

Willingdon Home & School Association
Meeting Agenda
April 20th, 2021 at 7:00pm (Zoom)

Attendance: Karen, Ania, Margo, Maya, Tanya, Marie Rivard, Anna, Kristy, Andrea, Julie, Maria Ressina

1. **Welcome** - Karen
2. **Approval of Agenda** – Veronica. Second - Margo
3. **Approval of Minutes** from March 16th, 2021 Correction to notes last meeting: Teacher provided marks but no comments. Last meeting's notes says: No marks, just comments due to union negotiations"
4. **Principal/VP's Report** (5-10mins) Maya.
Love organization started. For the sexuality program. Outside teachers to help bring comfort to the group. Secretary day is tomorrow, April 21. Maya is organizing something tomorrow and the teachers are bringing in little treats for them. Covid cases remain 0. Everyone following rules very well. Yards were cleaned this week. Admin Professional day next week, April 28. Going to follow up to see if H&S or the teachers will do something for them next week.
5. **Teacher's report** (Mme Marie - 5 mins)
Dernière réunion du comité du Home and School, le mardi 20 avril 2020
Compte rendu de Mme Marie, représentante des enseignants

- Merci beaucoup de m'inclure dans votre partage d'informations avec la direction! J'ai transféré toutes les informations reçues à mes collègues.

- La prise de photos extérieures s'est très bien déroulée hier. Votre équipe était bien organisée. Plusieurs enseignants ont préféré cette formule extérieure pour les photos individuelles à celle habituelle.

- Mme Crina et Mme Zoë n'ont pas été approchées pour vos surplus budgétaires de Scholastic. Elles demandent si vous avez des budgets pour des jeux pour les salles 4 et 13. Ils pourraient venir de Scholastic, fonds spéciaux ou encore des jeux usagés.

- Les 5 futures enseignantes de 1^{re} année aimeraient savoir si vous pouvez leur allouer un budget afin d'acheter des autocollants pour leur classe 2020-2021 (50\$ par classe.)

- Les enseignantes de maternelle aimeraient savoir si le comité du H&S prévoit d'offrir un souvenir aux élèves de maternelle pour la graduation au mois de juin.

Petites nouvelles des différents niveaux pour les mois d'avril-mai-juin 2021

Maternelle

En maternelle nous verrons le thème des insectes et le printemps.

L'événement bienvenue à la maternelle sera fait de façon virtuelle au mois de mai.

Première année

Nous abordons le thème du printemps, de la vie marine, du potager, des insectes, le spectacle et l'été. Nous terminons l'apprentissage des sons complexes : ch, gn, ou-our, on-om, bl-cl-fl-gl-pl et br-cr-dr-fr-gr-pr-tr-vr afin de bien préparer les élèves pour la 2^e année. En mathématiques, nous terminons le dernier thème dans Numérik B. Nous expérimentons l'approximation des nombres sur une droite numérique, l'approximation d'une quantité d'objets, l'addition et la soustraction des nombres à 2 chiffres et la validation des opérations à l'aide d'une calculatrice.

Deuxième année

Grade two themes : the environment, spring, le parc d'attraction, le cirque, summer

Troisième année

Voici les derniers thèmes de l'année en 3^e:

- Le 22 avril, nous allons célébrer le jour de la Terre en allant ramasser des déchets autour de l'école (toutes les classes de 3^e e .)

- Nous allons continuer le thème du printemps et aborder le thème des vacances d'été au mois de juin.

- En ECR, ce sera l'étude des 5 grandes religions dans le monde avec un projet de recherche.

The Grade 3's are working on fairy tales this month.

Quatrième année

Grade 4 English and math.

Math: measurement, time, geometry

English: Creative writing, Fairy tales, recycling, reading responses.

6. **EDP Report** (Tanya - 5 mins)

All staff has their shots. Everyone is in a very positive mood. Everyone looks forward to seeing the kids. Tanya is waiting for the governing board to vote them in and then set out the registration package to the group.

