

**Jefferson Elementary PTA Meeting
 Sept 14, 2006
 School Library, 6:30-8:00 pm**

We went around the room and everyone introduced themselves.

Thanks

Robin gave thank-you's for recent volunteer efforts

- Valerie MacFarlane and Eric Wells for the K/1 playdate
- Kira Reoutt for the "Things I Wish I'd Known" flyer
- Eric Wells and Todd Andrew for the Back to School BBQ plus the many others who pitched in the day of
- Nicole Pitts for being the new events coordinator
- Todd Andrew for being the new volunteer coordinator
- Sharan Ikeda and Kathryn Cohen for providing dinner prior to the meeting

This year's Board members

- Robin and Patricia – co-Presidents
- Paul - Treasurer
- Eric and Adam – co-Secretaries

A note on attendance

There seemed to be lots of K and 1 parents, a couple of prospective Jefferson parents for next year, and four teachers.

Principal's Update

- Betty gave her report.
- The school is fully staffed with credentialed teachers. One was lost late in the process but a replacement has been found already.
- This year we have 273 students.
- Betty still needs to hire a custodian.
- One major area of focus this year will be the school social climate. The school has "building blocks of behavior" that will be focused on. The conflict resolution program is also being resurrected. This program involves training 4th and 5th graders as facilitators. Parents will be provided information too. We have contracted with Bay Area Children First to provide a counselor. There are 4 new supervisors for recess. They have not started yet while they get public safety clearance, but will soon.
- Information on last year's STAR testing will be coming home soon.
- Betty encourages everyone to join a school committee: BSEP, English Language Learners, School Site, etc. If you can't join, you are still welcome to attend those meetings.
- The first school assembly will be Sept 21st.
- Sept 20th is Back to School Night. There should be at least one adult for each student.
- On the Garden project, Betty has just received word that the BUSD will pay for the grading of the garden site (necessary before volunteers can begin work).
- On the Curb Appeal project, Betty called maintenance about the incomplete gate on Rose Street. A truck arrived 15 minutes later!
- Betty requests PTA funds to buy placemats to reduce risk for those allergic to peanuts.

Volunteer Opportunities

Listing of volunteer opportunities is handed out.

What you can do	Whom to contact
Volunteer in teacher-led after-school tutoring program (training in curriculum and	Maggie Riddle (5 th -grade teacher, Room 206) Can leave messages at 644-6299 with Marie

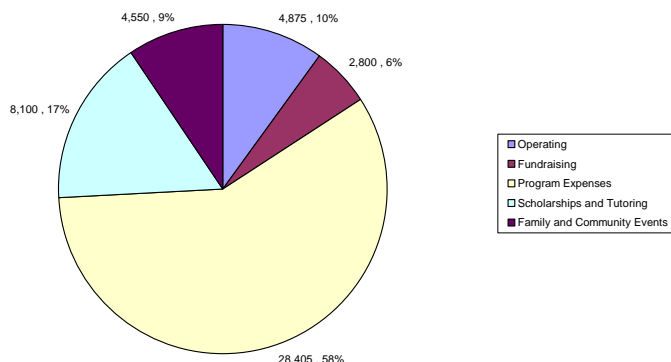
learning goals will be provided)	Ferguson (school secretary)
Volunteer in the office	Betty Delaney (principal) or Marie Ferguson (secretary); School office, 644-6299
Volunteer in the classroom	Talk to child's teacher anytime, learn more at Back-to-School night (Wednesday, September 20)
PTA Room Partners (more information at Back-to-School Night)	Laura Horn or Margaret Miller; 524-9769
PTA Garden Committee	Eric Wells (ericwells@gmail.com , 704-1894) or Sharan Ikeda (sharlei@pacbell.net , 525-9888)
Working/putting on PTA events (planning, setting up, cleaning up)	Nicole Pitts (njissang@yahoo.com)
PTA fundraising	Paul Jenny, treasurer and fundraising coordinator (pjenny@berkeley.edu)
School Governance (Site Council, BSEP Committee, ELL Committee, School Advisory Committee)	Robin Henke (524-5659, rhenke@mprinc.com) or Brad Whitaker (brad@whitaker.com , 528-9478)
Keep nurse's room clean and organized, wash sheets and blankets once in a while	Betty Delaney (principal) or Marie Ferguson (secretary); School office, 644-6299
PTA Outreach Committee (translate oral or written communication, phone tree for language minority families, help plan/organize ways to reach out to all Jefferson families)	Suzanne Teran (steran@berkeley.edu , 527-9805)
Miscellaneous tasks as they arise	Todd Andrew, PTA Volunteer Coordinator (919-2004, toddandrew@comcast.net)

