

JY Joyner PTA Meeting Minutes
Friday, December 13, 2019 at 7:30 a.m.

Meeting Type: Executive Board and Committee Chairs; JYJ Conference Room

PTA Board and Committee Members present:

Tiffany Chenery	Carroll Vuncannon	Jamie Jackson
Jennifer Zezza	Kimberly Wheeler	Lisa Joncyck
Andrew Jones	Lori Neiter	Elizabeth Robin
Clair Marshall	Emily Payne	Dana Zeszowtarski
Kristin Findley	Leslie DeHaven	

Meeting Reports:

1. Welcome: Tiffany Chenery, PTA President

- Thank you to everyone for coming and for the work you're doing.
- Clair made a motion to approve the November minutes. Kimberly seconded.

2. Principal's Report: Jennifer Zezza

- Building and Grounds — Parents and staff have both expressed concerns that the building and especially the trailer is so dirty and problematic (holes, cracks, etc) that it is not really a learning environment. She has requested a deep clean for the trailers and has also asked that the floor tiles be treated over the winter break. As for replacing the trailer, it was installed before the renovations, so it now cannot physically be removed because of the building layout and long hallway. Principal Zezza has some people coming out to look into it being removed in pieces and replaced with a newer better option. They are also looking into adding more lighting.
- Staffing Updates:
 - We have been interviewing music teachers. Our specialist team has picked their favorite candidate, but ideally some kids will get to meet the candidates and offer feedback as well. The goal is to finalize that over break and to have a new person start a week or so after break.
 - We will explore options of a good next step/options for Mr. Ogle, who has been wonderful in his dedication to the school and students.
 - We are hoping to have long term subs finalized for maternity leaves in KG and 2nd ASAP. We have identified two good candidates.
- The NIC team (principal, IB coordinator, and two teachers, including Ms. Joncyck) has been meeting to explore the philosophy that the things that you do to impact powerful learning come from bottom up, not top down. The work has involved examining student data as well as hosting and guesting in each other's classroom. This important and exciting work includes using the theory for solving problems and looking at objective data without bias, then being able to give each other feedback around how can we implement changes for classrooms

in effective ways. It seems to be a very positive program with a focus on powerful learning impacts. The next step is trying to understand what implementation looks like for our kids. We have a lot of students (416 kids/ 62%) who have early risk factors, and we are especially high on absences. Kids are identified as at risk based on number of absences, markings of 1 or 2 in academics, and markings of 1 or 2 in behavior. We are looking as a school at how to address that and hoping to decrease our numbers. This data-driven program is a totally new way to look at what roots of the problems are; it's often not what we assume.

- Lizzie West has been working with teachers in grades 3-5 with a google classroom, math interventions within the classrooms, etc to help supplement student learning in math in the upper grades. She's made a big impact.
- Our equity program has been working hard to think about more ways we can be equitable for all.
- The SIT committee is still working on its quarterly review. Action steps were completed last week. We are working on making sure our resource people are being paired with all the kids who need them. We have new mental health and family need kids coming in all the time.
- Over 100 kids were served by the snow man tree. We were even able to help a few siblings who attend other schools in the area.
- For the Book Fair, the combination of sending the donation collection bags home and asking people to round up on their purchases generated a lot of money to enable all our kids to get books. The combination of these two efforts raised almost enough to completely fund the vouchers for qualifying students (those in need) to get books to take home. The organizers really thought through making sure that every kid could get a book, and not just leftover dregs at the end, which has been wonderful. Lori suggested using e-wallet in future years as a good way to make the vouchers less obvious, but many teachers have found great ways to distribute them to students under other pretenses / without the class knowing why. Close to 100 kids were identified as needing the vouchers, and that number may grow in the future as Raleigh continues to grow.

