



# Meet the Scoop In Person

Monday April 9, 2018 | 9-10 AM | In the Library (YAY)

# Key Feedback from the Session

- Many parents don't actually know what SAC stands for, who we are or what we do.
- Many parents would like to help but are not clear exactly how to get involved.
- Parents would like more streamlined and precise communication. (lots of emails)
- Parents would like more specific understanding of what we are fundraising for.

# Recommendations:

3 key areas emerged with recommendations:

- Outreach & Inclusion
- Communication
- Parent Engagement

# Outreach & Inclusion

- Update welcome packages to be more inclusive and easier to understand.
  - Translate welcome letter to Hebrew and Tagalog
  - Provide SAC welcome packages to all mid-year registrations
- Welcome Breakfast/Event
  - Explain the role of SAC & solicit volunteers/members
  - Recruit “class parents” make calls to new families.
- Set up a Facebook account or some other social media site. (Bloom?)
- Leverage the community by emailing: “We need a marketer, a scientist...”

# Communication:

- Establish a monthly/bi-weekly SAC newsletter – brief and specific about needs and events. Goal would be to not send one-off emails.
- “Class parent” to welcome new families to the school & communicate key SAC events/needs.
- Include SAC introduction during curriculum night
- Email: We Need Your Help to buy ... (clearly state what we need)

# Parent Engagement

- Continue to have Scoop meetings
- “Unconference” type of program in which parents pick topics they want to discuss and break off into groups with a facilitator.
  - Topics such as: what kids do at recess, social
- Improve participation in the school directory
  - Brainstorm ways we can increase parent Opt-In
  - Suggested somehow tying it into the kindergarten registration?