



RHS Parents' Club Board Meeting Minutes
February 24, 2025, 6:30 pm
RHS Library

In Attendance: Dara Dungworth, Nicol Hunter, Michelle Sheidenberger, Matt Pipitone, Laura Pipitone, Jen Bartee, Lynelle Perry, Emily Phillippe, Deborah Bales, Arlene Chacon, Brent Mattix, Brayden Fukuman

1. Welcome/ Introductions (Dara)

Moved agenda around to allow for Staff Check-ins and then Board Reports

2. Staff Check Ins

a. Brent Mattix: Student Gov and Activities

Brandon Fukimon reporting what's happened and upcoming activities:

What's We've Done...

- *Casaba Rally and basketball game* - received positive feedback attendance was lower than the past but percentage is consistent
- *Casaba Dance* - Tiger Ice Sculpture was a hit! It was a WOW idea from Student Gov; a splurge but worth it. Tried to locally source but had to get it from San Francisco. Some English Language Development students attended.
- *Roseville Bound 2-night event* - big hit, especially among the RHS generational and younger siblings. approximately 200 families in attendance between the two nights.
- *Blood Drive* - all slots filled, approximately 54 spaces with a waitlist. Vitalant. (Prior to Covid, the event was held in the library; approx. 130 appointments; since the Pandemic there have been challenges with staffing and slotting decreasing.) This event experienced increased deferments due to low iron, underweight and under-height even though requirements were communicated.
- *Talent Show* - wholesome event, highly enjoyed by all in attendance. This event had new and unique talents, i.e., aerial silks and beat-boxing. Venue changed from the intimate J.B. Gale Theater to the larger Patty Baker Theater. Total of 11 acts, 13 registered, lasted approximately 60 minutes.

Upcoming...

- *Crab Feed*, this Saturday, **3/1/2025**
- *Junior Prom*, **March 15**; ticket sales will begin 1-1.5 weeks prior to the event
- *Spring Rally*, **March 31**
- *Elections* - kickoff, informational meeting is coming. Associated Student Body (ASB) will have summer planning for the upcoming school year. Each class has Officers. Currently having a higher percentage of students voting over the years.
- *Finals*, **March 13, 14**
- *Spring Carnival & Multicultural Festival*, **April 4** (Multicultural Festival added in 2024 after having three good runs at RHS.), another wholesome family event.

b. Matt Pipitone: Campus and Admin Updates

It's enrollment time! All students are meeting with their Counselors.

- question asked about paying for SAT test online at the RHS Student Store.

3. Board Reports/Discussion

- a. Treasurer, Autumn** - our funds are dwindling; not sure how we will sustain. Depositing a \$300 check. We currently have approximately \$3,800. Also discussed **Cash for College** with Jacquie - 13 attended the event. May want to consider discontinuing the financial support for the drawings.
- b. Secretary, Lynelle** - send Minute Drafts to the Board, then to Sara in the office to add to our Parent's Club page. Once Minutes are approved, send the Approved document to Sara for posting. We have several Meeting Minutes to be approved.
- c. Membership, Dara for Jen** - received a \$20 membership/donation after sending e-Blast.
- d. Dine 'n' Donate and Social Media, Emily**
- Received \$300 from Moksa
 - March 12 - Old Town Pizza, 15% of sales, 11am-close; e-Blast on day of the event and a week prior
 - Discussed Panda Express, since we've had past success
 - April - looking for an option, TBA
 - May - none, busy month
 - Shake Shack in the mall is giving a \$100 gift card because we did not hit the minimum requirement to get the % of sales requirement. Discussed using the gift card as an incentive for the club.
- e. Web, Dara** - Sara has been updating as requested. Emily is sending Dine 'n' Donate, and Lynelle to send Minutes.
- f. Grants, Michelle** - Created three documents on the Google Drive:
- what's been done in the past (history doc)
 - Correspondence
 - How-to
 - Plus a hard copy file.
 - Spends approximately 4 hours total in preparations for grants in the fall.
- g. Tiger Pride, Laura** - we have a date! **May 20**
- h. Scholarships, Dara for Jen** - deadline was 2/14. RHS has broken the record again with **1875 applications** for the RJUHSD scholarships (next closest is 631 applications from Woodcreek).
- i. Meeting for the rest of the year: Academy of Driving, Speaker in May**

