

the TIGER TIMES

A Publication of the East Side Elementary School PTA

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Note from the Principal

Dear Parents,

Georgia joined forty other states across the country in adopting the Common Core State Standards (CCSS) for Mathematics and English Language Arts. These Standards will be fully implemented next school year. The CCSS integrates much of the Georgia Performance Standards (GPS), but also takes them a step further, creating an opportunity to even better prepare our students for their future in the 21st century. Georgia's highly respected and internationally benchmarked GPS exemplify the rigor and complexity of the CCSS, allowing for ease of transition between the two.

As we gear up across the district to prepare for the implementation of the CCSS, it is important to make sure there is a shared understanding of the reason we are moving toward a set of shared standards and expectations for our learners. Fundamental to this is the critical need to develop students who are prepared for citizenship in the 21st century. Ten years ago, the Partnership for 21st Century Skills was created to bring together the business community, education, and government leaders for the purpose of defining this need.

They concluded that there "is a profound gap between the knowledge and skills most students learn in school and the knowledge and skills they need in typical 21st century communities and workplaces". In order for our students to be prepared to compete not only with their American peers in the next state, but with students around the world they established the "3Rs" and "4Cs" essential to success. These are:

- The "3Rs" are integrating rigor, relevance, and relationships through reading, writing, mathematics, science, civics, government, economics, history, geography, and the arts.
- The "4Cs" include: critical thinking and problem solving; communication; collaboration; and creativity and innovation.

What will this shift look like for our students? There will be an emphasis toward cross-disciplinary integration. Literacy skills, specifically reading and writing, will be taught across all content areas with a balance of literature and informational text. The range of reading and level of text complexity will increase. Elementary mathematics will focus on a strong foundational knowledge and deep conceptual understanding. Students will be expected to apply their mathematical knowledge in other content areas and real world situations.

Our teachers will be well-prepared to adjust their teaching to the Common Core. All of the reading/literacy training that East Side teachers have received from the Teachers' College in New York has centered upon the core



Principal: Elizabeth Mavity
Assistant: Diane Gurr
Assistant Administrator:
Kristen Erbskorn
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By addressing the needs of all children, East Side's community is committed to empowering our children to excel academically and become respectful, productive members of a global society.

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Note from Principal (cont.)

standards. Prior to this school year, our School Strategic Goal focused upon mathematics. This focus strengthened our math instruction across grade levels and test scores largely reflected an increase in student performance.

For more information on the CCSS visit: www.corestandards.org

Sincerely,

Elizabeth Mavity

From the Co-Presidents...

We'd like to start by thanking all of our parent volunteers who made this year's Sock Hop on Saturday, Feb. 4, another great success! From our wonderful committee chairs who have been planning the event for months to all of the parents who helped the night of the event, thank you for all of your support.

In this issue of the Tiger Times, you will read about many of our great PTA programs that are on-going throughout the year and the activities that are going on now. In addition, you'll see a great article about the Columbia Reading Training that you may have heard about. This is a large project that has been funded for the past 2 years jointly by the PTA and the Foundation as part of East Side's focus on improving reading and writing skills in our students. This article was written by our teachers and includes direct feedback from both teachers and students alike. We hope this will help you better understand the benefit that all our students are getting from this major investment. You will also find a summary of both our Teacher and Parent Fundraising Surveys conducted last Fall. There is a lot of information there, but we wanted to share all of our findings with you in our efforts to continue to improve year after year. Thank you again to parents and teachers alike who gave us their time to complete the survey. As you read through this information, please consider volunteering your time to help us as we are still looking for a Fundraising Chair for next year. Please contact us at president@eastsideelementary.com if you have an interest in this position.

Some upcoming events for the PTA are:

Feb. 13- 17: Teacher Appreciation Week. Plans will be in place to do something special for our teachers each day of the week to share our appreciation of all of their efforts with our children!

Feb. 28: PTA Day at the Capital. This event is open to everyone and is an opportunity to speak with state legislators about issues concerning our children's education.

March 15: Science Fair. Every year this event has grown in participation and strength of ideas, so it's not too soon for children to start thinking of great ideas. If your children need help, they can talk with their teachers and Ms. Ranger to brainstorm.

March 13: Columbia Readers' Workshop Night. Come and find out more about the Columbia Reading Program and how our teachers are using it in the classroom.

March 24: International Festival. Plan to come out and celebrate the rich and diverse community we have right here at East Side with an evening of food and fun. If interested in helping to represent your heritage at this event, contact internationalfestival@eastsideelementary.com.

Thanks again for all of your support - the community at East Side would not be the same without our amazing parents, teachers, and administration.

