

Agnes Davidson School Parent Fundraising Association (ADSPFA)

Tuesday, April 9th, 2024

- 1) **Approval of the Agenda:** Kelly and JoAnn
- 2) **Approval of the Minutes:** JoAnn and Kelly
- 3) **Reports:**

Treasurers Report: (Tyler)

- \$150 was the March payout for **Aggie Brew** that is the numbers. **LOTG** numbers is OPA \$2400 is the gross funds coming in, not sure what the cost of that is yet. For the last one is \$3100 that we took in from people and we paid \$725 to Little Caesars. Little Caesars is always a win for us. The only other money movement was \$1500 for French Classes to Angela. This leaves us with \$23,000 for Community Builder and \$15,000 has not changed.

4) **Committees:**

- **Lunch on the Go:** No updates yet.
 - Just doing a bit more cost savings things so for example few years ago we had Little Caesars they were all individual pizzas which costs more, and she is getting pizzas and then you get two slices, so I do not know if that is her who is doing that. Panago, they stop making the individual size, I believe it is a cost saving piece I think so too and that is what Panago said when I organized it last year and, but he was going to have like us divvy it up. But I do not know if that is what they did for Little Caesars like divvy up all the pieces like buffet style. Like they line up in the hallway it takes a few more parent volunteers but the kids come in they usually have a label that says cheese and pineapple so then again one cheese pizza a one pineapple grab their drink and yogurt and away you go so it works quite well. So, I do not know if that is a cost thing, but I know that companies are saying that packaging the food is the biggest cost it is not the food itself right the individual packaging. I can't help with that something to just sort of park in our minds I think and whoever takes it over next year Danni's going to continue to do it I don't know is maybe you know as she's figuring out or whoever the person is figuring out there restaurants just because she doesn't know exactly our relationship with Panago so this a piece of information to share with that person I think. One of the reasons that we do Little Caesars is because it is a ridiculous amount of money maker for us. We have an evaluation of all of these and then we decide what we are going to do moving forward, that's great feedback that we just share. Well and I think it's good that we have these conversations and give the person that feedback because I've also heard that when we do and I don't remember who got sandwiches coming up in the past we have a sandwich what I heard from parents is well I'm not going to spend \$11.00 on a sandwich cause I can make a sandwich at home exactly, this is to get away from the sandwiches. you have something different. So, I think it's

important that we have these conversations and share them with that person cause they're also coming in I think it's important that we have these conversations and share them with the person cause they are also coming in like Danni's brand new this time, or a brand new person you don't know what you don't know. Unless we tell you that this is the conversation. So, again I need to park in our minds is as we move towards the end of the year is too well will I think we need to ask are you going to continue it next year we're here for another volunteer because I know sometimes Tiff used to do a lot of work for the summer leading up to September in terms of finding vendors and that sort of thing and then end of the previous school year exactly and so that if we sort of have a debriefing with Danni to move forward right. Danni and I had a great meeting, we met in person and went through the tech side of it like getting her in and showing her all the documents that she now has access to do.

Aggies Brew/Cuppers: (Michelle)

- So, I just e-mailed Cuppers and let them know like what we have planned for next year of what we are going to be doing with the campaign. I asked if people can just come into the store and buy the coffee and they said yes. Then I guess that we would have to send them a school label so that they can put it on the coffee, or people can just email him directly if they want a specific label. Like as far as the cheques or whatever we can just have somebody pick it up there is no managing beyond that? There are no cheques, we just e-transfer the money. we will get the label, or the general label. I guess that might be a treasurer contact requirement just because you are getting the money.

5) **Old Business:** (Terra)

- **Lethbridge Fit Body Boot Camp-**

So, I cannot remember if it was this Friday or next Friday, He has all the emails drafted for me, here send this one on this date and this one on that date. So that will be coming out on Friday it will be the first one. It is what I talked about.

