



1750 W. Thunderbird Road
Phoenix, AZ 85023

ThunderbirdParentAssociation.com

2022-23 School Year Meeting Agenda and Minutes

Board:

John Martin, Co-President
Catherine Martin, Co-President
Janelle Zavala, Treasurer
Kim Baker, Vice-President
Dawn Green, Vice-President
Danielle Cervantez, Secretary

Decision Log:

All formal decisions made in a TPA meeting during the school year are listed in this one table to provide an easy reference for our users.

Date	Decision	Spending budget
7/21/22	Board approved accepting Janelle Zavala as Treasurer	N/A

Meeting Agenda and Minutes

Provided below are meeting agendas and minutes in descending meeting order. The upcoming meeting will show agenda. Following the next meeting is minutes for preceding meetings.

Meeting #2

Date: 8/15/2022

Attendees

John Martin	Kim Baker	Kim George
Catherine Martin	Dawn Green	Liza Burns
Janelle Zavala	Kendra Gutierrez	Jason Latham
Danielle Cervantez	Tiffany Grass	Dawn Bjork

Agenda:

- 1. Introductions**
- 2. Principal's Report**
- 3. 2022-23 School Year TPA Theme:**
 - a. "Connecting and Engaging Titan Community"
- 4. 2022-23 Budget**
 - a. See TPA Treasurer's Report 8.11.22 Balanced Budget tab for discussion
 - b. Review budget and budget proposals – approve at next meeting
 - c. Need to set our revenue target
 - d. Budget Expense requests:
 - i. Increase plaques \$200 (inflation)
 - ii. Increase School Improvements \$3,000 for light pole banners
 - iii. Increase Hospitality budget from \$2,500 to \$5,000
 - iv. Increase Fun Fridays budget from \$450 to \$1,000
 - v. Add \$1,000 budget for marketing
- 5. Project requests**
 - a. Teacher request #1 from Academics budget line
 - b. Volunteer badges from Misc budget line
 - c. Parking lot banners from School Improvements budget
 - d. Marketing our TPA
 - e. Thunderbird Culinary CTE Program support
 - f. Thunderbird Graphic Design, Film & TV CTE Program support
 - g. Other CTE program support
 - h. Connecting with feeder schools

6. Fundraising programs

Month	Event	Supporting
Aug/Sep	Senior reserved parking	General
Sep	Thirsty Lion Dine-Out at Desert Ridge	General
Nov	Silent Auction & Golf Tournament	General / Graduation
Feb	Casino Night	Graduation
Feb/Mar	Ladies Night	Graduation
Apr	April Showers	Graduation
Apr/May	Moon Valley Food Truck Tuesday	Graduation
May	Dart Tournament	Graduation
Open	Shoe Drive??	
Open	Looking for ideas	

7. Senior Graduation Event

- a. Market study results
- b. Thunderbird Senior Survey results
- c. Committee meeting to follow TPA meeting

8. Reminders

- a. August 18th PTO and school community Happy Hour Vegan & Vine 6pm
- b. Senior reserved parking spaces available

- c. Aug 16th Chipotle Dine out for Cheer
- d. Aug 19th Fun Friday
- e. Open House August 23rd
- f. Aug 31st Home Volleyball game
- g. Sep 2nd – Home Football Game then Barro’s for Band after football game
- h. Sep 15th – TPA / PTO Happy Hour at Thirst Lion at Desert Ridge (fundraiser)
- i. Sep 12th – Next TPA Meeting

Senior Graduation Event and Auction / Golf Event meeting to follow

Meeting #1

Date: 7/21/2022

Attendees

John Martin	Kendra Gutierrez	
Catherine Martin	Tiffany Grass	
Janelle Zavala		
Danielle Cervantez		

Agenda & Minutes:

1. Treasurer Report
 - a. Went over treasurer report and proposed items for 22-23 year
 - b. Discussed golf tournament and continuing on with it as previous years and the proposed income listed on the report
 - c. Money spent recently went to bookstore for teacher requests, plaques, tshirts, goods, school projects etc.
 - d. Went over current projected budget and projections for spending and went through each line item to explain what it is etc.
2. Review large projects
 - a. Golf tournament
 - i. Get with Karen huttenmeyer and Kristin solheimer to help transition to new crew
 - ii. Start soliciting goods and alcohol for the golf tournament and party including auction items
 - iii. Party is at Stanley family house.
 - b. Grad Night
 - i. Kevin prepared a debrief of this years and last year’s grad night
3. Other
 - a. Create form for teacher requests.
 - b. Nominated Janelle Zavala for treasurer
 - i. Motion to Nominate made by Danielle Cervantez

- ii. Second: Kevin Moore
 - iii. All voted in favor, motion passed
- 4. Meeting adjourned – 7:15pm



Connecting and Engaging our Titan Community

Our 2022-23 school year Thunderbird Parent Association (TPA) theme is connecting and engaging our Titan Community. Thunderbird High School has always had an active and engaged community. These past couple years have been rough. With a return to more “normal” school activities this year we have an opportunity build an even better parent and family support structure by finding ways to better connect and engage our Titan community in every TPA project.