Cora Towle and Jill Butler, PTA Co-Presidents

PTA - Advocating for Every Child

The 2012 Georgia General Assembly legislative session began on January 9 and continues with Georgia PTA volunteers tracking pending legislation, meeting with legislators and non-elected officials, monitoring committee hearings, summarizing the information for its members and sharing that information.

Many local PTAs (and East Side is among those!) sponsor many enriching programs and activities that support the Six National Standards for Family-School Partnerships. Underlying all of these is the original purpose and mission of PTA - to be a voice for all children and to advocate for the issues that impact them. In short - to ensure that each child's potential becomes a reality.

Capitol Watch is the tool that Georgia PTA uses to communicate with its members on legislative issues on a regular basis, and particularly during the general session. Typically during the 40-day session, there will be daily updates posted and then a weekly recap. Access those here: http://www.ciclt.net/sn/new/n_main.aspx?ClientCode=gapta

At the time this edition went to press, proposed changes in the state Amended Budget included a 2% across-the-board in the education budget - but with no proposed

cuts to QBE funding. (QBE - Quality Basic Education - is the funding formula used to calculate how much a school system earns for each enrolled student based on multiple variables.) The state House had passed HB 713 which delays for one year the implementation of the Career Pathways which are courses related to a specific trade or vocation in the high school curriculum. Other issues that are being closely tracked are raising the compulsory age for remaining in school, vouchers, property assessments and the final redrawing of voting districts.

Your East Side PTA will also track these items and report back to you when the general session ends in late March/early April. In the interim, go to Capitol Watch to receive the updates and join the Grassroots initiative. This enables emails to be sent to you requesting you to contact your representatives and tell them how you feel about a particular bill. This isn't as intimidating as it sounds. A simple phone call where you just contact their office, talk to their assistant and tell them you support or oppose a bill can make a big difference. The whole process can literally be accomplished in a minute or two. During the session a phone call is far more powerful than an email.

Jingle Jog 2011 a HUGE success!

The East Side PE Department hosted its 6th annual Jingle Jog 1-mile fun-run on Saturday, Dec. 3rd. The event was another complete success as over 500 students, parents and staff gathered together to celebrate the joys of fitness, fun and fellowship. Jingle Jog 2011 raised over \$5,000 to support the East Side PE program and collected more than 3 extra-large boxes of toys to be given to needy children through Toys for Tots.

The ESPE team would like to thank their Elite sponsor Arrow Exterminators as well their Premier sponsors Keller Williams Realty, Carroll Realty, North Atlanta Soccer Association, Aurora Investment Counsel, Sumskeys Consulting, All About Signs and Big Peach Running Company. Inflatables were provided by Monte Carlo Productions and Sports-A-Rama. Warm-ups were led by Marietta Martial Arts. Trophies were donated by Letter Perfect Engraving. And a BIG, BIG thank you to Amy DeMoss who was in charge of coordinating all volunteers activities.

Thank you to everyone who participated in the Jingle Jog this year in any way. The PE team truly appreciates all of your support!

Mark your calendars!!

March 24th, 2012

East Side Elementary is hosting its annual International Festival from 5pm-8pm!

It's a fun evening offering students and their families a peek into the different countries and cultures that make up our wonderful school community. Your journey will have you experience vibrant dance performances from India and Nepal, taste delicacies from France and Cuba, enjoy traditional fashions of Malaysia and much more from countries like Jordan, China and Brazil just to name a few. It's a trip around the world you and your kids will want to experience!

Ticket sales start in a couple of weeks. Look out for pre sale order forms in your child's folder. Parents interested in representing their country (U.S.A too!) should contact Shruti Maindarker at internationalfestival@eastsideelementary.com.

Kid Chess Results Fall 2011

Here is the list of top players and their trophy titles from our fall 2011 semester:

