

Jefferson Parent Council Meeting  
March 9, 2023 | 6:00 pm

Council Members Attending: Sara Eldridge, Chair | Rachel Carroll Rivas, Vice-Chair | Leann Murphy, Treasurer | Leandra Lipson, Secretary | Katja Elias, Volunteer Coordinator

6:00 pm Welcome, announcements Sara

6:10 pm Guest: Karen Ogden, Communications Officer for Helena Schools Karen

- Focus on one channel. Facebook still has the largest number of followers.
  - National School Public Relations Society of America is a good resource.
  - Tips
    - Use photos that do not focus on one particular student.
      - Keep photos generic.
      - Do not post names of children & blur out names if they are in the photo.
      - Get parental consent. Use photo release forms.
      - You can always share out a district photo.
    - Focus more on the whole class.
    - As a general rule, do not use memes.
    - Only need to post once or twice a day.
- Principal Burton – We will be starting a Jefferson School Facebook page next year. JPC can always share out information using the school page.
- Sara - If JPC does decide to do their own page, we should make it parent focused.
- Karen recommends JPC utilize the school page.
  - Can always differentiate between school posts and JPC specific posts utilizing imagery.
  - If there's any question about whether a JPC post is appropriate for the school page, communicate with Principal and district.
- commonsensemedia.org is a great resource for parents wanting to keep kids safe on social media.
  - Queen Bees & Wannabes by Rosalind Wiseman is another good resource.

6:40 pm Principal's Report Brice

- Still looking to fill the two extra paraprofessional positions for the rest of the year with special funding for Jefferson. In March, there will be three subs to help support the regular paras who have planned absences for different reasons.
- Statewide assessments are taking place in March for PEAK program.

- Suggestion for Principal Burton – think about how teachers and admin can talk to the kids that do not get into PEAK. What could be some positive messaging/reinforcement to ensure they are not being negatively impacted and/or reduce the impact of not getting into PEAK?
- Field trips coming up.

#### 7:00 pm PAC Report Sara

- Please see [report](#).
- If you have questions for Rex, send them to Sara before last Monday of the month.

#### 7:10 pm Budget Report Leann

- Amazon Smile program shut down at the end of February. JPC has received its last payment. Will leave off of next year's budget.
- 5<sup>th</sup> Grade request put in reading programs - \$312
- Skate Night - \$632
- Spent \$1600 this past month on art projects.
- \*\*\*Please add in anything major I missed\*\*\*
- \$300 from three donors – State Employee fundraising campaign
- Greater Helena Gives – May 3<sup>rd</sup> through 4<sup>th</sup>
  - \$80 registration fee
  - Last year netted \$250

#### 7:30 pm Updates and Upcoming

- Jefferson Skate Night, March 14, 5-8 pm
  - **Principal Burton** will send a stand-alone email the day before
- Snacks for Kids (Second Chance Breakfast)
- Jefferson Store
  - Recommended to have the store open for two weeks.
  - Rachel will find out what other schools charge so that we can decide on pricing.
    - Leann moves to **use the store as a fundraiser and not participate in Greater Helena Gives.**
      - Katja seconds.
      - All in favor.
      - **Motions passes.**
  - Broadway Crossing
  - Flashing lights have been installed.
  - Bulb-outs have been requested.
- Sun Run is interested in supporting an effort at Jefferson.
- School Librarian Day, April 4 – **Leann** will do a card and gift for Susan.
- Paraprofessional's Day, April 5 – **Leandra** to follow-up with Kelly, **Rachel** to write cards.

- Book Exchange, April 20
  - Tables set up in cafeteria by grade-level.
  - Kids get 3 to 5 tickets and can purchase tickets for \$0.25.
  - Books can be donated any time between now and April 18<sup>th</sup>.
    - **Leann** will connect with Susan on any support she may need.
- Testing Incentives, April 24-May 5
- Admin Day, April 26
- Teacher Week, May 1-5
- Gala, May 25

7:45 pm New business Group

- New family outreach & JPC recruitment
  - Kindergarten orientation
  - Send new families emails
  - Advertise at events – e.g. Skate Night
    - Important to note in-person and virtual attendance options
  - JPC officer elections are last meeting in May
    - **Council should consider doing more of a concerted outreach for officer recruitment.**

7:55 pm Review Action Items/Wrap Up Leandra

8:00 pm Adjournment

Next meeting: April 13, 6:00 pm