3. Equity Committee: Andrew Jones

- Building on our conversation about Book Fair vouchers, Andrew spoke to the concern of the Equity Committee of the Book Fair as a microcosm of the larger socio-economic disparities and resulting struggles within the student population, many of which often go undiscussed or even unrecognized. These disparities happen all the time in the classrooms simply because some kids have lots of resources and others don't. Principal Zezza pointed out that the kids don't always clue into it as much as the adults do, but it's exciting that we have the Equity Committee working on these issues and having important discussions.
- Andrew attended an Equity Coffee meeting recently and noted that while the teachers have their objectives and are doing great work on them, the PTA should also do our our evaluation of the traditions we have with a lens to where we could be more inclusive. (Andrew noted that they specifically are asking this of us, but

it's a fair goal of something we should be doing anyway.) The Foundation's initiative in shifting from the Dance-a-thon to the GymJam this fall is a great model for that kind of change. Going forward we should be tuned in to what that staff committee is doing. It was really inspiring to be in there and to hear about their focus and efforts.

4. President's Report: Tiffany Chenery

- Memberhub Marketplace: Memberhub is offering a new program to all of their participating schools, and many of the other schools have already started doing it. We should consider whether we want to follow suit and try enlisting with the Marketplace for our school Memberhub account. It's like a coupon book that parents would have to seek out separately but that we could call people's attention to when more things are added. The Marketplace would not affect the ways we are currently buying and selling items (ie Jagwear or Jamboree tickets) as a school; it's a separate program. Each school is completely in charge of how they do it, and it seems that there are different possible benefits. For instance, vendors can advertise in our store and automatically give money or special Groupon-type promotions to families at our school. We can offer or not offer whichever vendors we choose. Tiffany discussed the program with Matt Harrell and sees only benefits.
- Kristin asked about how much Memberhub gets from the money raised / coupons sold (50%) and also about how it might affect other future sponsorships that we may want to solicit, such as for the PTA's 5K, the Foundation's sponsorships or auction item donations, etc. Tiffany replied that it sits separately than the sponsorships we traditionally think of, and businesses blanket their offers to all of Wake County, but we can say yes or no to each one being on our website. If we participate, we may need to designate a person to be in charge of approving or blocking each ad/coupon option.
- Others noted that we need to be cognizant of how it affects how parents view and use Memberhub; it may turn people off. In some classes, parents aren't using Memberhub this year as much anyway now that teachers can no longer use it per Wake County policy.
- The money would be ad money that is paid to Memberhub that they are giving us a cut of, but some still expressed a concern about only 50% of the money coming to the school. We also have some confusion over whether our number of participants who click on ads or coupons affects how much money we get — is it up front per sponsor or is it per use?
- We need to seek clarity on these questions and ask for clarity in how to communicate it's use and function / financial impact to parents.
- Kimberly pointed out that we could always try it for six months and reevaluate at the end of the year. Tiffany noted that since most Wake County schools have signed up, it seems to offer benefits for the school, especially at a time when other fundraising is low. She suggested that there is no harm in trying it for a few months, and then once we have more experience and data, we can reassess.

5. Treasurers' Report: Clair Marshall

- Clair noted that we did not meet our fundraising goal this fall. We had a large number of members join the PTA, but the monetary value of the No Fuss donations have definitely decreased. We should look at what trends we are seeing over the past couple years, especially since the 5K went down last year as well.
- We need to take a higher level look at our money flows and think about how we may need to adjust our budget and/or our message. Our school is actually growing — around 665 around the end of January — as more people move into the area.
- In other fundraising efforts, we did have a sponsorship for the spring event already come through. At Jamboree, we spent a little more than we made, but the goal of that event is bringing families together (including offering wristbands through Ms. Burston so every family can come regardless of ability to pay). The apparel sales did go up and are helping to offset some of our other deficits. The Dine Out income has also been really high, though we need to clarify one of the numbers is accurate.
- Mini-Grants have gone out, and 90% of the allocated projects have been ordered and completed. A few need to be purchased from special sources and so are still lingering.
- The box top program structure has changed and may affect (lessening) participation; it used to be a big grandparent participation program but is now higher tech to use. We do get money from Amazon Smile and through the grocery store linked sponsorships. We should look and see if other newer stores (Publix, Wegmans) would offer similar programs. We could also call more attention to it in the newsflash.
- Clair noted that she will be taking a more big picture look at the trends we are seeing with how our money is (and isn't) coming in. We need to take a higher level look at our money flows and think about how we may need to adjust our budget and/or our message. Our school is actually growing — around 665 students are expected at around the end of January — as more people move into the area. That growth also means more students and needs for the PTA to serve.