Connecting

Numerous Thunderbird community families express frustration with tracking what is happening when and where across campus and how they can get involved. Local business owners’ express frustration with multiple requests from “Thunderbird”. Our local business owners want to help our campus groups but don’t really understand how and don’t understand the multiple requests.

Our TPA has an opportunity to better connect groups across our campus, better connect with our Titan families, and better connect with our local business leaders.

Key Actions:

1. Create a new TPA website that includes an Events calendar that captures events for all Thunderbird groups and captures significant family activities happening at Mountain Sky, John Jacobs, Lookout Mountain, Moon Mountain, and Shaw Butte.
2. Post Facebook social medial messages to a Blog section of the website so that families who avoid social media may keep up to date.
3. Include a page for “Business Sponsors” that describes our groups across campus with guidance that will help our business leaders understand and select the way they want to support our Titan Community.
4. Include a page with small to medium, limited scope volunteer projects that include tasks like helping at Fun Fridays, sorting uniforms for a sports team, helping at a fundraiser, or similar projects that our families may select, schedule, RSVP, and then help.

*Figuring out what is happening when and where is so hard –
Parent quote*

*I would like to volunteer but I don’t really know how or when or where to sign up –
Parent quote*

I gave money to sponsor an ad or something for Thunderbird and then some more parents come to me asking for money.

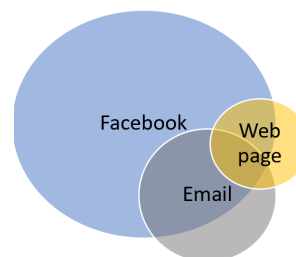
*What is going on over there?
– Local business leader quote*

I want to help but I don’t just want write checks. How can we help each other?

– Local business owner quote

Connecting Goals

Connection source	Connections	Growth %	Target Connections
Facebook	450	25%	563
Email	300	50%	450
Internet page	200	150%	500
Unique connections	475		750

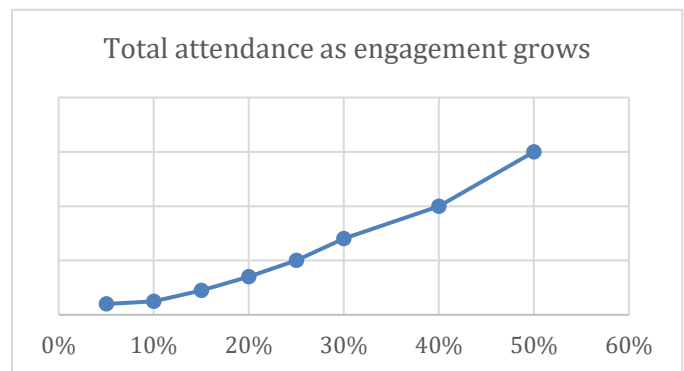
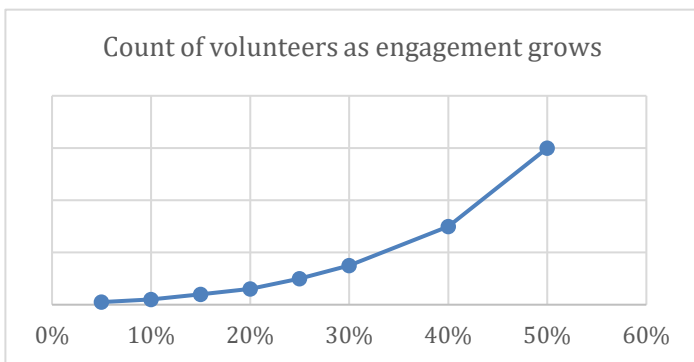


Estimated Connection Totals	
Community size	5,000
Connection target	15%
Connection goal	750

Engaging

Better connecting our Titan Community is a good step forward and an initiative that will help us all. As we better connect our community, we also need to better engage our community. A better engaged community leads to better attendance at student events that include sports home games, artistic performances by our theatre, band, dance, and other Thunderbird student featured activities like NJROTC Drill Meets on campus.