6) **New Business:** (Tyler)

- **Parent Communication-**

The website is the clear part of it. My other volunteering is at Career Transitions. If you are not aware but they work within the schools at the High School level to help kids learn about Careers and we are doing some stuff trying to figure out how to integrate within Elementary Schools. There are steps that can be gotten at that age of getting the mentality of listen to your parents say this would be a good career for you, and you take that training and then you go there what ever that may entail and do it. For example, a doctor, nurse, teacher, or lawyer. Just realizing what the real world is about. With that it is a small organization that has been doing some pretty impactful like dealing with 10,000 students a year across Southern Alberta, for 20 years. We are in a revamp thing cause it use to be the board members all use to be teachers, and

they all work in the schools this is how we set up, it's a non-profit kind of created for the schools, kind of like school council like a career side of it, now its all people who are in the working world are different. On average there are more teachers than not who went through the school system and then went to university, then went back to the school system. So, we have transitioned to having board members now that are in all these different vocations actively have a network within those vocations like have businesses or work in a big business being able to really use that network effect for creating programs effectively. Why I am saying all of this because a lot of this mirrors our school council in this transition stage. This where I decided last year to do some technology implementation. It was about the same time I did it very wide eyed and optimistic with this other organization to and theirs been a lot of differences in a way that it has been implemented a used and surprising in both ways in how it has been used and how it has not been used. I learned a lot. Quite a bit this last month researching and trying to figure out the technology implementation at a volunteer basis because my previous experience was all in enterprise situations and this would be more analogous to your situation where the division says "hey the teachers never used to have iPad, and now they are all required to have iPads." I can see do some research and produce some idea decide that is the best way, not that I am doing it by myself. My thought is that we need to take this one step at a time for involving the parents at the specific steps. I would like to set a committee for parent engagement, and this would work hand in hand with the French stuff we were discussing. The goal of that would be to take actual skills from our parent committee because we have lot of parents who have a lot of skills out there. And find the people who are excited to say, "that I do this for a living." Try to involve the parents in trying to figure out what is the best way to begin this all? Are you saying that you are wanting to get a sense of what skill sets our families at the schools must then somehow bring that into the school and share those skill sets within the school somehow? No for operations, for School Council operations. And technology wise? Its just notes. We will use discord for example, my thing is how do parents want to engage with the school community best? and I did that media survey, which was like communication. I really want to figure out how we can create more of this community of what you have in kindergarten where all the parents are waiting around for pick-up and they all chat, and they in grade 1 there is like a little bit, but it just breaks down. I have heard from the other parents, not only grade 1 but other parents just drop off especially the bigger they are more you wait further on. Trying to produce something that little bit more modern little bit different surely enough graphic designers who can do something better than what I can in 9 minutes using AI and that is like only one step with the website, we have marketing systems that we have not included at all. Ok will tell someone to post it on Facebook and nobody has really thought about it all. We did actual marketing, we have nobody taking pictures of school council meetings when we do something, or just a picture of school council meeting that is posted. We do not have pictures of school council events that we do. It does not take much. Like

I am willing to take the pictures. I am not a professional photographer, but I have some skills. We have not formalized those and do not have to be systematic giant documents that you have to go through and make sure that you follow the rules. There is a lot of little things my personal belief people would be more involved they could use that mastery rather than just generic and hear about some stuff. Like I see where you are going with this. There are jobs that people want to do, that are reflected in their skill set, and they think oh I can do that because that is my job. Like the logo, or Facebook marketing or photography or whatever, I think our issue is where do we put that so that we can kind of list out here are some jobs that we can use some help with sign up here to volunteer for a job, cause they don't know what they can do, so they don't know how they can help but coming to a meeting is too scary, or a website or something that they can do on their own time. cause part of it is it is intimidating or part of it is they just cannot come. Or they feel that they do not have the time to commit and help. but if it was listed on there, we need somebody to help us create a logo or we need somebody to help us do some shopping. They can do it when the kids are after the kids are in bed right like on their own time and not a set time to. Or someone to help us make Facebook posts if this is something that you are interested in sign up here like. I do like the idea because we do need help with people participating, that is a way of getting more engagement if people knew what they could help us out with and then it is not a lifelong commitment. I am looking for I guess help with someone willing to not have super technology savviness in any domain but someone who understands about these systems. and then work together and I just know that my brain works a certain way and it is not how the rest of the population works and that's a good thing but there is also a lot of negatives with that so I want to make sure that this is something that there is some feedback. And there is willingness but there is also trying to find that if it is a commitment to working on a specific set. I have a whole job task board that I have been working thru and plugging away. Why do not you make like a job description like what you would need to help you with that. We can put that on a Facebook page that we are looking for a parent. With our council website should there be a place for this? Yes, the problem with websites, the website you must go to so without me sending out like all the information I sent down on my Monday messages is all on the website, but I know that nobody goes and searches that out. Parents do not go to the information you have to take the information to the parents. Is this a base to begin? Yes, it is a place to put it yes but I don't think that's actually solving all of your problems so exact place where you house it, we house all our information on Facebook and then we tell parents to go to the website so we still need the campaign, for it. Absolutely so yes and I do know in my experience that like the one click is my child attends LCI they do their website; you get their e-mail then you have to click on that, so the message isn't in the e-mail you have to click on it which takes you to another site to read the message. Then you must download it right to do that so. In my experiences how can you take it to the parents so they can easily access it and see it so housing it on a

