



**CHURCHILL ROAD**  

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**ELEMENTARY PTA**

# 2018 Long Range Planning Executive Summary

March 2018

# 2018 Long Range Planning Survey

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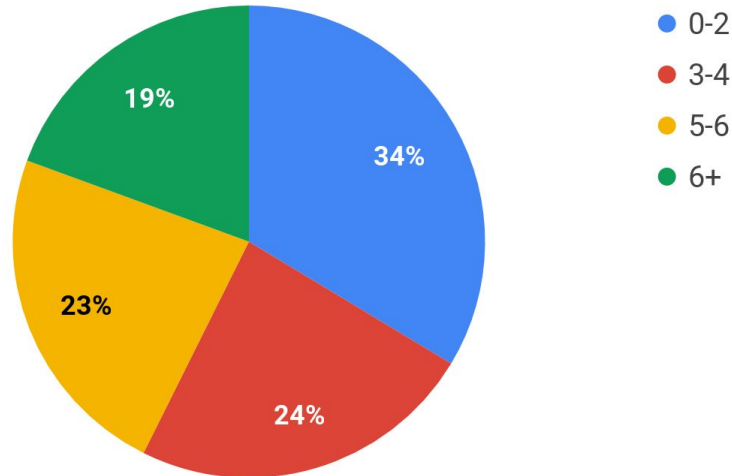
- Objective: Solicit input and feedback to help guide the direction of the CRS PTA over the next two years.
- Survey focused on three core areas: PTA Engagement, PTA Programming, PTA Budget
- Long Range Planning Committee:
  - PTA LRP Committee Chairs: F.J. and Alison Hueber
  - Parent Members: Christie Stute, Kristi West, Jennifer Cadin, Elizabeth Marino, Julie Millar, Catherine Paschkewitz, Soraya Radwan
  - CRS Members: Don Hutzal, Cheryl Bamdad, Stuart Baumgardner, Jordan Craig-Kuhn, Lisa Williams



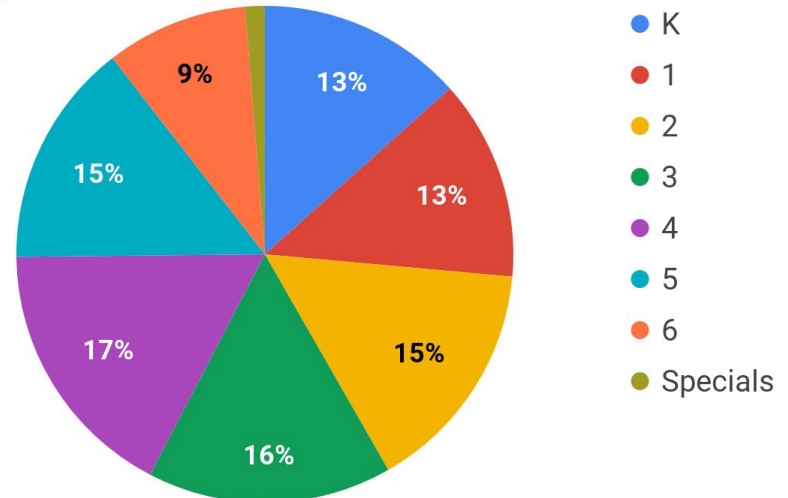
# 2018 Long Range Planning Participation

- 216 responses, up from 196 in 2016
- Diverse and representative sample
- Vast majority of survey respondents are current PTA members (94%)