Tuesday Class - 1st hour	Student	Grade
Primary Chess Champion	Athan Pohlman	1st
Primary Bughouse Chess Champion	Alex Bandy	2nd
Class Runner-Up, Top Performance	Akshadha Lagiseti	3rd
Class Champion	Vishruth MadhuSudhan	3rd
Elementary Blitz and Chess Champion	Cole Barber	4th
Elementary Bughouse Chess Champion	Gray Bradwell	4th
Elementary Points Champion	Ralph Liu	5th
2nd Grade Rookie Blitz Chess Champion	Alexis Minick	2nd
1st Grade Chess Champion	Angela Liu	1st
2nd Grade Rookie Points Champion	Blake Bremer	2nd
1st Grade Rookie Chess Champion	Gary Mei	1st
1st Grade Rookie Bughouse Co-Champion	Jackson Ivan	1st
2nd Grade Chess Champion	Jessica Penner	2nd
1st Grade Bughouse Champion	Maguire Hodgson	1st
1st Grade Rookie Bughouse Co-Champion	Nikhil Shah	1st
Sportsmanship Award	Jackson Ivan	1st
Sportsmanship Award	Olivia Dao	3rd
Tuesday Class - 2nd hour	Student	Grade
Primary Chess Champion	Athan Pohlman	1st
Primary Blitz Chess Champion	Riley Trask	2nd
3rd Grade Bughouse Chess Champion, Top Performance	Akshadha Lagiseti	3rd
3rd Grade Blitz Chess Co-Champion	Nic Hester	3rd
Class Champion	Vishruth MadhuSudhan	3rd
Elementary Bughouse Chess Champion	Avnee Sarnaik	4th
Class Points Runner-up, Elementary Chess and Blitz Champion	Ralph Liu	5th
1st Grade Rookie Blitz Chess Champion	Amudhan Selvam	1st
1st Grade Blitz Chess Champion	Audrey Walker	1st
1st Grade Rookie Bughouse Champion	Benjamin Sack-Stearns	1st
1st Grade Chess Champion	Cullen Owens	1st
Kindergarten Blitz Chess Champion	Owen Trask	K
Kindergarten Chess Champion	Sophie Landrum	K
Sportsmanship Award	Mia Leverone	K
Sportsmanship Award	Ralph Liu	5th

Thursday - 1st hour	Student	Grade
1st-3rd Grade Rookie Co-Chess & Bughouse Chess Champion	Isabel Zhou	2nd
1st-3rd Grade Rookie Chess Co-Champion	Anton Rab	2nd
1st-3rd Grade Rookie Blitz Chess Champion	Aaron Armstrong	2nd
2nd Grade Blitz Chess Champion	Ty Liang	2nd
2nd Grade Chess Champion	Chirag Shetty	2nd
3rd Grade Blitz Chess Champion	Lucas Knutzen	3rd
4th-5th Grade Chess Champion	Ethan Leingang	5th
Class Blitz Chess Champion	Alex Berezovsky	4th
Class Co-Champion	Austin Towle	3rd
Class Co-Champion	Kamen Iliev	3rd
K-3rd Grade Junior All Tournaments Champion	Brooks Leingang	K
Sportsmanship Award	William Amaparan	3rd
Thursday - 2nd hour	Student	Grade
2nd Grade Blitz & Bughouse Chess Champion	Justin Zhou	2nd
2nd Grade Chess Champion	Chirag Shetty	2nd
4th-5th Grade Blitz Chess Champion	Jacob Leung	5th
4th-5th Grade Chess & Bughouse Chess Champion	Alex Berezovsky	4th
Class Champion	Austin Towle	3rd
Class Runner-up	Kamen Iliev	3rd
K-1st Grade Rookie Blitz Chess Champion	Ali Cannon	K
K-1st Grade Rookie Chess & Bughouse Chess Champion	Zachary Tong	K
K-3rd Grade Junior All Tournaments Champion	Spencer Banko	1st
Sportsmanship Award	Chirag Shetty	2nd

For more information about chess at East Side Elementary please call 770.575.5802 or visit www.kidchess.com.

Teacher Appreciation Week is coming Feb. 13-18

The hospitality committee is looking for donations to be used as door prizes. Let me know if you have an item that you would like to donate or know of a vendor who would be interested in donating something. Please email Karla@jakstadt.com. Favorite items include gift certificates to restaurants, etc.

February - National Heart Month

Keeping your family's heart healthy and beating strong involves healthy habits like eating healthy, fresh, low fat foods and daily exercise. This is the something that children can benefit from too. We know that behaviors are formed during childhood so it is very important to help children establish healthy heart habits while they are young.

Heart Healthy Tips for the Whole Family

Here are some heart healthy tips that will keep your cholesterol level at a healthy level:

Increase Fiber Intake

- Serve oatmeal for breakfast and switch over to 100% whole wheat bread
- Add beans to soups or offer as a side dish
- Place sliced fruit and veggies on the table for your child
- Offer fresh fruit smoothies using low-fat yogurt

Decrease Saturated Fat Intake

- Offer lowfat cheese
- Serve chicken breast and fish more often than red meat
- Stir fry and bake your meals instead of deep frying

Increase Intake of Healthy Fats

- Cook with olive, safflower, or canola oil
- Seeds are a great source for healthy oils. You can add ground flax seeds into a fruit smoothie or a on top of their favorite cereal or salad
- Add avocado slices to a salad

Daily Movement - Get Your Heart Rate Up

- Put some music on and dance with your child
- Turn off the computer games and play basketball with your child
- Go for a walk with your child
- Sign your child up for swimming or gymnastics
- Prioritize your day so that movement happens



IXL Math Marathon Results!

