

Background Materials for May 30 General Membership Meeting

La Entrada Middle School





Agenda Item: New Business - Special Projects Funding After-School Tutoring Program

ACTION: Review for Vote

Proposal:

- To designate \$5,000 in special projects funding from the current fiscal year for a new after-school tutoring program launching in 2018-2019.
- To hire an independent contractor to run this program for the 2018-2019 school year.

Background of the After-School Tutoring Program

Over the last year, La Entrada's administrators have researched and discussed the possibility of launching an after-school tutoring program. This new program would take place during the school's existing Homework Club and would provide one-on-one tutoring to students in need of extra assistance. This program will require the dedication of approximately five to eight hours a week to recruit, coordinate and manage a group of regular volunteer tutors.

Benefits of PTA Support

While it may be possible to find a volunteer to launch and manage this program, the most reliable and sustainable option is to hire a paid program coordinator. Given the constraints of the Collective Bargaining Agreement between the District and the LLEA (the teachers' union), hiring a new *district* employee to run this program would be challenging. (At La Entrada, teachers' official workday extends until 3:45 pm.) In contrast, the La Entrada PTA has the flexibility to onboard a project-based independent contractor with few or no constraints on expected time commitments and availability, assuming broader membership support.

The Role of an Independent Contractor

Generally speaking, an independent contractor provides specific services to a client for a determined time period. Unlike employees, independent contractors determine when, where, and how to complete their work. When a PTA hires an independent contractor, it does not need to withhold or pay any taxes (income, Social Security, Medicare, unemployment), but must only file a tax form for each contractor it pays \$600 or more per year. The PTA already hires independent contractors such as the companies that provide entertainment for the 8th grade graduation party.

Proposed PTA Role

- **Funding:** \$5,000 in special projects funding set aside from the current fiscal year for the 2018-2019 school year. The total cost of the program will be around \$10,000 per year. An additional \$5,000 has already been set aside by the PTA and La Entrada school administration for these purposes from prior year PTA budget overages.

- ❖ **Coordination:** Publicize the Volunteer Coordinator position, collect proposals and present top candidates to La Entrada administration for selection.
- ❖ **Contract:** Obtain general membership approval to enter into a contract with the selected coordinator.
- ❖ **Financial management:** Pay contractor invoices and file annual 1099 IRS form as part of the PTA tax preparation process. Note: the contract will have a 30-day termination clause that will allow the PTA to end the contract should the coordinator not meet La Entrada's needs or expectations.

Proposed La Entrada Role

The school administration will work directly with the Volunteer Coordinator to oversee and manage all aspects of the tutoring program.

Proposed Timeline

- ✓ First draft of job posting: **week of April 23**
- ✓ Present program to General Membership for feedback: **May 30**
- ❖ Launch contractor search: **June 1**
- ❖ Present finalist(s) to LE Principal: **Summer**
- ❖ Prepare contract with independent consultant: **Summer**
- ❖ Present contract to PTA General Membership for approval: **Early September**
- ❖ Independent Consultant begins program coordination: **Early September**

Background Information

Draft Job Posting:

Volunteer Coordinator: La Entrada Middle School After-School Tutoring Program

The La Entrada Middle School PTA is seeking an independent contractor to serve as a volunteer coordinator for a new after-school tutoring program.

The Volunteer Coordinator will:

- Recruit and coordinate volunteers from local high schools, colleges/universities and other organizations to serve as regular, one-on-one tutors for the duration of the school year
- Create and disseminate program recruiting and training materials
- Coordinate volunteer schedules to ensure adequate staffing for program
- Provide ongoing support and guidance for volunteers
- Collaborate with La Entrada Middle School administrators to organize volunteer orientation and trainings
- Coordinate with La Entrada Middle School teachers and administrators to ensure ongoing communication with tutors regarding individual student needs
- Work with La Entrada Middle School staff to track and analyze program success.

Commitment: Approximately 5-8 hours per week from Sept 2018 through May 2019.

Compensation: @\$40 per hour, total not to exceed: \$10,000.

For more information, contact AfterschoolAcademy@laentradapta.org.

Program Cost Analysis

	\$30/hr	\$40/hr	\$50/hr
5 hrs/week*	\$4,950	\$6,600	\$8,250
8 hrs/week	7,920	10,560	13,200
Average	\$6,435	\$8,580	\$10,725

*Assumes 34 non-holiday/non-minimum day weeks



Agenda Item: New Business - School-Wide Winter Service Project

ACTION: Provide Questions/Feedback to Incoming President by June 5

Proposal

To enhance service learning opportunities for La Entrada students by launching a winter, school-wide service project in collaboration with [Rise Against Hunger](#) in December 2018.