Years at CRS



Grade





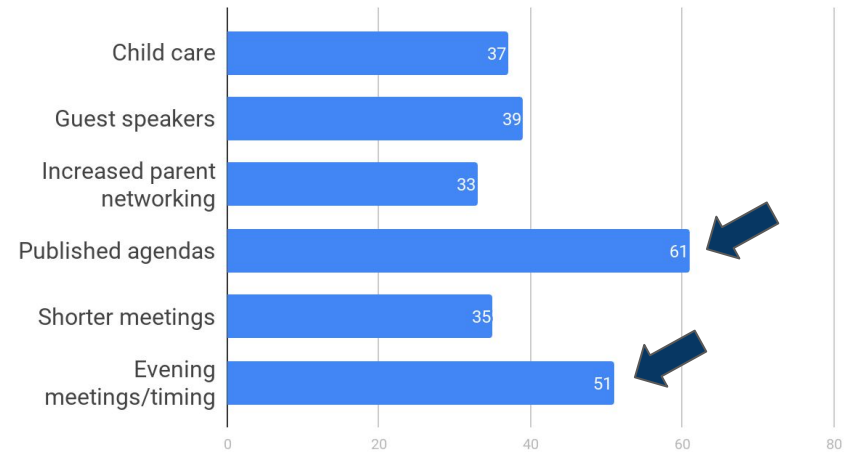
PTA Engagement



# Engagement Key Takeaways

- **PTA Meetings:** Wednesday remains the preferred day, followed by Friday for meetings.
  - Providing an agenda (51% of respondents) and varying meeting schedule could increase participation
- **Fundraising:** Majority (79%) have contributed to The Bobcat Fund, with budget constraints the primary reason for those who have not contributed.

Options to Increase Likelihood of PTA Meeting Attendance

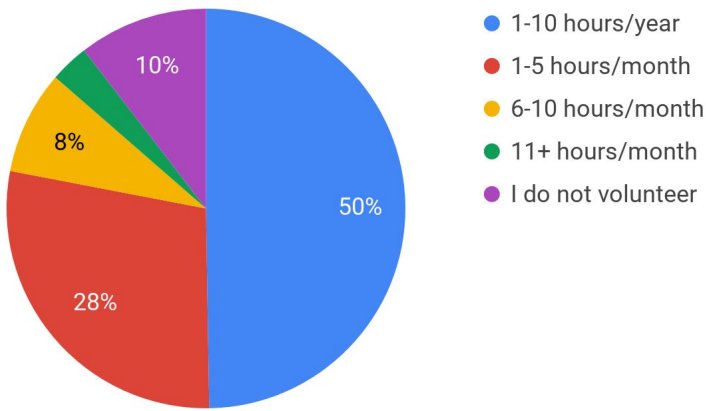




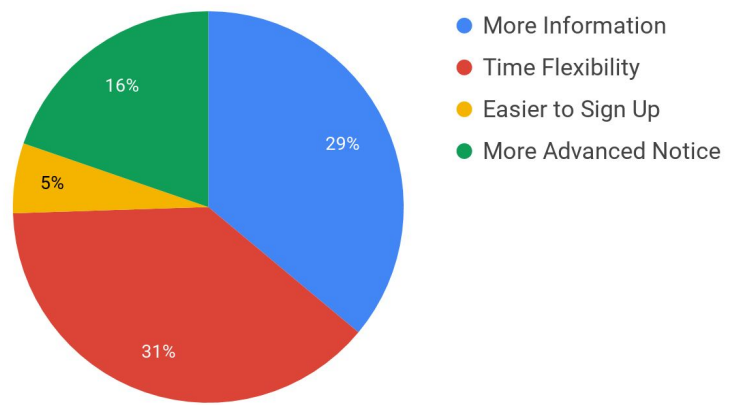
# Engagement Key Takeaways

- **Communications:** #1 source of information is the Churchill Chatter, with teacher emails at #2 - overall email is the primary channel for news
- **Volunteering:** 90% volunteer - we have a very supportive community!
  - For those not able to volunteer, the primary reason is lack of time
  - Providing more information and time flexibility would help recruit more volunteers

Hours Volunteered



How to Recruit More Volunteers



Note: The PTA newsletter was missing from the communication sources selection list.