What a success the Foundation's IXL Math Marathon has been! East Side students attempted over 626,000 math problems during the marathon's 12 day period!! WOW!! Congratulations to all who participated. Please continue to use IXL to keep improving your child's math fluency.

Congratulations to our WEEK 1 WINNERS (who all won cookie cakes!)

Grade	Teacher last name
K	Stephens
1	Sahadevan
2	Bailey
3	Casey
4	Jones
5	Gavin

Congratulations to our WEEK 2 WINNERS (who all won pizza parties!)

Grade	Teacher last name
K	Morrison
1	Larsson
2	Bailey
3	Slayton
4	Appel
5	Jubelt

The student who worked on the most IXL Math problems is from Mrs. Rosenblat's class. Congratulations to Shevta Shah! She worked on 6,332 IXL problems over the two week period! Shevta won a \$50 gift card to Lakeshore Learning Store!

And the Grand Prize IXL Math Marathon Trophy winner was . . . Ms. Casey's 3rd grade class! Congratulations!

Continue logging on to IXL and thanks for your continued support of the East Side Foundation!

Columbia Teacher's College Reading Workshop

The Teacher's College Reading and Writing Project has become one of the most well-known research based organizations in the field of education worldwide. East Side is very fortunate to have been accepted as a project school at Teacher's College. The Project is based at Teacher's College, Columbia University in New York. Founder Lucy Calkins and her colleagues bring specialized expertise to the Project as they have gone above and beyond in researching best practices for teaching reading and writing. The wealth of information they share assists teachers in developing ideas that are foundational to literacy instruction across all grade levels.

The staff developers at the Project utilize the workshop model to teach reading and writing. This model of teaching includes a mini-lesson, independent reading, guided reading groups, strategy groups, teacher student conferences, and share time. A mini-lesson is conducted with the whole class. During this time, the teacher models a specific reading skill or strategy. After the teacher models, students are given the opportunity to try the strategy and talk in partnerships about their thinking. The teacher stops to briefly listen in on partnership talks. After the mini lesson, students are sent off to read independently in their own "just right" books (books at their independent reading level). As students are reading, the teacher is meeting with guided reading or strategy groups. The teacher also conducts individual conferences with students. At the end of the workshop time, students gather back together and participate in share time. This allows them the opportunity to share and grow their ideas as readers.

The exceptional training we are receiving is greatly benefitting both the teachers as well as the students here at East Side. We are looking forward to sharing all of this wonderful work with you at our upcoming Reading Workshop Night in the spring. We want to express our sincerest thanks and appreciation to both the PTA and the Foundation for supporting us on this journey.

Special quotes from teachers and students about reading workshop:

"Since implementing the reader's workshop model in my classroom, my students' reading skills have improved by leaps and bounds. They are so excited about reading and cannot wait to dive into their books every day!"

Mrs. Jentink

"The Reader's Workshop format fosters a love of reading and gives students a chance to learn and practice research based reading strategies independently and with guidance. This format allows me to differentiate, meet the needs of all my students and develop close relationships with each student. Conferencing with readers has benefited my teaching in the following ways."

- Take opportunities to stretch the student
- Take opportunities for affirming
- Check for understanding
- Evaluate student growth
- Hear students read orally
- Gather ideas for mini-lessons
- Take advantage of teachable moments

Mrs. Melnick

From Mrs. Stephens' Kindergarten class:

"During readers' workshop, I stay in one place, I read quietly, and I read the WHOLE time!" Grace

"Readers workshop taught me that Readers can read ANYTHING!" Evan

"I like when we read with a pair. EEKK' Elbow to Elbow and Knee to Knee." Daniel

"Mrs. Stephens lets us share our learning at the end of readers' workshop. I like that." Emily

"I'm learning to read with purpose and the more I read, the faster I'll get." Ananya

From Kelly Jones' 4th grade class

"Take a peek inside my classroom during Readers' Workshop and you will find a dynamic group of young readers. You will see students reading books, but that's not all! While they are reading, students may be jotting notes on post-its, responding in their journals, or having a discussion with their classmates about their reading. Students are engaged in authentic reading experiences. Most of all, they love to learn reading! One of my favorite parts of the Readers' Workshop is the teacher read-aloud. Students get time to listen to some of the best children's literature read by their teacher. The teacher is modeling the thinking process that good readers use by stopping and asking questions or making connections."