6. Communications: Kimberly Wheeler

- People have been great about submitting information to Kimberly for the Newsflash. She tries to condense information to make the emails more palatable. Someone has also suggested looking at a YouTube channel for Joyner or utilizing other sources for more video options. Historically, it looks like the same percentage (40-50%) of parents is reading it.
- Tiffany pointed out that in many households, only one parent may read it, which would make the percentages look different than the number of families whom the newsletter serves.. We are so thankful for Kimberly!

Committee Updates:

7. Night of Nonsense: Elizabeth Robin

- Night of Nonsense is coming up in May, and Elizabeth has recruited a new co-chair! Julie has a background in marketing and will be an asset to promoting the night. We need to be sure to clearly communicate what it is to new families. It may be worth emphasizing the show (with the food trucks supplementing as a dinner option) as opposed to focusing on the food trucks as the purpose of the night.
- Last year there were sound issues — so we are trying to address those so that the show can be the focus and people can appreciate all the work the teachers put in.
- Tiffany noted that she has a new food truck vendor option, though Elizabeth is hoping to primarily use the pre-approved vendor list. We want enough trucks to keep the lines short but not more than we need or can support. We want to make sure it's a fun and that the show / watching the teachers is the focus of the night.
- Ideally, we'd like to give the teachers a meal voucher to thank them for giving their time that night. The trucks already donate a portion back to the school for the truck bucks, which Ms. Burston gives to in-need families so that it feels like an event that all our families can attend. We could perhaps ask room parents to generate sponsorships from families to cover meal vouchers for the teachers. Moreover (or alternately), asking for parent volunteers to provide lunch coverage for teachers so that they can practice one day for each grade would be a big help.

8. Advocacy: Jamie Jackson

- Andrew had spoken to the equity coffees; Jamie is hoping we can have someone regularly attend those meetings. Andrew is hoping to go frequently but likely not every week. The coffee came out of the Equity Team conference and dove in deeply right away. It has evolved into every Friday and has been a very personal and active group. They are great advocates for kids and a great staff voice among the teachers. A lot of people don't know about the time and work that they are putting in; we should do a better job of letting people know (perhaps next year as they refine their mission) about the great work they are doing.
- Jamie also attended the Magnet Fair as a parent rep; prospective families seemed to really appreciate the parent perspective. Kristen pointed out that that could be a great way to get other families involved, especially parents who are magnet families themselves and may come from different locations, where they could be our "home base" representative in an area near their own neighborhood.

9. Foundation: Emily Payne

- The Foundation had a great success for the Gym Jam. It met the goal of raising as much (at least — perhaps more) as from the prior years' Dance-a-thon fundraising. They've had lots of great feedback from families too. We will do it again next year! Everyone — the kids, the volunteers, etc — had a great time.

10. JAG Publishing: Lori Neiter

- Lori has had a family health issue and has often been out of town. She is skipping the Writer's Wall of Fame for a month and will pick up in the new year. Everyone assured her that family health and other needs should be her priority!

11. Teacher Appreciation: Dana Zeszotarski

- The staff Holiday Luncheon is next Thursday. They are getting food from NoFo, so everyone will be excited. The committee's budget is getting lower. More teachers are asking for pizza for certain events, etc. We want to support all those things, but the more we draw on those funds, the less we will be able to do other big celebrations or gifts at the end of the year. We are happy to spend the money however the staff wants, but we need to be mindful of the cap on our funds and knowing budget implications. Dana tries to be mindful that the expenditures are benefitting all the staff.

12. Closing: Tiffany Chenery

- People wondered about the results from the SIT survey after curriculum night. We should ask Meredith to share the results.
- At our next meeting we will need to discuss planning for the 5K. It's coming, and we aren't prepared. We have to find someone to shadow our returning chair and share responsibilities with him. We also have a good volunteer happy to help but really need someone to chair the other end. Please keep your eyes and ears open for possible people to step up for this role. Kristen pointed out that we should offer a Grounds update at the General meeting too. That's of high interest to people.
- Our next meeting will be a general meeting on Friday, January 31, in the morning, before the Principal's coffee at 8:30. There are no plans now to have an additional meeting or conference call beforehand.

Meeting adjourned at 8:46am.