# PTA Engagement Recommendations

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## PTA Meetings

- Keep virtual attendance options for flexibility
- Publish meeting agendas in advance
- Hold some PTA meetings in the evening (varying times) and also integrate speakers

## Fundraising

- Continue with The Bobcat Fund as our primary fundraiser, with each participant deciding their own contribution level
- Provide more budget communication - easy summaries of budget details vs. PTA priorities
- Share updates on funded programs & activities

## Communications

- Continue with email as primary communication method
- Look at how to improve room parent email consistency
- Continue ensuring coordination across channels so parents can easily find info

## Volunteering

- Support volunteers with more information and mentors where possible
- Identify where possible to break out more time flexible volunteer options
- Provide more information on opportunities at start of year - Open House, BTSN



# PTA Programming

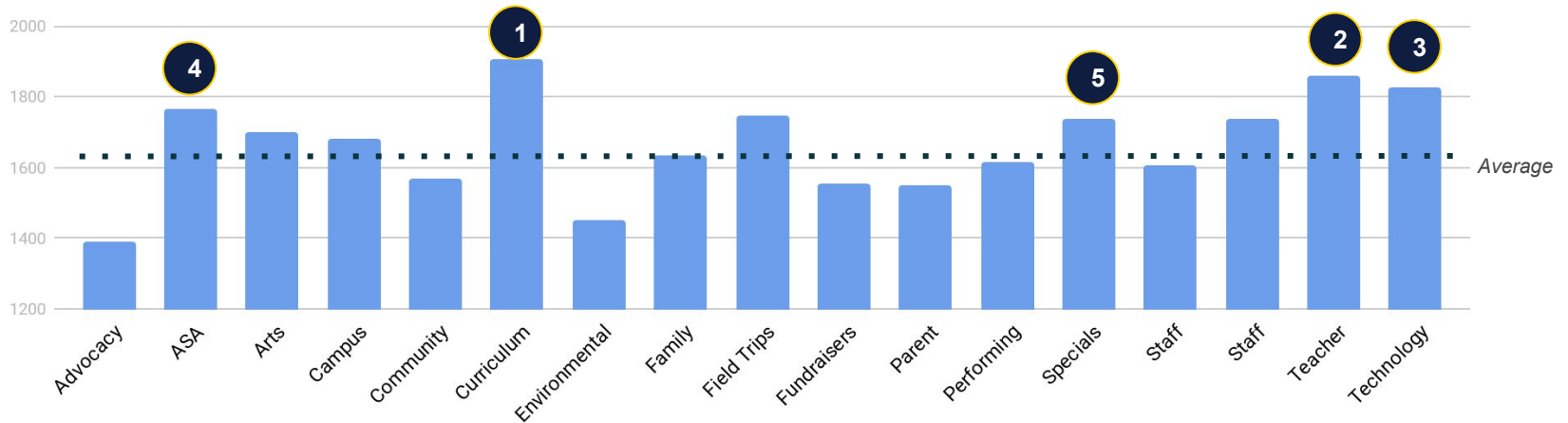




# Programming Key Takeaways

- **Investment Priorities:** Top 5 priorities - Curriculum, teacher incidentals (out-of-pocket), technology, ASA and specials
  - Over 70% of respondents rated the following as 4 or 5 in importance: ASA, arts programming, campus maintenance, curriculum support, field trips, specials, staff development, teacher incidentals, and technology

Weighted Prioritization Priority for Resources

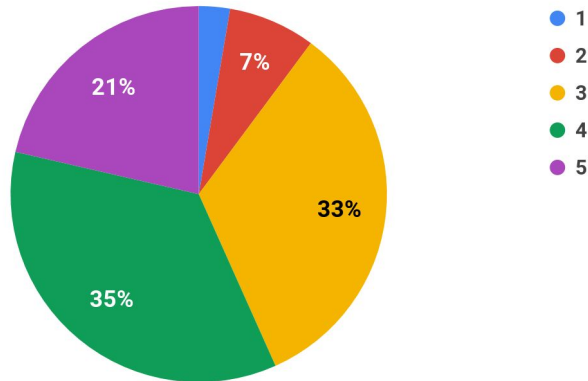




# Programming Key Takeaways

- **Parent Education:** Top interest areas are curriculum related, internet safety, and bullying - with top write-in topics tech/internet, safety, and health/stress.
- **Program Communication:** Overall people felt informed - potential to improve on advocacy, academic enrichment, community service & parent education.
- **After School Activities:** Positive feedback on variety was the #1 comment, but nearly equal number asked for more options.