website I agree but then you must lead the errands to do that. That is what I am trying to get to with the skills set stuff. There is a marketing component that is I know all the basics of it, but I am not a professional in that is my job description, its like I had to do pass thru my own business stuff but like its not a full-time thing gig. There are parents who do that thou. If we have more of this corporate mentality as far as the operation go without being scary, just thinking about oh I guess what would be in that situation. Like a CEO, the CTO, COO. We kind of have that in certain ways right now but just thinking about in that sense. I think if we are asking parents for support though and to seek somebody out for this sort of thing. I think we need to be specific in what we want right it has to be very directed because in my experience the parents and this is why they don't come here they don't want to be told what to do right so when I look at lunch on the go it was hard to find somebody to lead it but it's actually not too hard to find parents to come during the day and they show up and say tell me what to do yeah like sheep not the shepherd yeah exactly, so you know you stand here and you give out pizza and I will volunteer tell me what to do but if you don't tell me what to do than I'm not interested in figuring it out so in this scenario right if we were this is we want you to do a logo for us yeah right we could potentially find a parent to who has the experience to do the logo and then they know ok I know exactly what I need to do and then you know I need a parent who will and maybe it is the marketing piece who's got experience in marketing and in getting our name as school council out or that sort of thing. we you may have a parent who reaches out but I think it's being specific I think it comes down to we have parents willing like for example: we have people committed to come to these meetings, but that says nothing about skill set in regards to all the problems that arise at this table and so how can we mesh that's what I'm getting at I guess. I am like I am just going to hear you have three healthcare workers, but you know like technology stuff is not like this it is a small sample size of our community and skills. Do you remember that guy who's coming at the beginning of the year and he volunteered for something and just I remember he would he was involved and he kind of reminded me of you a little bit like he seems to know what you were talking about I just I don't know if you can reach out to him and say hey I wanted to like a as needed like I had like you take something on from it like he seemed really interested in being involved but then he couldn't long term. I do not know if you can do that, but it just popped into my mind now like what about just reaching out to him just as a starting point I do not know if this is appropriate? but he knew stuff. The problem is how do we get this information to the parents to let them know that we have all skill sets? I think producing the best system for delivering that. Or do you need to talk to a marketing person to figure out? I will in the next week I will produce something clear for Terra to send the call for assistance that is clear, and then we can just go from there. Like you said Terra there's a lot of people that want to help out but they just want to be told what to do because we heard that they were advertising parent council like there was like families that said oh yeah I would love to help out as long as it short term thing. If you need to go shopping, sure I can do