Mrs. Jones

Columbia Teacher's College Reading Workshop (cont.)

Kids' quotes:

"I love Reading Workshop because...we have lots of time for independent reading. We read just right books and have small groups. We have conferences together to see where we are improving and what we need to improve. I LOVE READING!!!" - Nicole

"I used to hate reading but Mrs. Jones made me see reading in a different set of eyes." - Alex

"I like meeting in small groups because we get to learn strategies. I enjoy independent reading the most because we get to read interesting books. I like book clubs because a small group reads the same book and then we discuss things that we didn't understand or we really want to share it. Mrs. Jones makes reading very fun because we read books that are written by different authors. I like how we are allowed to sit wherever we want to in the room." - Natalie

"Do you know what is my favorite time of the school day is? No, not recess; it's readcess. Yes that's right I like Reading Workshop! I like Readers Workshop for many reasons, here is a few reasons. Mrs. Jones read aloud, fiction reading, mini conferences, not having to sit at your desk, book clubs and many other things." - Ali

"My favorite thing about Readers Workshop is reading books on my level that I want to read. I love fiction books but nonfiction books are awesome too! I love independent reading. (Sometimes I even read at recess and call it "readcess".) I love when Mrs. Jones reads a book to us because I can ask questions. I go through books like candy. Every book is so good I just can't get enough!" - Ada

What is Reading Workshop?

By: Lindsay Mattocks

Today, my class had an "ah ha" moment. We were learning how to write an informational paragraph with the "Question and Answer" format. After a mini-lesson and showing a few examples of mentor text, we started brainstorming a thick question we could answer together as a class for interactive writing. One of my students said, let's explain the answer to "What is Reading Workshop?"



Attached you will find our class paragraph. It was typed by me, but written by the kids. I was almost to tears to hear them describe it so proficiently! They know the language and routines! Thanks to all the training you have helped us get--I'm so proud of my growing readers and writers!

By: Ms. Mattocks' Outstanding Owls

Answer: Reading Workshop is a fun and challenging way to learn and read in second grade. The first thing that happens in reading workshop is each student in our class makes a book tower of his or her "Just Right" books at their desk. This means that we put books in the order we want to read them that day. Then, the class meets together and our teacher does a mini-lesson. A mini-lesson teaches us something new to do when we are reading. After that, we can shop for books, or just go to our desks, pick our first book off of the tower, and start reading! When we are reading, we sometimes meet with our teacher or write sticky notes about what we think about our books. Our teacher has conferences with us, meets with groups, or gives students reading tests. At the end of reading time, we sometimes do partner reading or have our classmates share their books. Reading Workshop definitely helps us become better, smarter readers!

Join the Foundation!

ESE Foundation is now seeking Board members for the 2012-13 school year. Now is a great time to get involved - you'll be a key part of making the new East Side the best ever! [Click here](#) to find out more today

East Side Elementary has some of the best after school enrichment programs in the county. Please be sure to check them out at <http://eastsideelementary.com/Foundation/after-school.html>!

Fundraising Survey Results

Thank you again to all the parents and teachers who took the time to complete our PTA Fundraising Survey. We had 40 teachers and 190 families complete the two surveys that asked for feedback on the Boosterthon Fun Run, as well as input on the types of fundraisers the PTA should consider in future years. Here are the key results of these two surveys.

Teacher Survey:

Teachers overall are very positive on the Boosterthon Fun Run - 90% rated the Boosterthon Excellent, Very Good, or Good. They also feel students are excited about the Boosterthon - 97.5% marked their students were Extremely or Somewhat Excited. Teachers also feel collection of money is easy for them - 90% rated collecting money as Excellent, Very Good, or Good.

- 62.5% felt the Boosterthon team's time spent in the classroom was valuable, with 10% feeling it was neither valuable nor distracting and 27.5% finding it distracting.
- Of the 3 types of fundraisers presented, 40% of teachers prefer an Activity Based fundraiser (like Boosterthon), 35% prefer a Flat Donation campaign (similar to the Foundation), & 25% prefer a Products Sales fundraiser (like Sally Foster, as one example).

