



**Cunha Intermediate School Parent Teacher Organization (PTO)**

600 Church Street, Half Moon Bay, CA 94019

<https://cunha.schoolloop.com/pto>

[CunhaPTO@gmail.com](mailto:CunhaPTO@gmail.com)

**Tax Identification Number 71-0909516**

Date and Location	December 22, 2017, 8:45 am, Cunha Intermediate Library
Attendees	Michelle Spencer (PTO President) Kelly Rogers (PTO Secretary) Jo Fry (Financial Secretary) Kris Durham (PTO Treasurer) Seth Feldman (Principal) Jean Kuznick (Vice Principal)
Minutes Taken by	Kelly Rogers
Attachments	None
Absences	Mark Alfaro (PTO Vice President) Karen Hoffman (Database)

**Introduction (Michelle)**

- Michelle calls meeting to order at 8:52 am.
- This special PTO meeting was called as Seth wanted to explore a different funding strategy for the PTO. He wants us to fund bigger, more marquee items. If approved, the budget restructuring would take effect for school year 2018-19.

**Budget Process (Kris)**

- Kris started by explaining the current process of creating the PTO budget. She stated in April we review the current year’s budget and change the numbers for the upcoming year. At the May meeting we then vote on the budget for the upcoming year.
- Budget year runs from July 1<sup>st</sup> to June 30<sup>th</sup> of each year.
- Kris wants to create sustainable programs that we can fund year after year – based on a \$50k budget
  - She wants to increase the corporate matching

**Administration Requests (Seth)**

- Overall, Seth wants the PTO to be more visible within the school community, market (and get credit for) its funding activities and partner more with the district. His overall vision is for the PTO to advertise what we are raising funds for, so that parents (and corporations?) will be more willing to make larger donations. PTO to create a marketing strategy saying something like “If we had \$x money, this is what we could fund....”
- Seth started by stating he wants to see two small items and two large items funded in the upcoming school year.
- Two small items :
  1. Use the **Angel Fund** (which is a scholarship fund) line item of the budget (currently \$1,500) and *advertise* that PTO has scholarships.
    - We discussed changing the name from “Angel Fund” to “Scholarships” and having a separate line item under it for each grade. Kris thought there may be a legal issue with calling it “Scholarships,” however, provided scholarships are open to everyone, it shouldn’t be an issue.
      - **Action Item:** Change name of Angel Fund to Scholarships and create three line items for each grade.
      - 6<sup>th</sup> Grade Outdoor Ed (week long)
        - Kris stated PTO awarded six \$100 scholarships for Outdoor Ed this year. However, Seth stated about 15 kids were not able to go and were unaware that scholarships



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- existed. He wants us to market the scholarships, put a line on the brochure, so that PTO gets visibility and credit.
- 7<sup>th</sup> Grade Outdoor Ed (one day)
    - Seth wants to partner with PTO and, UC Berkeley or SF State, for a one-day Outdoor Ed for the 7<sup>th</sup> graders. Cal has high ropes courses, rowing, and canoeing; SF State has both high and low ropes courses and team building.
    - Cost per student is reasonable, but need funding for faculty stipends, substitutes, and buses (**approx \$10K – ?? Is this amount correct?**)
  - 8<sup>th</sup> Grade Promotion (Great America Trip)
    - It was noted that the Washington DC trip is not a Cunha-sponsored event (although it is Board of Education approved). It is technically a field trip and has separate funding considerations.
2. Have the PTO more actively promote and “sponsor” beginning and ending activities of the school year. Namely Back-to-School Night and 8<sup>th</sup> Grade Promotion Party.
- Back-to-School Night will be split into two basic parts: Orientations and the Back-to-School evening.
    - **Orientations** will be held during the summer, the week before school starts. There will be separate ones for each grade level.
      - Students will receive their schedules at these events.
      - 6<sup>th</sup> Grade will probably be an all-day event and 7<sup>th</sup> and 8<sup>th</sup> will be on same day, morning and afternoon.
      - Each will describe expectations of students/parents at each grade level (for instance, children should ask for help and not parents, hand in homework, ask for help before it's too late, homework help, these are the counselors, etc)
      - PTO to have a Meet-and-Greet at these orientations outlining our goals for the year and be a kick-off for the Annual Giving Drive.
    - **Back to School night** will be more of a party. No speeches just quick introductions.
      - It will be held during the last week of September so as to not conflict with other schools' BTS events and to give administration time to translate everything into Spanish
      - Jean wants to serve food at this event to encourage participation and to relieve parents' stress about dinner.
        - Taco and other food trucks
        - Band or DJ
  - **8<sup>th</sup> Grade Promotion Night** – Set up a PTO sub-committee to organize this as an annual event.
    - Create grade level parent groups, 7<sup>th</sup> grade parents host the 8<sup>th</sup> grade party
    - Buy disposable nylon gowns or 8<sup>th</sup> grade t-shirt
      - **Action Item:** Jean to contact Justin's to get price for say 2,000 disposable gowns
      - Kelly did a little internet research and found the following website with “cheapest” disposable gowns. For 225 8<sup>th</sup> graders this would cost us about \$3,150. Which, IMHO, doesn't seem like the best use of our money. Also, there is some chatter about the negative, environmental impacts of these gowns.
        - \$13.75 each
        - <http://www.economycapandgown.com/store/shopcart.aspx>
    - Have a photo booth – back drop a picture frame with #2018 Promotion Cunha
      - Use dance camera (charge \$1 per picture)



