October 3, 2017 - PA Meeting Minutes

Introductions, attendance

Updated Roster of PA Class Reps:

Acorn: Lindsey and Kit Kirchmier

Oak: Sara Thomas, back-up Spring Ayers-Rowland

Magnolia - Amy Black

1st - Spring Ayers-Rowland

2nd- Nikki Randall

4th - Sommer Humphries

5th - Lisa Cusano

6th - Yadira Carrillo

7th- Cary White

8th – Megan Chase

Updated PA Officers:

PA Co-Moderators: Lisa Moss and Ophelia von Ludwig

Secretary: Sarah Hayward

Treasurer: Sara Thomas

Building and Retaining School Community - Valerie Hogan, Enrollment Coordinator

* RWS has ambitious recruitment and enrollment goals this year; Val needs the help of parents. Parents are the ambassadors for the school in the community. The first step to strengthening our school’s community is parental involvement and volunteerism--joining RWS at public events is especially helpful in communicating about our school parent to parent. If you know of events (or businesses that you have a relationship with) that would be relevant marketing platforms for RWS, please send ideas to Valerie. If you haven’t Liked RWS on Facebook, please do so, and share our posts with your friends.

Upcoming Events:

* Fall Fest:
* Friday evening is a parent only event. Live music, free food, cash bar for beer and wine. There will also be a silent auction and we are seeking donations. We have many gift cards, seeking looking to have more actual goods. We are looking for Waldorf Inspired crafts, handmade toys, art, and products. We would like to have a variety of price points, but focusing on moderate/modest. If you have items or know of someone who may have items to donate, please reach out to Adrienne Capullupo - amcctp2010@gmail.com.
* Saturday is for the whole family and will have many children’s activities. Nikki will be leading a children’s lantern making project.
* Volunteer slots are still open (many of them); please remind your classes and friends to sign up to volunteer and also to RSVP so that we can order the right amounts of food and drink. We hope to see a big turnout from both the school community and the public.
* Reminder that Parent-Teacher Conferences Oct. 27 & Oct. 30. Childcare will now be offered all day during Conference days. First 3 hours will be free, consecutive hours will be charged at the regular After Care rates. Sign up to come soon.
* Feedback about Michaelmas: People would like the lunch to be communal with the whole school, and easier to serve.
* Clothing Swap ends Friday, Oct 6. Remaining articles will be donated to Puerto Rico hurricane relief drive.
* Puerto Rico Relief Drive: Efforts are being led by the Valero family. They are specifically looking for donations of: Clothing, first aid kits, Over-The-Counter medication (tylenol, advil, etc), bottled water, disposable diapers, batteries (C/D), dry food for pets, insect repellent, shoes and canned food, feminine hygiene products. Please give items to LaToya in the main office by Oct 13.
* Lantern Walk: Friday Nov, 6:30-7:30pm. We are also planning a parent lantern making event (the very beautiful star lanterns). Spring, Sommer, and Nikki have volunteered to organize this. We need at least 10 people to RSVP for this event to make it happen. Be on the lookout for date, details, and rsvp.
* Outside community event: Adrienne is looking into coordinating with the 1708 Gallery InLight exhibition, to get listed on their website as a place the wider community can go to make Lanterns (at our Fall Fest!). We might need more jelly jars.
* Waldorf 101: Second and fourth Wednesdays beginning this month on Oct. 11 at 6:30pm. Location will be Oak Classroom. No childcare is offered at the first meeting, but the group can decide at the first meeting if they would like it going forward.
* Next Coffee Social on Oct 20, main school lobby 8a-9a. Thank you Nikki!
* Planning for future: Games night: looking at January. Contra Dance: tentatively in February. Looking into family bike day this fall. Whine Free women’s night? (no children) - Ophelia looking into this. And, for the Men’s night- Chris Pohlad to plan.

Annual Fund: Kim Washburn and Martina (Development Consultant)

* Annual Fund exists to cover the school’s expenses that are not covered by tuition alone. RWS allows generous financial aid and scholarship opportunities, and we do not break even on tuition. The annual fund helps to keep tuition rates low and allow families to attend who otherwise could not afford to be here. Members of the school community donate whatever amount of money they are able to give in addition to tuition. 100% participation rates among the parents, faculty, staff, and board of directors gives the school credibility with financial and accrediting institutions. Martina and Sarah (marketing consultants) will help run the campaign this year. Guidance to families regarding suggested donation amounts and what different giving levels can accomplish; $650 per student enrolled is the current amount of shortfall between tuition and operating expenses. If we can’t raise the money via tax-free donations, we will have to raise tuition across the board by about that amount per student. The annual fund is an opportunity for generosity and the school leadership hopes to be a philanthropic priority for every family. A six-week fundraising campaign will kick off October 9.

Fundraising:

* Seeking volunteers to serve on the Heads Committee for Fundraising: currently we have Adrienne, Sara T, Kim W, and Yadira. Please contact Lisa Moss at [lzulu229@hotmail.com](mailto:lzulu229@hotmail.com) if you would like to volunteer on this committee. You do not need to attend PA meetings to help out. We will be setting up a meeting to discuss fundraising in the next two weeks.
* Kroger Community Rewards and Scrip sales went well at the PA coffee social. We will also have a fundraising table at the next coffee social on Oct 20 for support with more scrip sales and Kroger enrollments. For Kroger sign-up, if you already have an on-line account, it would be great if you could also have your log-in and password ready. If you do not know this information when you come to our registration table, please plan to allot 10 minutes while we call customer service to get it straightened out and appoint your Community Rewards organization. Remember, between 1-3% of your purchases will be donated to RWS at no cost to you.
* Shout out to Sara Thomas who has volunteered to be the new Treasurer for the PA! Thank you!!!

Care and Concerns:

* Feedback from parent community: we need a place to congregate, to replace the big school calendar that used to live on the chalkboard at the old school. Looking into beautification of the area of the Kiss and Ride drop-off by the EC area. Spring has offered to work on this in conjunction with Megan Chase, our Grounds Coordinator. PA will discuss using funds to support this if needed.

Communications

* The Messenger (our weekly school newsletter) and other emails from the school are sometimes immediately sent to Social or Promotions folders in Gmail. Please remind your class parents to check these folders if they are not receiving school emails.
* Parents should also be aware that there is a closed Facebook group for RWS parents. If you are on Facebook, go to the search box and type in Richmond Waldorf School Private Group. Or copy and paste the link: https://www.facebook.com/groups/111253342280889/

and request to join. This group is for RWS families only and has regular updates on things going on at the school.