Parent Survey:

Overall parents are more positive than negative to the Boosterthon, although it is very polarizing - it seems that some families love it and some hate it:

- 59% positive (Excellent/Very Good/Good) vs. 41% negative (Fair/Poor) overall

What Parents Like Best about the Boosterthon - top 8 areas of type-in comments:

- Kids enjoy it/are excited - 26% of comments
- Kids get physical exercise - 23%
- Kids learn about teamwork and positive character - 11%
- Kids don't have to sell a product/I don't have to buy something I don't want - 10%
- Successfully raised money for the school - 8%
- Kids motivated to participate themselves vs. the parents doing it - 6%
- Very well organized (the Fun Run itself) - 6%
- Great Boosterthon staff/high energy - 3%

What Parents Like Least about the Boosterthon - top 7 areas of type-in comments:

- Prize incentives - 31% of comments (created pressure,

kids focused only on prizes, prizes are junk/cheap, too much competition created)

- Too much money going to Boosterthon/too little staying with school - 12%
- Hard to ask for money when not selling a product or giving something in return - 11%
- Too much pressure on kids to raise money (in general) - 9%
- Hard to ask for money in this economy or if friends/family not in this area - 6%
- Seems to take precedence over class work/too much class time used - 5%
- Prefer to give a flat donation vs. participate in Boosterthon - 4%
- Parents felt the Boosterthon Website was easy for their children to use to enter and track pledges - 92% rated it Easy vs. 8% Difficult.

Parents reported that most of their children did learn from the character messages given in the EPIC Adventure daily lessons:

- 26% of children came home talking about it on their own.
- 42% of children could tell their parents about it when they were asked.
- 28% of our families did not discuss it (parents didn't ask/kids didn't mention).
- Only 4% of children could not answer anything about the lessons when they were asked.
- Interestingly, this was particularly high for Kindergarten - 41% of children came home talking about the lessons on their own.

On prize incentives, parents generally reported that the children liked the prizes and were motivated to earn more pledges due to the prize incentives. Half of our parents did not like the prize incentives, from the parental perspective, although 25% feel prize incentives do increase the success of the fundraiser, and 31% feel prizes are not necessary.

66% of the parents who completed the survey were able to attend the Fun Run and were extremely positive about the Fun Run itself and its execution by the Boosterthon team - 96% rated Excellent, Very Good, or Good.

Of the 3 types of fundraisers presented, 34% prefer an Activity Based fundraiser, 38% prefer a Flat Donation campaign, and 16% prefer a Products Sales fundraiser. But parents report that 72% of their children would prefer an

Fundraising Survey Results (cont.)

Activity Based fundraiser, 9% prefer a Flat Donation campaign, & 5% prefer Products Sales fundraiser.

Clearly most parents prefer only 1 large PTA fundraiser per year - 76% chose this. Rest of the parents were split between having a 2nd fundraiser when needed (15%) vs. budget cuts (17%).

Clarifying Comments and FAQs about Boosterthon

In addition, there were some points from the comments in the survey that showed some facts were not clear about the Boosterthon and/or the PTA Budget - the following section will clarify some of these points:

Several parents said they prefer to donate to the Foundation because they can do Corporate Matching with Foundation, but not with the PTA. This is incorrect - the PTA is also a 501c3 organization and can leverage corporate matching. Please inform the PTA if you feel you had a donation that can be matched by a company.

Several parents commented that \$1/lap = \$32-35 donation for Boosterthon was too much to ask from friends and neighbors, etc. It appears these parents felt this was the minimum donation that was allowed. In fact, any donation amount is accepted. Flat Donations are accepted in any amount, and even Per Lap donations of less than \$1 are accepted; there is a space to type in whatever amount is pledged. We had several children's friends sponsoring them for a penny a lap!

Some parents indicated they felt that the percentage we pay to Boosterthon for their services was hidden from our school community. This was certainly not the PTA's intent. Whenever the question was asked, it was answered truthfully and openly. In addition, all of our Room Representatives were informed of the percentages as well, and told that they could share this information with anyone who asked for it. Please see the next section for a more complete explanation of what we pay Boosterthon and how it compares to our other fundraisers in our experience.

A few parents felt the time in the classroom was too much. Just to ensure clarity, the Boosterthon team took 5 minutes or less in each classroom per day to share the lesson of the day and hand out prizes earned by the students. The sessions were very quick and were designed to be as efficient as possible.

There were some questions about the PTA budget and whether we even need an annual fundraiser. The fundraiser is the PTA's main source of funds - memberships and other events like Fall Festival do not raise a significant amount of money, and have not been designed to, as we wish those events to stay accessible to as much of our school community as possible. In fact, due to our successful fundraising in the past couple of years, we have been able to reduce the cost of these events and/or increase the amount of services to result in more successful and fun events for our school. Therefore all of our PTA programs, from Staff Support to In-Class Programs to Teacher Training, rely heavily on our annual fundraiser.

Relatedly, some parents thought the items mentioned in the survey were funded by the Foundation. This is absolutely incorrect - all of the items mentioned in the survey and the dollar amounts associated were directly from our current year PTA budget. It is true that some programs are shared with the Foundation for funding, like the Columbia Reading Training, but the dollar amount shown in the survey was the PTA's share only.

