



SAN JOSE MIDDLE SCHOOL

MEMORANDUM

Date November 15, 2021

To PTA Members & Archive

From Jen Jayme, President

Re Enrichment Activities – Winter 2022

Overview

This September, we introduced a new model for after-school enrichment along with a new slate of programs, described in detail in a previous memo. This memo is to document results and outline plans for next session.

Recap of Fall 2021 Session

Our first session has engaged approximately 50 students in six programs: Archery, Plant-Based Cooking, Flag Football, Saxophone Lessons, Coding, and Private Tutoring. We've awarded enrichment scholarships to approximately 10 students, approving nearly all applications that were received. Between income from registration fees and expenses such as instructor pay, insurance, and Electivity fees, the net cost to PTA for the Fall 2021 session is estimated to be roughly \$1,800, which will be covered by restricted Enrichment funds. A preliminary financial recap is attached.

Plans for Winter 2022 Session

The next Enrichment session will run roughly from January 18th to March 18th 2022. We'll aim for 8 meetings for each program. We hope to present a draft flyer at the December PTA meeting, with instructors and courses confirmed as much as possible.

We're exploring the following as potential programs for next session, and welcome other suggestions. The final slate of offerings for Winter 2022 depends on finalizing agreements with instructors.

Programs to continue if instructors wish to do another session:

- Archery
- Flag Football
- Coding
- Tutoring
- Music Semi-Private Instrument Lessons

Explore adding:

- Junior Achievement
- Financial Literacy / Financial Life Skills
- Art
- Math (either Advanced or Intervention, or both)
- Dance
- Circus Arts
- Cooking
- Volleyball
- 4H Environmental Science



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Costs and Pricing

Enrichment Activities are not expected to be a profit center or source of fundraising for PTA. We aim to keep the cost affordable for our families, while at the same time, pay instructors a fair rate that incentivizes them to lead these activities in addition to their normal school duties. There's likely to be a net cost to PTA for each session. As such, Enrichment Activities are one of the main motivators for PTA membership and fundraising.

For Winter 2022, we plan to use the same general guidelines as follows, with flexibility to adjust details for individual programs:

- We'll pay the lead teacher / coordinator \$60 per hour for two hours for each day the program is offered.
- Classes will typically be offered one day per week for a 90-minute session. (Because teachers are responsible for setup, cleanup, and planning, they get paid for two hours per session.)
- We'll charge a modest registration fee of \$160 for an 8-week session, repeating Fall pricing.
- We'll use grant funds and restricted Enrichment Funds if needed to subsidize the programs and offer enrichment scholarships for families with financial need. We've been newly awarded an additional grant of \$3,000 from School Fuel to underwrite Enrichment Activities this year.
- Scholarship applications will be reviewed and decided on by the Scholarship Review Committee, which consists of the PTA Treasurer, Auditor and President.

Program Coordination

For the remainder of the year, we'll appoint a volunteer as Enrichment Coordinator to assist with PTA's Enrichment program. Much of the work lies in enlisting and coordinating with instructors, finalizing contracts, securing room locations, and ensuring specific activities are covered by insurance. I've handled most of that work for the Fall programs to keep pricing for families down. Electivity tends to put a higher price on programs when they handle all of those elements.

Our After-School Enrichment program model is still fairly new, and we should continue to evaluate it each session. At this point, we should continue to partner with Electivity to have them handle the registration, payment and refund processing, and correspondence with parents. In the future, once programs are established, a strong PTA Enrichment Coordinator may be able to run the program without Electivity, however Electivity brings a valuable element of structure and consistency that persists across changing volunteers.

Enrichment Activities - Fall 2021

PRELIMINARY FINANCIAL RECAP - NOT FINAL

11/8/2021 by Jen Jayme

Revenue

1	Registration fees paid to Electivity	\$ 2,750	PTA to receive payment less Electivity fees
2	Registration fees paid to PTA via PayPal	\$ 614	Now in PayPal account
3	\$10/student kickback for Cooking	\$ 50	PTA to receive single payment from Electivity with reg fees, less fees, plus th
4	PTA contribution	\$ 1,806	PTA to pay out of reserved "Enrichment" funds from prior years
5	Donation	\$ 40	
Revenue Subtotal		\$ 5,260	

Expenses

1	Instructors (5)	\$ 3,590
2	Electivity & Credit Card Processing	\$ 750
3	Insurance	\$ 400
4	Equipment	\$ 40
5	Flag Football Refunds	\$ 480
Expenses Subtotal		\$ 5,260
Net Profit or Loss		\$ (0)

Instructors

Urmini/Archery	\$ 960
Kibak/Flag Football	\$ 960
Bergman/Saxophone	\$ 380
Kobayashi/Tutoring	\$ 480
Cinkova/Tutoring	\$ 810
Total	\$ 3,590
Coding	\$ -

Electivity Fees

Archery	\$ 250
Coding	\$ 250
Football	\$ 250
Total	\$ 750
Saxophone	n/a
Tutoring	n/a

* Still have lots of drinks left to sell / use at other PTA functions.

Enrollment

Archery	12
Plant-Based Cooking	6
Flag Football	15
Saxophone	2
Coding	14
Tutoring	4