Background

Community service is good for our kids. Research shows that thoughtfully organized service experiences that meet actual community needs and involve school-community collaboration build children's:

- confidence
- compassion
- sense of social responsibility, and
- connection to their school and broader community.

Though many La Entrada families wish to engage their kids in service, they often struggle to find age-appropriate, meaningful service opportunities that fit into their schedule.

In years past, the La Entrada PTA has incorporated service learning into the Holiday Faire with one to two craft tables dedicated to community service. For example, students have packed toiletry kits for the homeless and written thank you notes to military service people.

Service Project Description

This half-day meal-kit build will be broken into grade-level shifts of 45 to 60 minutes. Rise Against Hunger will provide a 15-minute orientation and age-appropriate discussion about hunger and food insecurity. The students will then work in teams of six to weigh, measure and package nutritious dehydrated meals (rice, soy, vegetables, vitamin mix) to be distributed by Rise Against Hunger to children in the US and internationally.

The PTA will provide:

- Volunteers (can take up to 25 per hour, but at minimum 5 floaters for 4th grade session and 1-2 floaters per upper grade sessions)
- Internal communications leading up to the event (e.g. Spot announcements)
- Funding: \$6,000 for 25,000 meals



Rise Against Hunger will provide:

- All ingredients and materials
- A staff team to lead the event

- 🐾 Transportation of the raw ingredients and packaged meals to/from their Hayward warehouse.

La Entrada will provide:

- 🐾 25 Tables
- 🐾 The venue (Jensen Hall)

Past Success

Rise Against Hunger has organized meal-kit-building events for a wide variety of school- and community-based organizations over the last 20 years. Woodside Elementary School has partnered with Rise Against Hunger for the last three years. (See attached article). Note: Rise Against Hunger is a secular organization.

Opportunities for School-Wide Engagement

The benefits of service learning are amplified when teachers and families integrate discussion about the service learning experience into the classroom and home.

A school-wide service project could provide the following opportunities for meaningful school-wide engagement:



- 🐾 Collaboration with the ASB (student-body leadership), which typically sponsors a hunger-related project (canned food drive) in the fall
- 🐾 Integration into the classroom for teachers who want to take advantage of hunger-related curricula
- 🐾 The extension of students' service learning experience into the home with hunger-related conversation starters and kid-friendly background materials provided via the *Leopard's Spot*.

Consideration: The Holiday Faire

Due to the limited funding and volunteer capacity of the PTA, the Executive Board proposes that this winter service project become the new, day-long holiday event of the school. The Holiday Faire will be transitioned to the PTA's Lunchtime Enrichment team, which will organize holiday craft making activities in December. By providing a handful of high-quality, optional holiday craft activities over the course of several lunchtime sessions, the PTA is able to respond to several issues raised by parents, teachers and administrators over the last few years in regard to the school-wide Holiday Faire, including:

- 🐾 Not all students wish to participate. For example, many students in the 6th through 8th grades have been disengaged at past Holiday Faires (they have "aged out").

- The crafts are not always keepsakes. (“They are sweet, but end up in the garbage.”)
- Students feel rushed. With so many different activities in one room, students don’t have time to do any one thing well.
- The expense and volunteer time commitment required to put on the Holiday Faire The PTA’s investment of volunteer hours and funding required (\$7,500 on average since 2012) does not align with the event’s community outcomes.

Action Item:

If you have any questions or feedback about this proposal, please contact incoming PTA President Heather Hopkins (president@laentradapta.org) by June 5. The PTA Executive Board wishes to provide ample time for community feedback prior to the September General Membership Meeting, when planning will already be underway for the event.

Uploaded: Fri, Mar 30, 2018, 11:30 am

Woodside students help feed the hungry

by Barbara Wood

Woodside Elementary School students helped pack 10,000 meals to be distributed by Rise Against Hunger, an international hunger relief organization, on March 22.

More than 85 people, mostly students, participated in the event, with the students in the school's community service elective class joining the student council and the first-grade Girl Scout troop in leading the event.

They also raised \$3,800 to pay for the meal ingredients.

