

J.B. Watkins PTA APEX Discussion Meeting

November 3, 2015 6:30 p.m.

J.B. Watkins Elementary School Cafeteria

President Kristen Beazley called the meeting to order at 6:30 p.m. In attendance were:

Officers:

Kristen Beazley, President

Auburn Stovall, Secretary

Shelley Neofotistos, Treasurer

Karen Anderson, Assistant Principal

General PTA Members and Guests:

Amy Shutts, Lesley Brocato, Jessica Saunders, Tracey Malkie, Sidney Newton, Kelley Marlin

APEX Fundraiser Discussion

Kristen welcomed everyone to the meeting. The meeting followed the outline of the handout:

- Before the program: Synopsis of the program with pie graph or percentage breakdown can be provided in print form in addition to discussing within PTA meetings and reflecting in minutes. Information will continue to be provided on Facebook and can be communicated through e-mails.
- A point person can be provided to answer all Apex related questions to alleviate responsibility from teachers. Pledge process needs to be clear-per lap vs. flat donation/prizes. (can parents transpose laps run on envelopes to help teachers?) Daily breakdowns with theme can be shared. Kristen explained that there is a possibility of an opt out program for students in the future.

Day 1- Teacher Huddle

Day 2- Pep Rally

- Decreased volume/intensity
- Do not mention unattainable prizes
- Remain CLEAR on prizes that can be realistically earned i.e no \$50=IPAD

Day 3-7 Team days

- Create better schedule to be in and out and move on with lessons
- Keep lessons in classrooms under 10 minutes
- CLEAR on prizes/goals
(video not used)
- Kristen spoke about the possibility of not giving prizes out in the classroom to alleviate the pressure of the prizes on the children.

Day 8- Lesson recap

Day 9- Fun run

- T-shirt distribution should not fall on teachers. We spoke in the meeting about the huge need for better organization for the t-shirts. Amy agreed that this should not fall on the teachers and that the shirts should be in the sizes requested.
- Volunteer/spectator check in station similar to field day
- ID badges and organized volunteer responsibilities
- Set up well before run. We felt that APEX could've done a better job of being prepared ahead of time so not to waste time getting the races started on time.
- Medical station. We have a couple of parent nurses that would be interested in helping out the day of the race.
- There was a suggestion made to move the race to the lower track as to keep noise way from the mega trailers
- Make sure that the PE department Pacer test is not running the same week as the race
- Clear lane to water, more water. Sidney offered the suggestion of having volunteers holding cups of water in the side of the lap lanes and handing them to children as they run by, much like in a real race.
- Mid run mandatory water break
- Mandatory stop running at 36 laps, have a cool down lap around the actual track for walking once you are done with running the 36 laps. This would hopefully help keep kids from over-heating.
- Larger tracks? one grade level at a time?
- Ensure the rest of that day is more restful

Day 10- Wrap-up and classroom prizes

- The day of the fun run we need:
 - 12 counters per run 30 minute shifts (duration of run) X6 (72 hours)
 - 3 water people per run duration x6 (18 hours)
 - 4-6 floaters and "track bouncers" (24-36 hours)
 - Total of roughly 126 hours
 - Total of 150-200 volunteer hours total including counting of the APEX collections
- The PTA also needs two counters for counting the APEX money 3 hours each x 3-4 times. (27 hours)
- Watkins received \$43,000 in two weeks (60%). Apex received \$30,000 (40%). \$80,000 was pledged, 89% was collected at time of meeting.
- The initial budget for the Fundraiser allocated \$15,000 to go toward the teacher's wish list. That list is being finalized by the teachers and administration.
- Total Income expected from APEX for PTA was \$25,000. We received \$18,000 more than expected.
- Teachers will receive \$4,300 directly to be used within the classroom for immediate classroom/grade level supplies.
- We were able to give teachers an increase in supply reimbursement this year.
- We will be able to cover the wish list once provided for the initial \$15,000 immediately.
- We are also looking for an additional purchase/improvement to provide our school. Those present at the discussion meeting brought up possibilities of supplementing the purchase Mr. Rhodes is donating to the school, or a nicer companion piece to go with

whatever he chooses, not charging for the Watkin's Wiggle, or the help with funding of a larger field trip.

- 1,200 meals were provided to children in the Richmond area with our run. All of this funding came directly out of the APEX portion of the pledges.
- Would like to think about scheduling it during a different part of the year to possibly stay away from the beginning of the school year rush while still balancing the benefit of getting money sooner than later.
- It was suggested that the actual run take place on a Friday for the excitement factor.

Survey Results

68.46% of those surveyed would choose to do the Apex program again

17.69% would return to flat donations

13.85% would choose an alternate program

- 139 people participated in the survey
- Some present at the discussion meeting felt that there was a need for another round of surveys to go out to hopefully capture a larger audience. After concluding that the survey invite reached a minimum of 1200 people we decided not to extend the survey again. We feel that we have collected sufficient data and along with the meeting we feel confident we can make informed decisions about the program.
- Some felt that the online giving was misleading and that more definition of where the funds were going is necessary.
- Jessica Saunders stated that after seeing the changes that should be made and the amounts that were raised that she as a teacher would be willing to try it again. Jessica was also needing clarification on how the teacher's split of the money collected was going to happen. There seems to be confusion around this. The PTA and administration is meeting to discuss this issue. Jessica also said that she would maybe choose to opt out of some of the lessons from APEX in the future or maybe choose to do the lessons during a resource time if that was an option.
- Some said that they would like an option of donations made during the APEX fundraiser being able to be made straight to the PTA not going to APEX at all, even during collection times.
- It was mentioned by some present that they would like teachers to be able to opt out of having APEX in their classrooms at all.

Previous Fundraising Efforts

Last five years of fundraisers:

2014/2015 \$8500

2013/2014 \$4000

2012/2013 \$9600

2011/2012 \$17,267 (two fundraisers through Cherry Dale)

2010/2011 \$13,800 (Sally Foster)

Clover Hill did their own Fun Run created by three teachers. The Lucky Clover 5k and Kids Fun Run. Coordination begins in the fall and run is offered after the holidays. They usually bring in \$10,000.

Jessica Saunders is working on a proposal for a Coalminer's Fun Run. She will get back to the PTA with a plan.

Adjournment

With no further business the meeting was adjourned at 8:08 p.m.

_____ Minutes Approved as Written

_____ Minutes Not Approved

_____ Date _____