4. Housekeeping/Planning

- a. Google Drive Access, Dara** - everyone has access that needs it
- b. Next year's meeting topics/speakers**
- c. Catch up on Minutes at next meeting**
- d. Provide funds to College and Career Center for popcorn machine (vote)** - Discussion. We have not received a quote. Freestanding? Someone looked up the cost of a freestanding machine on Google and ranged between \$100-200. Dara to follow up.
- e. Update flyers, posters, signs with QR codes; add back to webpage.** Dara to work with Jen . All meeting material needs updating.

5. Strategy and Brainstorming Session I

a. Increasing Membership

i. Ideas for outreach -

- how to engage more people? Is it our approach, the language we use?
- how to increase funds?
- people come to the meetings because they want to get involved
- people seem “stretched” - high school parents are less engaged in the academic side of high school
- consider how we advertise and disseminate information
- idea to have the teachers help with getting info out, provide incentives for students; teachers able to apply for grants
- unfair for teachers to have to advertise

ii. Timeframe for using donations versus membership approach

b. Club Name Change - Board discussion

Name change is an off-shot from membership/club to donate

i. Pros and Cons - discussion of “Is the juice worth the squeeze?”

- Is it the name that’s the problem or something else?
- Parent’s Club/PTC is a name that is known, identifiable, and already has a framework that is familiar through the school system.

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ii. Legal Consideration - Michelle sent an email prior to the meeting sharing the requirements and costs. During the meeting, she shared our bylaws indicate we *have* to have “members.”

c. Marketing

i. Ask for pro bone help

ii. Other ideas

Discussion/Brainstorming...

- Next session come with *ideas*
 - flier for the meeting
 - button - “ask me about Parent’s Club”
 - “ticket”
- Fundraiser
 - Michelle has shared in the past ways to ask for grant money from Roseville City Council; she is unable to help write the grant proposal because she works for the Council members.
 - Dara would like to spend some time on Social events, fundraising events - such as Bunko Night
 - Survey students for our Dine’n’ Donate locations - to get more participation
 - If half our community donated \$20, PC would have plenty of funds to support our students and teachers...more funds for larger scholarships for seniors, and grant money for teachers and clubs.
- Mr. Pipitone posed the question of the purpose of this group
 - discussed “rebranding” and community to support parents, teachers, and students
 - someone read P.C.’s Mission Statement

- Survey Monkey of ideas to the parents - it's been a while since we've had a survey.
 - Include more of the mission statement in our information/communication
- Idea to Convert Mission Statement into a tagline
- Use of a marketing approach
- Not sure if people are reading what we send
 - incentivize students (ex. 2nd period class/homeroom) with something like a pizza party; giving each student a piece of paper with a QR code to donate/pay for their membership.
 - focus on the beginning of the school year or shortly after, instead of waiting later in the year
- Can we be listed on the *Student Store* for payment?
 - staff advisor indicated probably not because of co- mingling of monies
- September 19 - Homecoming - maybe tie in PC with this event
- **Incentivize Students!**
- Idea to tie to Grants - teachers
- Challenge ourselves (board) to bring new people
- Donate
- Marketing - show how much we gave, where the money is going to; target freshman parents!
- Dara to republish Grants awards, Scholarships (Jen)

→ **Everyone to take a look at the Parent's Club webpage**

- Next E-Blast
 - March meeting - Academy of Driving
 - ask Joshua about package for donation or discount
- Maybe have a Communications Chair to send letters to new members and parents that attend a meeting

6. Adjourn at 8:12pm