that. you know we look for people to do our French book sales we don't have a ton of parents but we have some parents were here like for four days straight they just want to come to the school and hang out, and they like it or that sort of thing I never see them here. Which is fine. I remember even from playschool we have been given a list of saying everyone has to do something pick something I was so overwhelmed and I you know I meant relatively educated person and I'm like of these I can clean I will be the cleaner I remember the list of all of these tasks I was overwhelmed by them, I think I can clean toys I just remember the list was daunting just surprising but it wasn't like I can't advertise I can't do the computer I can't do finance. Cause they need someone to volunteer for everything right there and we need like four people to make an astronomical difference I do not know how many active parents are on the list. 540 kids in our school. so, three hundred families right six hundred parents ish. I've not been focused on one component eliminating that off the list it's because I made it overwhelming in my scope I think when you start to host like the events for people like I think that's a piece that needs to start coming and then people start to come and then you can do some posting pieces. Build the relationships. One thing is just like hey we're looking for logo design type of person and talked about this right those building their relationship pieces so I know what to work on your part but like school yard cleanup right can we get a few welcome to kindergarten coming right they know it's might be some time for people to invest but I think if our community or parent community can see school council as a presence right and then they see us all the time we did our January Carnival night you guys had a room just having that consistent presence building the relationships and then then then our parents may be more willing to volunteer when you send out a thing hey I'm looking for whatever it's not so scary or whatever and maybe there's some t-shirts like it sounds silly but like at that the colouring event but do you know what I then you stand out questions come and see me at the event, there's going to be lots of parents but who am I coming to like I need to know who the people are, so like it's a silly thing but if you buy some one size t shirts yes all these basic things that need to start before you can do the other, or a prints because then it's something that's reusable so on school council thing and it's more like one size fits all and you just get a prints that have a piece right and then they are stored in your cupboard as opposed to like you know you get your T-shirt and then you go home, or will do silly hats or something. I think the message that if you do this if what you need is on your own time, at your own hours, not like you have to come here for these two hours and you have to do this, I think that's also would be a selling point, someone at home would be like I can do that or I can do that in the evening or whatever just if that's clear kind of like work your own hours for this small piece of help we need. What about a Facebook campaign though too? I feel like it needs to be part of it. I can work on that with Donna to like cause it's so sporadic that it gets put up on our Facebook page about what's parent council is and what school council is I think if we had like pinned posts about what it was and just something happen weekly like oh did you know that you know school council does

this did you know you can help out by going shopping and know even if the picture is did you know that we bought the iPads that these kids are using it just like those loads of things just to make that presence of what of what we are all about. The school yard will be clean because parent council I think that would mean a lot to parents, like thinking oh the school yard is going to be clean. To know that we are actively working on taking care of the school. We did talk about that at the last meeting about getting an Instagram account as well cause maybe more families are Instagram and I haven't followed up with Donna about that because you can link it So what ever you post on Facebook just automatically you can see on Instagram so that's easy to do is, we just haven't done it. Before we even do that like marketing, there is a voice that you have to have you do have to make that decision like what resonates, what's a good voice to use this for, for council cause you don't just want everybody! come out we are doing this and all the time it's just everything is exciting that we are doing. Like you got to start not planned perfect things like you just got to do stuff but there is a certain amount of strategy that avoids a whole bunch of burnouts from volunteers. That is what I am trying to go to is that balance of producing a strategy and I am not bringing myself out but like doing a lot of extracurricular council stuff to make it so that when I do talk to someone about something specific. it works like, when you setup Google work space for like you to get an email that was already to go we just need to recruit more people as well because we used to have the person that did the Facebook posts, that was their job and now they are not here anymore you know like we used to have like all of these people that took on some of these different roles and it dwindled so that's something we haven't asked her parent community for I wonder if we said to our parents hey we were looking for somebody you know who will throw Facebook posts out right and really all you have to do is you know scroll over from messages that I sent pick and choose what you think can be posted on Facebook or from the website. There is a different skill in it sometimes somebody posts like beautiful image I go wow how did the person take that blog that was on the website, and we turn it into this graphic. Wow that looks impressive. when I see it pop up so there is people that are gifted in that area to make it stand out but the first like an easy pieces like this coming weekend take a picture at your post goes up and you know talking about starting is we could buy like school council can buy 10 aprons that are a blue colour and we can get them embroidered in four months once we have the logo but it's a starting piece of like of a brand that's a budding brand of Agnes Davidson. So, two actionable items that can happen fairly quickly.

Next Meeting: May 14, 2024