in December 2014 proved to be a successful example of this model.

PTA General Meetings will be held from 7:15 p.m. to 8:15 p.m. in either the Media Center or the All-Purpose Room usually on the first Tuesday of the month during the following months:

- September 1, 2015      *Special Speaker: Start of school updates by Anne Dardarian, Principal*
- October 6, 2015      *Special Event: Halloween Costume Exchange (C. Raker Dillen)*
- December 1, 2015      *Special Event: Holiday Bazaar (A. Horton, J. Dodd, M. Bridgewater)*
- March 1, 2016      *Special Event: TBD*
- May 3, 2016      *Vote on 2016-17 slate*

All PTA members are strongly encouraged to attend these meetings. Free babysitting will be offered by the PTA and provided at the school by Kids After Hours (KAH).

The frequency and timing of PTA General Meetings are subject to change depending on the needs of the general body of the PTA. Meetings dates and times will be posted on the PTA board (located in the school lobby), posted on the PTA website, included in the monthly PTA flyer, and announced to the school community by telephone via ConnectEd.

### **PTA Planning Meetings**

PTA Planning Meetings serve as the main venue for discussing, planning and budgeting for PTA-sponsored activities, events and initiatives. Coordinators of PTA events are encouraged to attend every PTA Planning Meeting, especially during meetings when their event is being discussed. All PTA Members are welcome to attend these meetings.

PTA Planning Meetings will be held from 7:00 p.m. to 9:00 p.m. on the third Tuesday of the month during the following months and may be subject to cancellation if the Board deems them unnecessary:

- September 15, 2015
- October 20, 2015
- November 17, 2015
- January 19, 2016
- February 16, 2016
- March 15, 2016
- April 19, 2016
- Summer 2016 Planning Meeting TBD

### **PTA Schedule of Activities for the 2015-2016 School Year**

In determining the proposed schedule of PTA activities for the 2015-2016 school year, the PTA Summer Planning Meeting attendees took into consideration the following factors:

- The proposed PTA goals for 2015-2016;
- The success of activities and events in the 2014-2015 school year (and in previous years);
- The availability of volunteer coordinators;
- The schedules and preferences of the faculty and staff of HVES; and
- The school and holiday calendar for the 2015-2016 school year.

The PTA Summer Planning Meeting attendees developed the following schedule of activities for the first semester of the year:

Month	Date	Activity	Coordinators/Volunteers
<b>August</b>	27	Staff Welcome Back Breakfast	Sunshine Committee; PTA Leadership
	28	Sneak Peek 2:00-3:00 p.m.	Membership; Bake Sale
	31	First Day of School – Kiss & Cry 9:25 a.m.	J. Warden; A. Broussard
<b>September</b>	1	<b>PTA General Meeting 7:15 p.m.</b>	PTA Leadership; Membership
	10	Back to School Night 6:30 p.m.	Membership; PTA Leadership
	11	Kindergarten Family Pizza Party	J. Warden
	11	Ice Cream Social 7:00 p.m.	C. Merolli
	15	PTA Planning Meeting 7:00 p.m.	PTA Leadership
	30	Volunteer Orientation Night 7:15	T. Crooks; L. Strout
<b>October</b>	6	<b>PTA General Meeting/Costume Exchange 7:15 p.m.</b>	PTA Leadership; Membership
	7	Walk to School Day	A. Ard
	12	Open House	Membership; PTA Leadership
	TBD	Launch of Manna Food Drive	A. Teaff; J. Forville
	TBD	El Golfo Fundraiser	D. Case
	20	PTA Planning Meeting 7:00 p.m.	PTA Leadership
	30	Halloween Classroom Parties/Parade	Classroom Teachers & Room Parents
<b>November</b>	11-12	Parent-Teacher Conferences Nov. 11-12 – Staff Appreciation Dinner	Sunshine Committee
	TBD	Art to Remember orders due	L. Lipson; T. Krafts
	17	PTA Planning Meeting 7:00 p.m.	PTA Leadership
<b>December</b>	1	<b>PTA General Meeting/Holiday Bazaar 7:15 p.m.</b>	PTA Leadership; Membership

The schedule of activities for January 2016 - June 2016 will be determined in the September 2015 PTA Planning Meeting and added to this plan.