7. **Communications report** (Andrea - 5-10 min)

Instagram

- 111 followers (16.8% increase), a big jump for us considering it's all organic •
- Continuing to put stories and photos might help drag more people to it
- Our followers are most active between 6 and 9 pm. Top posts have been pizza night, autism awareness.
- Our content and interaction is down 3.4%
- Our impressions are down 9.1%

Recommendations

- If H&S members can share our insta posts they find relevant in their stories it could help reaching more Willingdon Families
- Save is the new like, if you can save our posts it will increase our visibility on Instagram

Facebook

- We have 3 new likes on our Facebook page
- Post reach: 2,997 over the last 28 days (-13%)
- Post engagement: 970 over the last 28 days (-19%)
- Overall, our posts are being seen by an average of 200pp
- Most popular post has been Pizza Day and Tru Earth Fundraiser

Recommendations

- Sharing the fundraisers with groups outside of home & school has been a huge help in making those posts thrive

					Reach: Organic/Paid	Post clicks	Reactions, comments & shares
18/04/2021 09:00	It's here! Our Earth Day Fundraiser Order your			1.2K		88	
30/03/2021 09:15	Tonight is PIZZA NIGHT! Domino will contribute \$5 for			2.3K		186	

- Recommendation: where it makes sense, boost fundraising posts to reach more followers + their friends
- Used \$20 credit to boost Tru Earth Fundraiser as a pilot project

Mailchimp

- Newsletters continue to hover around the 50% open rate
- **Observation:** repeat emails/reminders tend to have lower open rates
- Recommendation
- Continue with weekly newsletter format
- Explore a different strategy for repeat emails/reminders
- o Example, re-target recipients who did not open first email & focus reminders to social

	newsletter-19 Regular - Willingdon Families - Home & School 2020-2021	Sent	40.3% Opens	2.9% Clicks
Sent mar., avril 20th 7:15 AM to 818 recipients by you				
	Photo Day JUNIOR CAMPUS reminder Regular - Willingdon Families - Home & School 2020-2021	Sent	44.4% Opens	0.1% Clicks
Sent dim., avril 18th 9:38 AM to 818 recipients by you				
	newsletter-18 Regular - Willingdon Families - Home & School 2020-2021	Sent	47.0% Opens	4.4% Clicks
Sent mar., avril 13th 8:15 AM to 819 recipients by you				
	Photo Day SENIOR CAMPUS reminder Regular - Willingdon Families - Home & School 2020-2021	Sent	46.0% Opens	0.1% Clicks
Sent dim., avril 11th 10:00 AM to 821 recipients by you				

\$20 facebook credit put towards Tru Earth fundraising

Autism awareness and acceptance doing very well. Looking for volunteers to support for Indigenous and Asian months in the next 2 months. Hoping someone would take this on. Asking the group to reach out to friends who might be interested. Ask in newsletter and on facebook to see if a parent is interested. The local library had a focus on autism so maybe over the next 2 months they would be supporting the Indigenous and Asian months.

- Treasurer's report (Anna - 5 mins)

Treasurer's Report		(totals as of Apr19)	
April 20, 2021			
Current Bank Balance	\$ 27,941.11		
Unashed cheques Total:	\$ -		
Funds already allocated		Main expenses incurred so far this year:	
Family Support Fund Balance	\$ 9,282.86	Teacher and staff events/treats/gifts (incl general H&S funds, not just TSAW)	\$ 2,155.22
TSAW Balance (based on budget of \$1500)	\$ 413.60	Back to School/Halloween/Christmas/Tropical Day	\$ 2,145.35
Grad balance (not incl. Froyo profits)	\$ 6,300.57	Bike Racks	\$ 1,956.24
**froyo profits for grad estimated to be \$1985		Froyo (Dec/Jan/Feb/Mar/Apr)	\$ 3,557.53
Grad class 2020 balance	\$ 2,532.19	FSF - groceries, lunches, holiday gifts, community pantry	\$ 3,779.58
Budgeted costs not yet spent		Admin fees (incl business regn, zoom acct, bank fees, website)	\$ 1,388.15
Remaining Froyo days (Dec/Jan/Feb/Mar/Apr paid)	\$ 1,400.00	Art Therapy (half of winter session, split w admin.)	\$ 4,000.00
Potential end of year event	\$ 2,000.00 ??	Funds collected so far this year	
Art therapy spring session (half from FSF/half H&S)	\$ 4,000.00	FSF funds raised (spirit wear, donations, Recettes en pot, Editions Vaudreuil)	\$ 6,431.69
Remaining available balance	\$ 2,011.89	Grad income (incl donations, profits from holiday market/chocolate bar sales)	\$ 5,855.25
		Mabel's Labels	\$ 505.12
		TSAW donations	\$ 369.58
		General H&S donations	\$ 185.00