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Photos



Woodside Elementary School students help package meals at the Village Hub at the Woodside Village Church on March 22. They helped package 10,000 meals to be distributed by Rise Against Hunger, an international hunger relief organization. (Photo by Michelle Le/The Almanac)



Woodside Elementary School students help package meals at the Village Hub at the Woodside Village Church on March 22. They helped package 10,000 meals to be distributed by Rise Against Hunger, an international hunger relief organization. (Photo by Michelle Le/The Almanac)



Agenda Item: New Business - School Directory

ACTION: Review for Vote

Background

The PTA has historically organized and distributed a district-wide printed directory. During the 2017-2018 school year, the PTA piloted a new online directory system to respond to community concerns about privacy, the environmental/financial costs (~\$2,500) of a printed directory, and the volunteer time and effort required to produce/distribute a directory year after year.

Last year, the PTA signed a contract with UpToUs to host the new online directory. UpToUs has been very responsive to the district's needs. However, the rollout of the online directory was problematic due to the company's relative inexperience working with school groups. As a result, our school community was slow to adopt the new directory.

By the end of the school year, roughly 80% of district families opted into and provided information for the UpToUs online directory. However, complaints about the user experience remain, including requests to bring back the printed directory (see the [La Entrada PTA family survey](#)).

UpToUs Directory Interface

The screenshot shows the UpToUs website interface. At the top, there is a navigation bar with links for 'sample_email@g... | Sign-out', 'Find Members', 'Search' (with a magnifying glass icon), and a 'Like' button indicating 577 likes. Below the navigation is a menu bar with 'New Community', 'New Invitation', 'Local Deals', 'My UpToUs', 'My Communities', 'My Calendar', 'Directory' (which is highlighted in blue), and 'Invites'. On the left, a sidebar titled 'My Communities' lists 'Las Lomitas District' with 'La Entrada' and two grade levels: '4th Grade' (Behrens, Bratt, Doucette, Drake, Mylod, Pfannenstiel, Sharp) and '5th Grade' (Cardinale, Carlson, Chingos, Johnson). The main content area is titled 'Directory' and shows 'Number of members: 856'. It includes a search bar, a 'Filters' link, and navigation arrows (< Prev | 1 | Next >). A section titled 'How to send emails to my group' contains a table with one row for 'Hopkins Helen'. The table columns are 'Name', 'Email/Phone', and 'Children'. Hopkins Helen's details are: Name (Hopkins Helen), Email/Phone (sample_email@gmail.com, 650-000-0000), and Children (Daisy, Max). Below the table are links for 'Update Personal Info', 'Update Family Info', and 'Share Photos'. At the bottom of the page are navigation links from 'A' to 'Z' and '< Prev | 1 | Next >'.

In response to community feedback, the incoming PTA presidents have researched alternative directory companies for the 2018-2019 school year.



MySchoolAnywhere (MSA) is our top choice of providers for a number of reasons:

- MSA is a **mature** company that has provided directory services to thousands of parent-teacher organizations since 2008.
- **Printed directory capability:** families can print a class and/or grade list. The district/schools can also print a full directory, if desired. (Families must opt in to the printed version.)
- The service includes several **wraparound**/coordinated products such as eNewsletter, capabilities, a volunteer management/signup platform, and an online store (for event tickets, memberships, donations, and spirit wear). Personalized links in eNewsletters allow families to respond to volunteer requests without logging in.
- The **graduation/promotion function** offers the seamless transfer of family information year-over-year and includes a back-to-school platform through which families opt in and update information.
- The directory, eNewsletter and volunteer management platform are fully customizable to have a **consistent look and feel** as our schools, which will minimize district family confusion.

The cost of MySchoolAnywhere is \$300 per year per school (vs. @\$250/year/school).

Sample of printed class roster from MySchoolAnywhere

By Classroom / Teacher

Teacher: Nichols, Sandra
Email: sandranichols@myschool.org

Grade: 1 Phone: 805-555-1212

Arce

Adam 1
Ellen Arce
160 South Westlake Boulevard
Thousand Oaks, CA 91362
Home: (805) 555-1212
Ellen
Cell: (805) 666-9999
andersoninfo@mydirectorymaker.com

Davis

Rachel 1
Sandry & William Davis
160 South Westlake Boulevard
Thousand Oaks, CA 91362
Home: (805) 555-1212
Sandry
(805) 666-9999
dinnydavis@ymail.com
William
(805) 777-4545
sylviadavis@mymail.net

Harris

Henry 1
Terry Harris
1012 S. Westlake Blvd
Westlake Village, CA 91361
Home: (805) 555-1212
Terry
(805) 666-9999

