

SMS PTO Fundraising & Academic Recognition Survey Results (2009)

GENERAL

- Out of approximately 830 families, we received 118 responses to this survey, or 14% of the families.
- Ninety-Six of those taking the survey have been associated with the school one to five years; twenty-two have been with the school six years or longer.
- The top issues that parents would like to see discussed during general PTO meetings:
 - School and student activities; after-school clubs
 - School incidents, drug use; things directly involving the school
 - Honors/academic programs and curriculum issues; dress code
 - Open line of communication from Administration
 - What teachers need in the classroom

COMMUNICATION

- Almost 90% of the respondents said they would like the PTO to communicate with them via e-schoolnewsletter. Next favorable was the monthly school/PTO newsletter.

VOLUNTEERING

- Nearly 58% surveyed said they would not want to serve on a PTO Board or Committee. However, we have about 40% that are interested in volunteering their time.
- Items that would encourage parents to share their time during the school year and/or attend a PTO function:
 - Personal contact/clear details of what is needed
 - More before/after school activities
 - Feeling welcome by PTO and Administration
 - Signed up to help but never contacted
 - Working parents – more opportunities to help out from home

FUNDRAISING

- With regards to our main fundraiser, Great American (wrapping paper), in the fall each year, 57% stated they weren't interested in continuing it. We also received several ideas on new fundraisers:
 - Pizza kits, cookie dough, candy bar sales
 - Market Day
 - Fun Run, dance-a-thon, walk-a-thon, read-a-thon
 - Restaurant nights

- A significant 92% of those taking this survey said they would be interested in making a straight monetary, tax-deductible donation to the PTO, with the ultimate goal of reducing fundraisers.
 - For those that responded above, 47% said they would donate \$25 - \$50 per child and 34% would donate \$1 - \$25 per child.

- About 56% surveyed said they do know about their company's benefit of matching employee donations to non-profit organizations and would consider this option for the PTO.

ACADEMIC RECOGNITION

- The following new ideas were received to recognize students for the Academic Recognition Program (Honor Roll):
 - Window clings
 - Open gym time
 - Certificate and/or newsletter recognition
 - Stop promoting a retail location
 - No candy or gift cards

PTO FOCUS

- As the SMS family grows and changes, parents may wish to change the focus of the PTO. Given this, we wanted to know what issues are valued most. A rating scale of Not At All important to Extremely important was used. The highest percentages fell under the Extremely or Somewhat important sections.
 - The following areas were listed as Extremely important:
 - Provide support for teachers through copy pool, class volunteers, parent education, etc. - 43%
 - Sponsor community Education Programs (Internet safety, dealing with bullying) - 40%
 - Sponsor Enrichment programs such as special presentations and guest speakers that enhance curriculum, art enrichment, character education (PBIS), and featured authors - 41%
 - The following areas were listed as Somewhat important:
 - Collect/Raise monetary donations to increase media/library collections/technology resources - 47%
 - Family-focused social events (Spring and Fall Family nights) - 43%
 - Provide funds for supplemental classroom materials - 48%
 - Provide staff appreciation (teacher appreciation week, supply funds, etc.) - 43%
 - Sponsor parent-teacher-administration activities like quarterly parent-principal coffees - 34%

HOW THE PTO IS DOING

- Strengths of the school PTO:
 - Hardworking/dedicated leaders and volunteers
 - Committed parents
 - Focus on helping school and students
 - Organization

- Weaknesses of the school PTO:
 - Same people volunteering; not enough member participation
 - Getting more parents involved in middle school years
 - Communication/newsletter – more things need to be publicized
 - Lack of attendance at monthly meetings

- Improvements in the PTO:
 - Better overall communication; provide parents with info on all school clubs/activities at the beginning of the year and for new families that join throughout the school year
 - Social activities (sports, dances, etc.) after school for students
 - Upgrade recognition program
 - Speakers on drug/alcohol trends and internet/cell phone issues

MOST PARTICIPATION

- Congratulations to Mrs. Malinauskas' 7th grade homeroom! Her class had the most participation for this survey and received an ice cream party on June 4th!

