

PA Brainstorming Meeting - 1/20/16

Attendees: Brant Brockett, Heidi Mather, Andrea Justus, Pat Baker, Pam O'Toole, Carleen Berry, Angelica Wilson, Karen Duvall Meyer, Tacy Armstrong, Laurie Benham, Vicki Moats, Heather Lutz

Thank you Andrea Justus for holding the meeting at your home. Introductions made.

Below is a synopsis of the meeting including ideas that were shared. It should be acknowledged there is good work happening in the PA everyday but sometimes this work is not recognized.

Furthermore there are few people doing a lot of the work and this is an area of concern. There are currently 45 jobs listed in the PA and many of these are filled however there are multiple jobs filled by the same people and there are still jobs that are not filled.

Discussion regarding encouraging all PA members (everyone in the school) to participate in being part of the PA. This discussion included current barriers (perceived or real) that seem to limit participation of the general membership in involvement in the PA.

Ideas to increase involvement were shared:

- Drop the word membership from “membership” paperwork.
- Ensure all the paperwork that parents receive is updated with wording that increases participation in the PA - membership campaign.
- Make room for others to come into the PA.
- Give a facelift to the PA so there is new energy and new people.
- Increase the feeling for others that the PA is somewhere that all are welcomed and a place for parents to be involved and to make a difference in the PLHS community.
- Institution of a PR person - We need to look at “branding” the PA. We need to have better messaging and framing of the PA benefits - capitalize using public relations regarding PA

- successes examples include Beautification Project (benches, etc.), distribution of raised funds, Capital expenses raised for items (i.e. score board).
- Work on bringing “friends” into the PA. Particularly important is to bring in the freshman parents so the organization continues to flourish.

Ideas for activities to increase PA participation:

- Perhaps during Mad Days get information out (before school is started).
- Welcome event for all enrolled Freshman and their parents - a social event, maybe a dinner, in which the PA is described and school events are described.
- New Family night for 8th graders. Attendance at this event by a dynamic PA person who highlights PA activities, benefits and encourages involvement.
- On Mad Days have room 301 open and advertise this is a place for information.
- During Open House participate at the presentation made by the Principal (have a dynamic individual present PA).
- In May (for rising Freshman or new to PLHS parents) have a Welcome Parent meeting (where information is distributed, participation is encouraged and emails are collected).
- PA members be active participants in school tours.
- Use the Volunteer list to create a phone tree to engage more involvement in PA activities.

PA fundraising particularly the AAA money was discussed. Some ideas were shared to increase awareness of the benefits of the PA particularly in regard to current fundraising that.

- Ensure the distribution of the funds to those funded is recognized as coming directly from the efforts of the PA and provided by the membership of the PA (parents/community members).
- Distribution of the the funds be “presented” by a PA member at an ALL STAFF meeting or department meetings

- Help all PLHS parents to understand the direct connection the PA has on their students life at PLHS (similar to how Boosters are able to demonstrate direct benefit to their children).
- Encourage grant requests that are rich in nature - educate the teachers on the grant request process and encourage requests that fall within the mission of the PA's grant request process.

Reorganization of the PA was addressed

- Increase engagement from current active PA members to assist in the organization of the fundraisers such at Bite of Point Loma, Gala, etc. (right now people take on a project and end up doing it more or less on their own without direct support of the PA).
- History of the PA was described by Pat Baker. Including the concept of the PA's primary (and possibly sole) purpose is to raise funds (while supporting students and staff). Pat described the process by which the PTSA and the Foundation/Alumni Assoc became the PA. This included an understanding of melding missions and reorganizing the Board to include an Executive Director. The importance in that process of a Community Advisory Committee (PR function) as well at individuals on the Board that were not associated with the school as a current parent but perhaps a community member or alumni.
- Parent Volunteer Coordinator for every class (Freshman, Sophomore, Junior and Senior)
- How do Boosters fit into the PA?

This is an area to add your own ideas regarding the PLHS- PA.

We will be having a follow up meeting to increase the building of ideas and to encourage creative thinking about reorganization of the PA or increases positive participation and outcomes of the PA.

In the meantime please add your ideas below:

- Great synopsis, Heather. I am working to get the library for our second meeting on February 1st at 6:30 - Andrea

- In order to better get the word out about what the PA does for the school (and this includes booster groups) I suggest that the PA go back to the PLHSFAA's practice of once-a-semester newsletters. For a good number of years, we did this newsletter as a printed document mailed to members, but that process became more and more expensive so we decided to do it electronically so that we would have more money to put back into the school. I would suggest that the newsletter be an HTML formatted email, just like the PLHS News eblasts. And it should go out to the full eblast list but as the only item and with the subject "PLHS Pointer Association Newsletter." The newsletter can include information on what the PA has been doing for the school, including both financial and other support items. There should be a President's message and committee reports on active projects. Also include highlights of some booster activities but don't make that part too long so that people lose interest and stop reading. Always present the full financial picture including levels of Booster fundraising. This way the PA controls the message and distribution of the info rather than depending on the Principal or other staff to do a less than thorough job. Newsletters should also be posted in the PA pages on the school website. The newsletter could be a vehicle to reach out to alums as well. So I suggest that you discuss this with the Alumni Director for ideas. Reaching out to alums needs to be more than asking them to come to the gala and asking them for money. They need to be informed on a regular basis about all the work the PA does so that they feel part of the organization. Remember that the merger brought that group into the PA along with the fundraising Foundation side. And again the commitment was made to preserve the mission of all merged groups. --Pat Baker