Contact Todd Andrew at 919-2004 to add your name to the bank of volunteers. There are lots of opportunities, including small time commitments!

Treasurer's report

- Paul shared a pie chart that shows the estimated spending for the year.

FY06-07 Jefferson PTA Expense Budget



- We have nearly \$70K in the bank, which represents a large opportunity cost. Paul shared the budget spreadsheet which shows expected \$36,050 in and \$48,730 out for the upcoming year. That is a deficit for the year of \$12,680. This is intentional as we want to use some of the money in the bank to improve the school. However, it will also be great if we can raise more funds and not have to pull back on our spending at some point in the coming couple of years. Paul will keep track of a forecast as well and report out on that at meetings.

		FY07 Budget
Fiscal Year FY06 Final Close		
Savings Account	8/31/2006	60,878
Checking Account	8/31/2006	6,621
		<u>\$ 67,499</u>
FY06 Final Adjustments		<u>3,499</u>
FY07 Starting Balance		<u><u>70,998</u></u>
FY07 Budget		
Total Revenue		<u><u>36,050</u></u>
Expenses		
Operating		4,875
Fundraising		2,800
Program Expenses		28,405
Scholarships and Tutoring		8,100
Family and Community Events		4,550
Total Expenses		<u><u>48,730</u></u>
(less pass through expenses)		-
Total Adjusted Expenses		<u><u>48,730</u></u>
Net Revenue		<u><u>(12,680)</u></u>

- How do people bring ideas forward about how to spend the extra money? Contact the board. Most preferred ideas are those that create a sustainable program.
- Reimbursement forms are available in the office. Friday pick up and checks available on Monday. Please turn in collected checks promptly.

Easy fundraising

- Escript: sign up once and then the rest is automatic. Just enter your credit card info. Then if you shop at the designated stores, it automatically gives a share to Jefferson. Last year 90 active participants brought in \$200 a month. Grandparents can participate too (nationwide)! You can split your donation to up to 3 schools. It is best to recheck your registration every year (e.g. Safeway Club card or credit card expirations).
- Paper scrip: for some places (like the Berkeley Bowl) that don't have the technology. Buy scrip in advance, turn it in when shopping, *then* the school gets paid.

New fundraising possibility

- Jason from Banyan Financial presented about the CalLEAP (<http://www.calleap.com>).
- This is a program that allows for a percentage of real estate transaction fees for participating parents etc to be donated to Jefferson School.
- It brings together realtors, appraisers, lenders, banks. The money is raised via property transactions. It ends up being approximately 10% of the selling fees. For instance: on a \$500K loan the school will end up with about \$1200 to the school.
- Todd, our volunteer coordinator who is also a realtor, views this as if you are going to sell or refinance a home, then you can encourage your broker or realtor to join CalLEAP.

Membership fees

- Membership to the PTA used to be \$12. A couple dollars of that goes to national PTA.
- **Victoria Eisen moves to invite all parents to join the PTA for free.**
- The intent is to seek greater involvement from the Jefferson parent community and completely separate membership from fundraising.
- The direct financial effect of this is that the Jefferson PTA will have to pay the national PTA for every member that joins. The maximum exposure is less than \$1,000.
- Membership has been in the 70s. So it was raising about \$800.
- The idea was suggested to mention this decision specifically during the dollar drive in the hopes that people will kick in a bit extra.
- It was mentioned to consider the non-financial benefits of perhaps gaining additional volunteer resources.
- If dropping the membership fee doesn't raise membership or otherwise doesn't work out, we can bring the fee back next year.
- It was suggested to maybe add a *suggested* or *optional* donation to the membership form.
- It was commented that perhaps including a fee increases the perceived value.
- Note that the Dollar Drive will be going out soon.
- Note that both parents can sign up, it's not a family membership.
- **Motion carried.**