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- Print a program listing each student being promoted. Indicate which students who received awards at Recognition Assembly. Include a notation that PTO funds were used to create this amazing event :)
- Food
  - Snacky, finger foods
  - Blue and white cupcakes
  - Pizza donated from Straw Hat
- Flowers and/or balloons
- Candy lays
- Ceremony in the Event Center, but party in our gym (so can eat food)
  - Have food/party and pictures in gym before the promotion. Then go to EC, receive gown and have promotion ceremony.
- **Action Item:** Move items around in the budget so that we can fund the Promotion Ceremony in June, 2018.
- **Action Items:** Create a PTO sub-committee to organize “Meet and Greet” at Orientations, Back-to-School Night and 8<sup>th</sup> Grade Promotion.
  - Create PTO t-shirts and take a Fun Group photo of PTO group
  - Get students involved, e.g. Leadership question: Which parents are on PTO? Get superbowl or spirit points.
  - Need separate line item for BTS night to fund food and music.
  - Need to determine how much money we need for each of these line items.
  - Possibly Kristen O’Brien and Melissa McGuirk
- **Two Big Things:** In the coming year, Seth would like the PTO to partner with the District to fund some over-arching initiatives. Next year, he wants a big marketing campaign to advertise these initiatives to attract more donations. Although there are five items listed below, they are similar in content but graduated in prices. Seth really wants the top two items, but if we don’t raise enough money next year, we can consider items 3-5. Funds to pay for these initiatives could come from the School District, grants, PTO, CEF and State (via Title 1 and Title 3).
  1. Parent Initiative for Quality Education – PIQE (pronounced *pee-kay*) - \$10k A National Program on Parenting
    - Year long parent/child education program; learn how to be a good child and good parent.
    - Classes are after-school once a month
    - Can conduct training in both English and Spanish
    - Anyone who is interested can attend the classes.
    - At Seth’s last school they graduated 50 parents/children
    - <http://piqe.org/> Here is the website to read more information about this initiative
  2. Sole Shop – \$7,500 – is a three-pronged approach for social and emotional learning: for parents (how to talk to teenagers), for teenagers and for teachers. It advocates student run peer mediation for their own issues.
    - Includes a one-night “What’s wrong with my kid?” parent night.
    - Year long, school-wide anti-bullying and prevention programs – quarterly
    - Team building – vocabulary for students
    - Structured mediation run by counselors
    - Get together in class groups
  3. “How to Raise an Adult” by Julie Lythcott-Haims – \$7,250
    - Paren education
    - Host a 3-hour, community-wide, one night event



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- Stanford professor Julie Lythcott-Haims, who wrote the book, will come give a speech about how to raise fully effective adults
- The cost will cover the purchasing of 725 books (one per student)– cost about \$10/book
- <https://www.amazon.com/How-Raise-Adult-Overparenting-Prepare/dp/1250093635>
- 4. “That Crumpled Paper was Due Last Week” by Ana Homayoun – \$25k (Seth ghost wrote her book so we can get the program for \$2-4k)
  - <http://www.dukegen.com/profiles/interview-with-ana-homayoun>
  - This is a more boy-centered program, but girls also benefit from better behaved boys :)
- 5. Conduct an Avid Type Class during summer - \$1,200
  - For one week before school starts, Seth would conduct a success academy using the book “Middle School Guide to Study Skills“
  - Cost is \$12 per book for roughly 100 kids
  - <http://www.middleschoolguide.com/products/guide-to-super-study-skills/>

**Action Item:** Add “Parent Education” line item to the budget.

**Action Item:** Clear all outstanding debts so we know how much money we have to reallocate.

**Action Item:** At January PTO meeting, vote to reallocate funds in the 2017-18 budget so that we can fund the following items in the following order:

- #4 “That Crumpled Paper was Due Last Week” by Ana Homayoun \$2-4k – host this program in the Spring, 2018
- #3 “How to Raise an Adult” by Julie Lythcott-Haims – \$7,250 – host evening talk and acquire 725 books for all students. Spring, 2018
- #5 “Middle School Guide to Study Skills“ \$1,200 – Seth to conduct week-long training during summer 2018, before school starts.

**Action Item:** Michelle to meet with Amy Broome to determine if she has contacts who can help us fund some of the bigger cost initiatives (via grants or CEF).

**Action Item:** Create a marketing strategy for next year. “If we had \$x money, this is what we could fund....” Make sure to emphasize that funds earned will be spent in the current school year (unless we note that we are funding a multi-year program).