Also one comment thought the PTA had so much money last year that it was spent on School Box gift cards. To clarify, School Box gift cards were purchased for teachers using their 10% Boosterthon incentive (the portion of funds that their classes raised that went directly back into the class for supplies and support) - and only because this allowed teachers to get 25% more with the money because of teacher discounts at School Box. We felt that this was a smart way to get more out of our dollars, especially since teachers are constantly buying supplies for their classroom.

A few comments mentioned that the fundraiser occurs too close to the beginning of school when parents have already spent a lot of money on school needs. Unfortunately, this is necessary as more than half of our expenditures occur in the first half of the school year, so we must know what funds we will have available to our programs early in the Fall so that we do not end up in a situation where we have to cut all of our 2nd half programs.

One comment seemed to indicate that children's names were called out over the intercom if they did not earn pledges for Boosterthon. This did NOT happen over the intercom nor in the classroom. No children were singled out for not earning pledges - only children who earned pledges had their names called out in recognition of their

Fundraising Survey Results (cont. from pg 9)

efforts.

One comment indicated that information was not shared well about the Boosterthon with both parents. We would like to remind all of our families to sign up for the PTA e-news at <http://eastsideelementary.com/e-news/> as all of our programs are communicated weekly through e-news.

Fundraising Supplier Cost & Information Comparison

During the Boosterthon Fundraiser, we received many questions about the percent of funds the school keeps vs. what Boosterthon is paid. The below chart will attempt

to answer most of these questions, as well as provide a comparison to Sally Foster, as this was the fundraiser the PTA held in the years prior to the Boosterthon. In addition, while Boosterthon received 48% of total pledges, nearly all of the cost elements of the programs were paid by the Boosterthon: website and tracking, Pep Rally Kick-off and Fun Run sound system and executional elements, t-shirts for all children and all teachers, marketing materials, and prize incentives. With Sally Foster, of course, their percentage was used to pay for the wrapping paper sent to buyers but the PTA had to pay for all other cost elements - marketing materials, pledge tracking, and prize incentives.

	BOOSTERTHON	SALLY FOSTER
Net Proceeds Raised for the School PTA	\$65,000 in 2010/2011 \$58,000 in 2011/12	\$35,000 in 2009/2010 \$25,000 in 2008/2009
Percentage of Total Funds Kept by School vs. Kept by Supplier (Booster/Sally Foster)	52% / 48%	50% / 50%
Who Paid for Prize Incentives, Marketing Materials, and Executional Elements	Boosterthon	PTA
PTA Volunteer Man-Hours Required:		
• Set up/organizational meetings	9 man-hours	9 man-hours
• Organizing materials to execute fundraiser	16 man-hours	48 man-hours
• Order tracking, prize incentives, order entry	Handled by Boosterthon	45 man-hours
• Organizing, sorting, & delivering product to classrooms	N/A	90 man-hours
• Handing out Water at Fun Run	16 man-hours	N/A
• TOTAL PTA VOLUNTEER HOURS	41 MAN HOURS	192 MAN HOURS

Safe Routes to School

Georgia SRTS Basics

Safe Routes to School programs are sustained efforts by parents, schools, community leaders and local, state, and federal governments to improve the health and well-being of children by enabling and encouraging them to walk and bicycle to school. Safe Routes to School programs connect transportation options with public health needs with the quality of our environment with the livability of our communities.

If you would like to volunteer, please contact: youthservices@eastsideelementary.com

Between 1966 and 2009, the number of children who bicycled or walked to school fell 75%, while the percentage of obese children rose 276%.

- The Alliance for Biking and Walking

SAVE THE DATES:
Monday, February 13th
Wednesday, March 7th
Tuesday, May 1st



East Side Science Fair 2012

Every year, we invite students from grade K-5 to participate in East Side Science Fair. This year, the Science Fair will be held on **Thursday, March 15th, 2012** at East Side. To encourage more participation, we will have displays available for viewing during school hours and will provide opportunity for every child to enjoy the event.

All Students grades K-5 are invited and encouraged to participate in the upcoming East Side Science Fair! All participants will receive ribbons for their hard work in the science field. In order to accommodate all participating scientists for this event, pre-registration will be required. More information regarding how to register will be coming. Grade level guidelines for the projects along with informational resources will be made available to all interested "scientists" and parents of all participants. These guidelines will provide appropriate scientific language and other resources for students. Placement assignments will be sent home prior to the event.