ASA Satisfaction



5 = "Extremely Satisfied"  
1 = "Extremely Dissatisfied"

## Top ASA Class Suggestions:

- Sports
- STEM
- Languages

# PTA Program Opportunities

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## Program Investment Priorities

- Evaluate curriculum investments - sufficient?
- Determine any potential unfunded opportunities in top priority areas
- Evaluate funding for teacher out-of-pocket
- Consider STEM/STEAM/Maker program (with parent volunteering)

## Program Communications

- Share more in-depth and regular information about PTA support of Academic Enrichment
- Provide more information on parent resources & education options
- Share direction from Community Service Chairs next year (*no Chairs this year*)

## Parent Education and Resources

- Look at opportunities for talks on curriculum topics, tech/digital/internet safety, bullying
- Share more resources and outside events (low cost/free) for parents
- Consider yearly quick survey on topic priorities

## After School Activities

- Maintain favorite offerings
- Evaluate potential future offerings based upon session surveys - share updates
- Consider sports (space permitting), languages, and STEM options

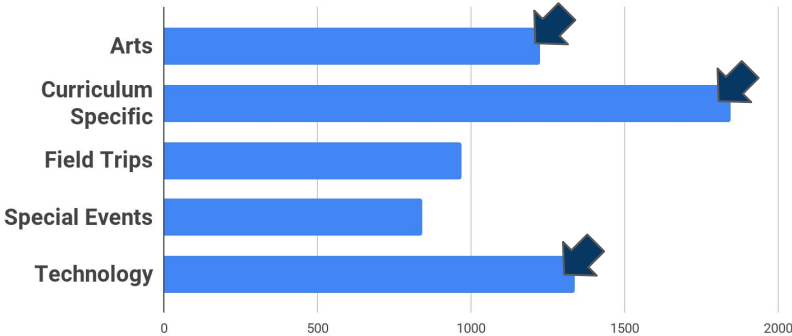


# PTA Budget Allocation

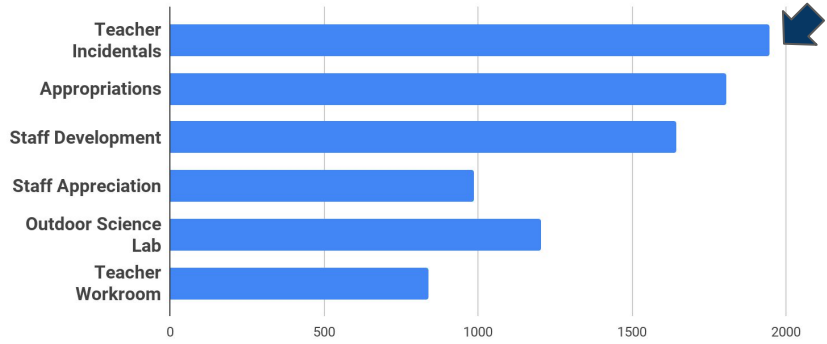
# Budget Key Takeaways

- **Education Programs:** Top priority (by far) is curriculum specific investments, followed by technology and the arts.
- **School / Staff Support:** Top priority for investment is teacher incidentals (out-of-pocket), followed by appropriations and staff development.
- **Suggestions for Investment:** Top area is curriculum (STEM & hands on learning)

Weighted Priority Score



Weighted Priority





# PTA Budget Opportunities

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## Education Program Investments

- Work with school administration & staff to maximize current curriculum investments and identify potential new options
- Continue to support technology - particularly through Appropriations
- Continue art support and Artist Workshop

## School/Staff Support Investments

- Prioritize teacher out-of-pocket support
- Continue to raise funds to support larger ticket items through Appropriations
- Increase CRS community engagement in Appropriations process

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## New Opportunities

- Consider potentially adding STEM/STEAM/Maker funding (possibilities might be a program, more funding for project materials, opportunities for parent volunteering, etc.)
- Consider additional support for Project Based Learning (PBL) - separate budget



Next Steps

# Next Steps

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- Utilize feedback in goal/priority setting for next year (PTA Board)
- Incorporate priorities and investment input into 2018-2019 budget planning (Budget Committee)
- Integrate suggestions into specific program areas, such as Parent Education (Committee Chairs)