- Need to create multiple budgets; one for status quo at \$50k and several for “stretching our goals” -- \$75k and \$100k
- Need to evaluate the cost of these new funding items and reallocate our \$50k budget based on our new goals.
- PTO needs a unified emblem/symbol to put on all our fundraising/marketing materials. Perhaps a Cunha Cub Paw with various initiatives on each paw?
  - **Action Item:** Michelle/Kelly to ask Colleen Henney, who is a graphic artist, to see if she could design something for us.
    - Also, one of the Athletic Boosters’ mom’s (couldn’t remember which one) does graphic design (**perhaps... Grace Hammerstrom, Caroline Morton, Coley Nishkian, or Yadira Haro ??**)

**Kelly Note:** Although this was not discussed during this meeting, Kris had floated this idea in a email to the PTO Board in September, 2017. She suggested we take the Cunha Paw and tie our PTO mission statement to our funding efforts. Something like this:

- To foster a sense of support, pride, and enthusiasm
  - Recognition expense items like Assemblies, Student of the Week/Month, End of the Year Awards, 8th Grade Graduation
- To enlist parents and teachers in a cooperative effort to enhance the education of children



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- Teacher expense items like Classroom Supplies, Professional Development, Teacher Supply Closet
- To encourage parental involvement in their children’s educational experience
  - School wide expense items like Beautification, Brain Pop, School Loop, Science Fair
- To support the educational and recreational needs of the students
  - Student expense items like funding for the school’s clubs, Leadership, The Cub Store, sport equipment to be used during breaks

**Other Items Discussed:**

- School Site Council
  - Next year will need new parents for this council. Those currently serving are 8<sup>th</sup> grade parents. (Noelle Lane, Norma Miramontes ELAC, Lynn McVey, James Loft & his mom plus three teachers)
  - Meets right before our PTO meeting once a month.
  - This council determines where to spend the Title 1 and 3 funding for supplemental programming. This year we received about \$60k and spent it on iReady, Avid extended. Next year we will probably get \$45k.
  - One of the line items for consideration is for parent engagement. (Thus we could potentially partner with Site Council to pay for PIQE or Sole Shop next year).
  - Need two students next year. Currently Cameron Lane and PJ McVey are on Site Council

**Adjourn (Michelle)**

- Meeting adjourned at 10:06 am

Assigned	Action	Responsibility	Due Date
12/22/17	Jean to contact Justin’s to get price for say 2,000 disposable gowns	Jean	1/11/18
12/22/17	Change name of Angel Fund to Scholarships and create three line items for each grade.	Kris	1/11/18
12/22/17	Move items around in the budget so that we can fund the Promotion Ceremony in June, 2018.	Kris	1/11/18
12/22/17	Clear all outstanding debts so we know how much money we have to reallocate.	Kris/teachers	1/11/18
12/22/17	Create a PTO sub-committee to organize 8 <sup>th</sup> Grade Promotion (using 7 <sup>th</sup> grade parents) ; possibly Kristen O’Brien and Melissa McGuirk	Michelle	1/11/18
12/22/17	Vote to reallocate funds in the 2017-18 budget so that we can fund the following items in the following order: #4 “That Crumpled Paper was Due Last Week” by Ana Homayoun \$2-4k – host this program in the Spring, 2018 #3 “How to Raise an Adult” by Julie Lythcott-Haims – \$7,250 – host evening talk and acquire 725 books for all students. Spring, 2018 #5 “Middle School Guide to Study Skills” \$1,200 – Seth to conduct week-long training during summer	Michelle	1/11/18



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Assigned	Action	Responsibility	Due Date
	2018, before school starts.		
12/22/17	Meet with Amy Broome to determine if she has contacts who can help us fund some of the bigger cost initiatives (via grants or CEF).	Michelle	1/11/18
12/22/17	Athletic Boosters' mom's (couldn't remember which one) does graphic design ( <b>perhaps... Grace Hammerstrom, Caroline Morton, Coley Nishkian, or Yadira Haro ??</b> )	Michelle	2/8/18
12/22/17	Contact Colleen Henney, who is a graphic artist, to see if she could design a PTO fundraising emblem for us.	Michelle/Kelly	2/8/18
12/22/17	Create separate line items on budget for Meet & Greet at Orientations, Back-to-School Night event and Promotion Ceremony	Kris	4/12/18
12/22/17	Create multiple 2018-19 budgets; one for status quo at \$50k and several for "stretching our goals" -- \$75k and \$100k	Kris	4/12/18
12/22/17	Add "Parent Education" line item to the budget.	Kris	4/12/18
12/22/17	Create a PTO sub-committee to organize the Meet & Greet at Orientations and Back-to-School Night event ; possibly Kristen O'Brien and Melissa McGuirk	Michelle	4/12/18
12/22/17	Create a marketing strategy for fundraising goals for next year.	PTO Board	4/12/18
12/22/17	Create PTO t-shirts and take a Fun Group photo of PTO Board	Michelle	6/7/18



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