Perhaps PA leadership should attend year end Correia Association meeting(s) to introduce the PA to the 8th grade families and invite/encourage them to participate. Pat Baker

I LOVE the idea of the PA Newsletter eblast!! Great idea! I can help with this if you'd like. I've been racking my brain trying to figure out why our family didn't jump in with two feet to join the PA and I honestly believe that we didn't know enough about it to join. The PA sounded like a school board meeting that was a smooth running machine that had all of its bases covered. I think by increasing our PR, this will open doors for people to join. --Pam O'Toole

Meeting 2/1/16 Reorganization meeting notes:

Attendees - Pat Baker, Tacy Armstrong, Angelica Wilson, Kim Jessop, Brant Brockett, Andrea Justus, Laurie Benham, Maria Gibson, Heather Lutz and Karen Duvall Meyer

There needs to be a distribution of work among members of the PA for example the reorg was put together by Brant (please see his PLHS Pointer Association 2015-2016)

Idea is to create positions that allow for opportunity to engage in "non" meeting folks.

These are some of the thoughts regarding the reorganization:

- Vice President of Financials ---- This position would be independent of the Treasurer, and have the auditor as a member of their committee.
- Fundraising Committee Chair ---- Would be a big position that would manage all fundraising.
- PR Chair - A Newsletter is important to get out "What is the Pointer Association Doing" (see notes above) Broadcasting WHO ARE WE.... bring back some of the elements that the PA was about... (capital improvement, alumni association, parent/PTA (to benefit the students right now and lastly the boosters)

*Action Item: Pam O'Toole indicated she was interested in being the lead on a Newsletter

- Facility Committee Chair - would be the go to person for the Principle and staff.

- Facilities Coordinator - There needs to be a person who would once a quarter walk through the campus and need to be fixed (this could even be two or three parents). This person would hold the school accountable to the safety concerns. This person might also be the eyes for the school to see what we need to raise money for.
- Project planner - Facilities person who takes the responsibility to actually follow up the with facilities issues that have happened that we have completed (finisher).
- Self help DIY Manager - a contractor that would instead of going through the district - this person would be used to install new projects.

Attention to the fact that there are janitors and landscape people who are paid to do jobs should be attended to.... there should be

** How about the students volunteer twice a year to assist with the facilities concerns.

- Web store person - a web store is an idea (alumni has a website but few people use this). This had very little use in previous years. This web store would support all of the Pointer products including all Booster products. This would include leftover booster inventory.

*Action Item: It would be great if we could get the contract that Bobby Samilson signed regarding Target and Sports Chalet.

- Eblast coordinator
- New freshman orientation --- this should be a ninth grade parent who organizes this.
- Faculty Reps - Two volunteers to help out Amy

*Question: Does each class have an assigned faculty representative? Currently it appears only the senior class has this sort of sponsorship by a teacher (Ms. Hedges for the seniors)

- Class reps - It is great to have senior coordinators but we need to have class reps from each class (9th, 10th, 11th and 12th grade reps). Help out with spirit and meet with the ASB
- Move the Principal off the executive Board and move him to the PLHS representatives (see the org chart).

More conversation - Has anyone gone to the bigger schools to see how they were running their PA's/Boards/Associations/ etc.... this was done approximately five years ago but this history has been lost. It was mentioned at this meeting again that these other successful schools should be looked at....

Talked about the boosters and the financial connection to the PA. Discussed the difficulty with public relations regarding the boosters What happens to all of the volunteerism numbers having to do with Boosters?? Do these hours just get lost? Need to capture all the hours that boosters put in for Grant writing numbers.

The Pointer Association is not doing a good job of promoting... there is no message... people don't know what the Pointer Association is... we have to somehow get the messaging out. Question: Why pay for something(PA) if you don't know what value it adds.

By laws need to be updated.

Tacy had an idea to have someone contact all of the Principals in the cluster and ask for the top 5 volunteers and invite these people to be involved at the high school level.

PR and Branding is super important - need to find someone to do this branding.

Can we use an alumni person or a community member? Who might be interested in trying get involved in the marketing of the Pointer Association.

Where are the alumni? How can they be more connected and participative. The school needs the alumni to assist and get involved in the PA. The demographics of the group are not people who want to be asked to assist but these are people who want to connect with their friends. Someone would have to hand tag the alumni groups that were interested in activities that were going on at the school. Alumni lady indicated that alumni is there primarily for social reasons to reconnect with their classmates and in fact if the PA asks them for assistance the alumni will actually ask to unsubscribe. Maybe this would be a great class project.

The newsletter would be useful to get together so that it could be disseminated to all of the alumni as well as to the parents and others associated with Point Loma High School.

Also mentioned was the concern that there were not enough clubs on campus that were more relevant: for example a club that could actually take over and complete the a “newsletter club” for students interested in producing a Newsletter.

Maria mentioned the whole job interview component and job-seeking program that used to exist at Point Loma. Alumni also stated they have alumni who would like to speak with the students about jobs but again this takes some organization between the school and the alumni. (Idea: Lunch and learn).

Mission of the alumni association that could be used for the PA might be something that reflected the concept of “Benefiting PAST PRESENT and FUTURE Pointers.”

Next steps:

- Get these minutes together
- Get bulleted information out via Google docs so others can add their brainstorming without coming to a meeting.
- Validate the reorg and the positions
- Get Principle Becker on board with the changes
- Research the best schools in the county to learn from them
- Put a plan together to better utilize the Alumni