- 39 Pizza sales from 1 location \$5 per sale. Still waiting on the other location. Hoping for about a \$400 influx.
 - We are at the point where we need to plan the activity for end of year, but its looking unlikely. Are we ready to say we are not having an end of year plan?
 - Request for K graduation end of year project as well as possibly a big banner you could get your photo with? Maya says they take care of the K graduation. Welcome to K will also be done virtually.
 - Could consider a virtual show in each class. Something to share but within the class. Funfair group is now offering online animation. Could look into this. Maybe consider a small theme day. Wills Jams do dance parties outside. All events need to be within your class.
 - Maya said they want a crazy hat or crazy hair day.
9. **Membership Report (N/A)**
10. **Family Emergency Fund Report (Kristy - 5-10 mins)**
 No huge events but continuing to do pickups. Now families can access the pantry themselves. They make an app and head down to sr. campus and take what they need. The food depot deliveries are going well. The winter gear will be the last thoughtful Thursday. Preparing to shut down for the summer months. April 22 is the last thoughtful Thursday.
 Maybe have 1 date in May just for snowsuits. Must clear the school of food but the others stuff can stay.
11. **Grad Committee Report (Julie/Chantal - 5-10 mins)**
- Budget feels healthy. Feeling good about it. 2nd chocolate bars \$550 spirit wear \$1500 cheque to be mail very soon. \$9800 raised so far. And still collecting. Goal was \$9500.
 - 30 days kindness challenge is going on. Giving away grad sweatshirt for anyone who does 30 kind acts.
 - Tent is reserved. Sending deposit. Deco committee having meeting this week. Trying to recycle Hollywood theme from 2 years ago. June 23rd rain or shine.
 - Legacy gift voted on mural for sr campus. Julie going to follow up and keep us posted. Coming in around about \$3000 for the mural. Something they can afford.
 - They will be putting out a request for grade 5 volunteers for next year.
12. **TSAW updates (Ania/Kim- 5-10 mins)**
 Next week wed April 28th celebrating Admin Professional day. Gift for lunch and spring flowers. Looking at serving really nice coffee to the teachers, a nice banner. Need to get approved.
13. **Other Business (20-30mins):**
- We have a H&S contact list for mailing list. But we are not authorized to share it. H&S had created an intake form to share your email with parents withing your student class.
 - Sr. campus will remain Willingdon. Confirmed. Admin team will treat the secretaries tomorrow and next week H&S will so something.
- a. Dominos Family Pizza Night - Raised \$200, 40 families participated from 1 location. Waiting for the second location. Margo asked if we could do it again. One that doesn't fall on a religious holiday.

- b. School photos (Margo)
 - Senior Campus April 12th - finished early
 - Junior Campus, April 19th - finished on time. Could we have the kids who do distance learning do a photo? Maya looked out and they said that they are not interested. Kids who are in school but absent will be able to do a makeup day. Not a retake day for parents who don't like photo. Only for the kids who didn't make it. Wednesday or Thursday next week. Photographer will go to both campuses.
 - Paper proofs distributed for senior campus. Junior campus will receive proofs within 5 business days.
- c. School Supplies:
 - Confirmed: Editions Vaudreuil - class lists due end of May
 - Need to reserve distribution date in August. Waiting for EMSB calendar for the distribution date.
- d. Freeze Friday Dates: May 14 & June 4? Maya can we do this? The only way it could work is the same way we are doing froyo. It would be the lunch monitor. Would ask that they use small freezers. Need the same volunteer was froyo.
- e. Website update: working on text & content. Going to circulate the password for the team to review. Still needs a lot of work. But it's moving along and on track.
- 14. Votes & Budget approval:
 - Play Dough for K orientation day: 100 x approx \$1.00-\$1.50 each: Approve- Julie Second- Ania
 - \$867.14 to spend on 1 standing desk and: bouncy bands (chair & desk), weighted animals, headphones, neoflex balls. Original ask was for 3 desks. Not feasible for the budget right now. Laura and the resource team asked for this for the resource room. About 12 ASD students. Many parents send their own item for students. Maybe this is an initiative that grows yearly. Maybe put some funds towards it now. Eliminate the desk and do the \$300 purchase now. And do the desk next year. Vote on items excluding the desk. Family support \$320.84 Approve – Margo
 - Second – Veronica

Need to determine the date of the next meeting of the AGM. AGM Meeting date that includes feedback TBD before end of school

Adjournment at 20.45 – move to adjourn the meeting. Approve - Margo