Here are few resources for you to get started

<http://www.sciencebob.com/>

<http://school.discovery.com/sciencefaircentral/scifairstudio/>

<http://www.scifair.org/http://www.ipl.org/youth/projectguide/>

<http://faculty.washington.edu/chudler/fair.html>

<http://homeworkspot.com/sciencefair/>

<http://webtech.kennesaw.edu/tbrown/Default.htm>

We need parent volunteers to help us out with this event. If you would like to volunteer for this, please email your name and contact phone number to the Science Committee members with "East Side Science Fair" in the subject line.

East Side PTA Science Committee

Rhonda Sumsky: 770-321-8446
rhonda@sumskyfamily.us

Ron Compton: 770-977-0005
heyron@gmail.com

Amy Carroll: 770-321-1540
amycarroll4@mac.com



Don't Forget to Turn in Your Box Tops

Earn fun prizes while East Side earns \$\$\$!! Donate your box tops between now and Friday, February 24 and your student will earn points for the Box Tops Collection Contest! We have great prizes, and most importantly, you'll be helping East Side! Your student will receive credit for all properly labeled Box Tops contributions between now and February 24 for the Collection Contest. Did you know that the school receives 10 cents for every box top collected? Here's how to get credit for your submissions:

- Clip just the box top
- Count 25 or 50 per baggie
- Clearly label baggie with # box tops, student's first/last name, teacher and grade
- Send baggie(s) to school with your child

- There is a drop off box located in the study room next door to the Tiger's Cage



Although they are not included in the collection contest, we also accept Campbell's Soup Labels and Coca-Cola tops/bar codes. Please submit just the UPC bar code or specially marked sections. Label baggies as detailed above and send in with your child.

The Shopping Rewards Committee needs volunteers to help count/tally box tops submissions. If you're interested in a fun and easy way to help the school, please email shoppingrewards@eastsideelementary.com!

Thanks for your help to earn cash for East Side with easy Shopping Rewards! Questions? Contact shoppingrewards@eastsideelementary.com.

Important Dates to Remember

February

Monday, 6th:	3rd Grade Music Program, 6:30pm Junior Great Books Begins Tiger Times Distributed
Tuesday, 7th:	School Picture Day (Individual & Class) Willy's Eat Out Night 5-8 pm
Wednesday, 8th:	Waste Free Lunch Day
Thursday, 9th:	Planet Patrol Meeting 7:10 am
Friday, 13th - 17th:	Teacher Appreciation Week
Tuesday, 14th:	Valentine's Day
Wednesday, 15th:	9:45 am - PTA Executive Committee Meeting
Thursday, 16th:	Make-up Picture Day
Monday, 20th:	President's Day School Holiday
Tuesday, 21st:	Cancelled: PTA Chick-fil-A Eat Out Night Woodlawn, 5-8 pm
Wednesday, 22nd:	10:00 am - PTA Board/Committee Chair Meeting Ash Wednesday
Friday, 24th:	Spirit Day Chick-fil-A biscuit sale 7:15 - 7:45 am
Saturday, 25th:	Cub Scout Blue and Gold Banquet
Tuesday, 28th:	PTA Day at the Capitol

March

Friday, 2nd:	All Pro Dads Cafeteria 7:00 am Tiger Times Deadline for Submissions
Tuesday, 6th:	Willy's Eat Out Night 5-8 pm
Thursday, 8th:	Planet Patrol Meeting 7:10 am 1st Grade Music Program, PTA Meeting/Art Show 6:30pm Daylight Savings Time Begins
Sunday, 11th:	Girl Scouts' 100th Birthday
Monday, 12th:	9:45 am - PTA Executive Committee Meeting
Wednesday, 14th:	Waste Free Lunch Day Science Fair
Thursday, 15th:	St. Patrick's Day
Saturday, 17th:	Tiger Times Distributed
Monday, 19th:	PTA Chick-fil-A Eat Out Night Woodlawn, 5-8 pm




Honoring Our Heroes - Essay Contest

Calling All Heroes! Who is your real life hero? Honor them in the Eastern Cobb County Council of PTA's annual Honoring Our Heroes Essay Contest! Follow this link for entry instructions: www.eastsideelementary.com/folder/62/HOH12.doc. All entries are due Wednesday, February 15. There will be a reception on March 27th at J.J. Daniell Middle School honoring all local winners. East Side's top winners from K - 1, 2 - 3, and 4 - 5 will be asked to attend.



Don't forget to submit your articles!

Please submit your articles for the next issue of the Tiger Times no later than Friday, March 2nd to tigertimes@eastsideelementary.com.



The Tiger Times is a publication of the East Side PTA.

The Tiger Times is designed and edited by Tabitha Varma

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