Bakerson

Devon 1
Misty & Roger Bakerson
160 South Westlake Boulevard
Thousand Oaks, CA 91362
Home: (805) 555-1212
Misty
Mom cell: (805) 666-9999
98111@ymail.com
Roger
(805) 777-4545
45825bakerson@gmail.com

Emerson

Jessica 1
Mom & Dad Emerson
160 South Westlake Boulevard
Thousand Oaks, CA 91362
Home: (805) 555-1212
Mom
(805) 666-9999
momemerson@mymail.org

Heart

Allison 1
Sherrie & Mario Heart
1012 S. Westlake Blvd
Westlake Village, CA 91361
Home: (805) 555-1212
Sherrie
(805) 666-9999
closetoheart@myemail.com
Mario
(805) 777-4545
Randal Heart
1159 Elmsford Place

MySchoolAnywhere Directory Interface

The screenshot shows the MySchoolAnywhere Directory Search page. At the top, there's a navigation bar with links for 'Directory Search', 'Favorites', 'Print', 'SignUp', and 'Our Store'. Below the navigation bar, there's a search bar with a magnifying glass icon labeled 'Directory Search'. Underneath the search bar are three categories: 'Families' (selected), 'Students and Classes', and 'Faculty'. A 'Name' input field contains 'Parent First or Last Name' with a placeholder 'Parent First or Last Name'. To the right of the input field are 'Search' and 'Clear' buttons. Below these buttons is a link 'More Options'. A message '5 Families Found' is displayed above a table. The table has columns for 'Last' (sorted ascending), 'Students', and 'Parents'. The data rows are:

Last	Students	Parents	Add	Star	Down
Hopkins	Daisy (4), Max (K)	Helen & Andrew	Add	☆	▼
Hsu	Annie (8)	Michelle & Amy	Add	☆	▼
Malhotra	Feroz (4), Reenu (1)	Anita	Add	☆	▼
Rodriguez	Ana (6)	Molly Brown & Marco Rodriguez	Add	☆	▼
Wong	Felicia (3), Henry (1), Alice (K)	Lyn & Chi-Hua	Add	☆	▼

Proposal

To migrate the current PTA directory information from UpToUs to MySchoolAnywhere and launch the new online directory during the 2018-2019 school year.

Rollout:

- ★ Early June: send opt out email to district families registered with UpToUs
- ★ Mid-June: Migrate PTA family data from UpToUp to MySchoolAnywhere
- ★ Summer: set up internal controls/settings
- ★ Beginning of school year:
 - ★ Send opt-in/confirmation email to families migrated from UpToUs
 - ★ Invite new families to join directory (email direct link, provide “join code” in PIN night flyer, etc.)

*Note: At this time, the PTA only needs to decide whether to use MySchoolAnywhere for the online directory portion of the service. Conversations about printing directories and/or using the eNewsletter/online store/volunteer management tools can be made later.

Additional Information from MySchoolAnywhere's Website:



Does MSA share or sell my information? (No.)

Absolutely NOT. We respect the privacy of all users and families, and consider all data that is collected to be private. Data is never sold, shared or otherwise used by us with the exception of use for internal data analysis purposes or to assist you with upgrading or importing.

Is my family data secure? (Yes.)

We understand that parents are entrusting us with their family data and expect us to guard it like our very own. Below is an overview of our system security. If you need further details, please do not hesitate to contact us.

SSL Encryption: Secure Socket Layer protection (SSL) is provided throughout the site, even on smart phones. (That familiar lock in the web address tells you it's secure.) This ensures data cannot be captured during submission or transfer

Password Encryption: A unique email and password for administration and parent access is required. All passwords are encrypted so they can't be viewed, copied or retrieved.

Backups: To eliminate the risk of losing data, we use 3 levels of backup: real-time, 8 hour delay and nightly.

Controlled access: Unlike some systems that allow parents to self register to gain access, our solution is by invitation only. Your school administrator must approve new families, controls who has access and can remove access at any time.

Secure servers: The servers are located in a secured building protected 24/7 by armed security personnel. In addition, the servers are protected from Brute Force entry with specialized software (RDPGuard) and strong usernames / password.

Server access is restricted to our application's IP addresses. This ensures that outside programs and "bots" trying to gain access to the database will instantly be rejected.

Privacy Policy: We respect the privacy of all users and families, and consider all data that is collected to be private. Data is never sold, shared or otherwise used by us with the exception of use for internal data analysis purposes or to assist you with upgrading or importing.

For complete details please review or [Terms or Agreement, Privacy and Anti Spam Policy](#) here.

www.myschoolanywhere.com