Measure A

- Jay Nitschke gives the background. The handout will be posted on the web site when it is obtained in electronic form.
- **Jay moves that the Jefferson PTA endorse Measure A.**
- Note that there is no campaigning allowed on school property.
- Measure A requires 2/3 to pass.
- If it fails, then next year's class size will go to 33 or more.
- Typical arguments against Measure A are "no more taxes" and "oversight is insufficient".
- Aaron notes from his personal experience as a member of the oversight committee that he thinks people are confusing the oversight of the general funds versus the oversight of the BSEP.
- Strong schools preserve the property values.
- Tax is based on square footage.
- Raises \$20M.
- **Motion carried.**
- Each school in the district is going to volunteer effort to work on the campaign supporting Measure A. Please contact any board member to get involved. Note there will be a Jefferson contingent at the How Berkeley Can You Be parade.

Etree

Anyone can get on e-tree mailing list by going to the PTA website.

<http://jefferson.berkeleypta.org>

Announcements and Other Business

Outreach Efforts

- Working on developing a phone tree for families that have limited English proficiency— please volunteer if you speak Spanish or another language spoken by families at Jefferson and would like to be responsible for calling a few families when announcements need to be made.
- Also working to translate more written materials into Spanish and other languages. If you're available to translate written documents, please let us know.
- Board is considering conducting a series of focus groups with families who have not been involved in the PTA in the past to get more information about how to serve and welcome these families
- Room Partner program will be underway next week

Fundraising Efforts

- Robin Miller hard at work on Dollar Drive. Others (Paul, Mimi, Robin H.) also working to make our overall fundraising strategies clear to everyone and to identify ways to raise significantly more money (e.g., considering a read-a-thon, separating the silent auction from the Mayfair and perhaps make it part of an evening event earlier in the year)
- Karen Glimme and Kate Gentry on eScrip

Newsletter Policies

- Deadline for newsletter submissions is the Friday a week after the PTA meeting. Send items to lucsikes@sbcglobal.net or put them in her box in the office
- Submissions -- don't worry about getting the article exactly right. She's happy to edit heavily, and even will write an article if folks just tell her what information they want to be included.
- I welcome new ideas -- if people took great photos at a PTA event, send them to me. If people want to start any type of monthly column, that would be great. Just let me know. (I don't really want ideas for what I should write about, but if someone is interested in a particular topic and wants to do the research and write an article, that would be terrific.)

Upcoming events

- September 18 PTA Council meeting, 6:30 pm dinner and meeting, 1835 Allston Way (at McKinley). All PTA members welcome. Discussion will focus on goals and agenda for the year.
- September 20 Back-to-School Night (childcare provided!), Sally Foster gift wrap sale begins
- September 22 Newsletter submission deadline
- September 29 Culture Night Potluck
- October 4 International Walk-to-School Day
- October 9 Staff Development Day, no school for students
- October 12 October PTA meeting

International Walk to School Day

Trying to organize walking school buses. So if you are planning to walk or already walking, talk to Renee Alexander-Human (525-9133) about where you will walk from. The kids have fun with it. For kids who have to take the bus, they can walk a lap when they get to school. If too far, possibly drive to a friend's house that is closer to school and then walk from there.

Bike parking

Tim raises this issue. Our rack space is about 8, and it is inadequate. Tim would like to see fresh and more racks including down at the other end of the campus. Robin H. asks that Tim bring a specific proposal at the next meeting.

Book Fair

Tim pleas for someone to run the Book Fair. He may not be here this year during the Fair and also will not be here next year. The suggestion is made that Tim try to break the event down into smaller chunks and seek volunteers for those individual pieces.

The meeting adjourns at 7:59 pm.