

Corpus Christi Parents' Group Meeting Minutes Monday, October 5, 2020

7:05 pm Call to Order

Present: Jen Colgan, Michael Zapien, Kara Davison, Amanda Okamoto, Shannon Johnson, Liz Campbell, Bonnie Machuca, Ann Endress, Michael Sahlman

- Call to Order – Michelle Shalauta
- September 2020 Minutes Approved
- School Board Report (Dave Kevane)
 - Enrollment is at 256 (with some on a waitlist)
 - New tech assistants
 - Waiver application to reopen submitted; getting classrooms ready for a hybrid model when approved/appropriate
 - School budget is on track; school bookkeeping moved to a cloud service
 - Building & grounds: fall walk done a few weeks ago to identify infrastructure & safety issues
 - Connection will come out at some point this fall
- Virtual WAT Update - Kathleen Willard
 - Moving to an online platform, selected in part due to cost
 - Theme is "Bubble Mania"
 - Moving to flat fee donations (vs. donations per mile/lap)
 - Will have a separate contest for miles walked to incentivize walking (will have online leaderboards to show progress against individual goals, etc.)
 - Students will have fundraising pages that they can email out to people for pledges; hoping to earn more through pledges than usual (to make up for food & carnival revenue)
 - Will still do a t-shirt contest to run 10/9-10/30; flyer going out Friday with more info
 - Walking contest will begin 11/1 and go through 11/12
 - "WAT Starter Package" - t-shirt, raffle book, & bubbles for \$40 (encouraging all families to purchase); can buy an additional t-shirt for \$15 and more raffle tickets for \$20
 - Encouraging families to send in pics & videos of kids walking, etc.
 - Will do a 1hr livestream to culminate the WAT & announce winners
 - Need help with volunteers
 - Need to determine financial goal for the school (will be advertised on the VWAT home page)
 - ~\$45k is what we've netted in past years
 - \$250 per family is our goal (\$45.5k total school goal) - would communicate this to parents as a target goal per family for pledge asks
 - Logistical questions:

- What do we do if someone does not want to donate online (i.e. would rather write a check or give cash)? Can still send out pledge sheets if necessary and have people send offline donations via mail to the school.
 - Do we have budget to buy prizes for the raffle? Could spend what we've spent in the past on raffle prizes
 - Would love a marketing guide/brand style guide for creating marketing materials or any other marketing style guidance
- Moderator Update – Michael Sahlman
 - Alameda County Public Health Dept has said schools (K-5) can start reopening 10/13, but requires a checklist published on the school website. Earliest we can reopen would be the first week of November. Would be slowly rolling in one grade level at a time. Waivers are still being reviewed by the Alameda County Public Health Dept. Reopening would have to be at 50% capacity (which is what our hybrid model supports).
 - Second grade Holy Communion info coming out from the parish; 3rd grade will get info on how their makeup first communion will be happening
 - 97 RSVPs for the fundraising town hall
 - Enrollment online event happening Thursday
- President - Michelle Shalauta
 - No updates
- Secretary - Kara Davison
 - No Updates
- Vice President – Michael Zapien
 - No Kinder families reporting hours yet; will work with Ann & Liz to get messaging out to them around how to get hours
- Treasurer – Amanda Okamoto/Shannon Johnson
 - Want to understand what “TSYS” is and whether we need to continue paying for it
- Room Parent Coordinator – Liz Campbell
 - No updates
- TIP Chair – Bonnie Machuca
 - No updates
- Fundraising Chair – Rob Sajan
 - Working on the Fundraising Town Hall
 - Agenda for Town Hall:
 - Impact of fundraising/where the money goes
 - Overview of key fundraising events (WAT, Crab Feed/Live Auction, Online/SA)
 - Review fundraising survey results
 - Fundraising goals

- Details on fundraising events
 - Would be helpful to show the data behind questions around people asking for just the ability to write a check to support our move toward that model for the Crab Feed/Auction
 - Don't spend too much time on Amazon Smile - good to remind people but in reality, the amount of money we get from that program is very small (but an "every little bit helps" reminder is good)
 - Response rate for the fundraising survey was ~60%
- Want to make sure we're being conscientious about how we ask for money to be sensitive to those who may not be able to donate as much as others
 - For WAT, phrasing as "pledges" from friends & family vs. a direct ask for a donation might help
- Consider encouraging parents to utilize social media to increase the reach of their ask for pledges

- Mentor/Communications Chair – Ann Endress
 - No updates

- Parliamentarian – Jen Colgan
 - No updates

- New Business – Michelle Shalauta
 - None

- Adjournment: 8:26 pm