

Longfellow Parent Association (LPA) Meeting

December 10th, 2013, 11:30am

Longfellow School Library

Members Present: Bill Stoddart (co-chair), Johnna Visser (co-chair), Stephanie McDowell (secretary), Jenna Lenz (volunteer coordinator)

Members Elected: *none*

Members Absent: Charlie West (treasurer)

- Discussed how to increase Parent Liaison involvement. Set goal to have Parent Liaisons in place and a job description of what they need to do at the beginning of the year.
- Discussed potential communications position on the LPA as we see a deficit in donations toward fundraising goals.
- Discussed various forms of communication with parents, keeping in mind privacy, school rights to access, and teacher protection of students. A digital e-newsletter, email database, and parent liaison were discussed as options to remedy hitches in direct communication with parents.
- Poincettas: 30 orders. Will raise \$140 for LPA. Stephanie and Johnna will work to make sure flowers are received by purchasers.
- Minutes by Stephanie McDowell, Secretary.

Longfellow Parent Association (LPA) General Meeting

December 10th, 2013, 12noon

Longfellow School Library

• Present:

- Principal Randy Walthall randy.walthall@bsd7.org
- Bill Stoddart bill@northforkfinancial.com 579-0334
- Stephanie McDowell stephgmcdowell@hotmail.com 585-0942
- Jenna Lenz jruss314@yahoo.com
- Johnna Visser johnna@qwestoffice.net
- Billie McGarrah billiemcgarrah@hotmail.com
- Sharon Glick sharon_glick@hotmail.com
- Heather Drake heather@mac.com
- Julia DeLozier-Gannon juliadg1@yahoo.com
- Kath Crumrine kcrumrine@yahoo.com
- Paul Grigsby pgrigsby@grigsbylaw.com
- Kate Burnaby Wright kbwmontana@gmail.com
- Stewart Mitchell sm406@montanadsl.net
- Myriah Marsh myriahmarsh@yahoo.com

- Introductions and sign-up sheet around the room.
- Informally went around the room asking parents what is the best way to communicate with and reach parents of Longfellow students.
 - Friday Folder

- Personal connection (asking in person)
- Email is tough – give additional opportunities to donate
- Ask at the family dinner night
- Remember: “If you can’t give, don’t feel bad. Here are other ways to support.”
- Give more information about where the money goes and why it is needed.
- Perhaps something more direct than the Friday Folder? A mailed appeal.
- Give content:
 - Fundraising is for what?
 - Goals are what?
 - Past fundraising efforts were what?
 - Give the goals for this year.
- Be more clear: If it is a fundraiser, TELL US!
- Make it an ongoing effort. Ask us to give several times a year. Tell us when you will ask us: Perhaps a calendar that outlines that fundraising year and the events.
- Give us monthly updates on the fundraising efforts. Maybe a monthly calendar or newsletter that is separate from the other papers in the Friday Folder.
- Send out a calendar with a thermometer showing when your chances to give are.
- Separate the fundraising piece from everything else. Try to be clear that Artworks, field trip money, etc is not a “fundraiser.”
 - There were questions about clarity of going as a pass through to LPA (Bridger Bowl, field trips) VS direct donations to LPA for annual expenses and teacher requests.
- Clarification about Artworks and separation from LPA:
 - Many parents didn’t know that Artworks exclusively funded art in the school and was separate from LPA.
 - Artworks fundraising begins in the spring and is only for art/Artworks in the school. LPA has until the end of the year to raise the remainder of the funding needed to support Longfellow annual expenses and teacher requests.
 - Last spring, Artworks raised over \$35,000 that is being used to offer art education in the schools this year. There is also over \$20,000 in reserves that can potentially be used to further other art opportunities: graphic design art equipment, renovation of the theatre/gym, or other alternative art options.
- Suggested that we send an appeal in the Friday Folder and follow it with an email appeal through the Parent Liaisons.
- Discussed role of Parent Liaisons and making it more clear for volunteers. Parent Liaisons are asked to:
 - Forward emails from LPA to teachers or classroom parents (depending on teacher preference)
 - Recruit volunteers for events (if you have time)
 - Attend LPA meetings the 2nd Tuesday and pass on the minutes to classroom parents.
- Suggested that LPA form a Fundraising and Outreach Committee: volunteers were Kate, Kath, Stewart.
- Adjourned 1:15pm, minutes by Stephanie McDowell, secretary.