Engaging is sort of a vague concept that is tricky to measure, however there are clear signs of a more engaged community that we can identify. How easy is it to recruit volunteers? How many people are showing up to Titan home games and events? Is there a positive buzz in the community? It is reasonable to expect that engagement improves so too does volunteer counts and total attendance.



Key Actions:

1. Increase advertising and marketing for home games and performances to include themed events (Future Freshmen, elementary school, dress-up), attendance incentives for our students, and improving the overall game day / event day experience.
2. Increase communication across campus groups that include the TPA and Booster Clubs to better pool our resources, engage our community, and unify our message with local business leaders.
3. Actively engage our Career Technical Education programs on campus by directing our TPA purchases through these groups and using their CTE related help with our projects, as much as possible.
4. Bring back the light pole decorative banners celebrating our sports teams, campus CTE programs, and student groups (Theatre/Band/Dance/NJROTC/etc).
5. Directed, positive social media campaigns

BEGINNING BALANCE

\$46,995.86

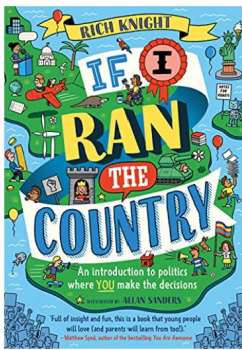
	Initial 2022-23 Budget Proposal (based upon prior year)	Proposed changes	2022-2023 Budget	2022-2023 Actuals
INCOME				
DONATIONS/GOODS	\$200	\$0	\$200	\$24
GIFT MATCHING/GRANTS	\$500		\$500	\$0
GOLF TOURNAMENT	\$31,650	\$3,350	\$35,000	\$0
GRAD NIGHT INCOME	\$20,000	\$5,000	\$25,000	\$390
THS SHIRTS	\$0		\$0	\$0
AMAZON SMILES	\$400		\$400	\$0
FRYS/Kroger	\$1,500		\$1,500	\$0
ESCRIPIT	\$0		\$0	\$0
BRICKS	\$300		\$300	\$0
Other fundraising		\$2,000		
TOTAL INCOME	\$54,550	\$10,350	\$62,900	\$414
EXPENSE				
AWARDS:				
PLAQUES (arrow)	\$800	\$200	\$1,000	\$176
MONTHLY & SPIRIT AWARDS	\$1,500		\$1,500	\$0
COMMUNITY COLLEGE /TRADE SCHOOL	\$3,000		\$3,000	\$0
TOP 1%	\$400		\$400	\$0
Counselors Choice 4 YR PERFECT ATTENDANCE	\$400		\$400	\$0
AZ MERIT INCENTIVE/ Go Getter Award	\$0		\$0	\$0
FRESHMAN T-SHIRTS	\$2,100		\$2,100	\$2,100
CPA EXPENSES:				
SCHOOL IMPROVEMENTS	\$800	\$3,000	\$3,800	\$0
GOODS	\$500		\$500	\$0
HOSPITALITY	\$2,500	\$2,500	\$5,000	\$0
TEACHER THANK YOU LUNCH	\$0		\$0	\$0
BRICKS	\$250		\$250	\$0
FUN FRIDAYS	\$450	\$550	\$1,000	\$0
GOLF TOURNAMENT	\$15,000		\$15,000	\$0
Marketing		\$1,000	\$1,000	\$0
POSTAGE/MAILERS	\$500		\$500	\$0
INSURANCE	\$2,150		\$2,150	\$0
TAX PREP & ACCOUNTING	\$150		\$150	\$200
MISC	\$1,200	\$3,100	\$4,300	\$55
SCHOOL REQUESTS				
ACADEMICS/ACTIVITIES	\$1,500		\$1,500	\$0
WISH LIST	\$800		\$800	\$0
SUBSCRIPTIONS	\$350		\$350	\$0
ART CONTEST	\$0		\$0	\$0
POETRY CONTEST	\$0		\$0	\$0
HOMECOMING/PROM DÉCOR	\$0		\$0	\$0
GRAD NIGHT	\$20,000		\$20,000	\$0
SCHOOL PROGRAM SUPPORT	\$200		\$200	\$0
2022 School Project	\$0		\$0	\$0
	\$54,550	\$10,350	\$64,900	\$2,531



Titan Parent Association Project Summaries

Meeting #2 8/15/2022

- a. **Teacher request from Monchamp, Special Ed teacher for up to \$250 to purchase books**
Request TPA purchase 18 copies of the book, “If I Ran the Country” by Rich Knight for use in class. Teacher currently makes printed copies of sections from the book for use in class. Having a set of books will reduce the copying tasks, improve the quality of the materials available to students and help the program for many years.



If I Ran the Country: An introduction to politics where YOU make the decisions Kindle Edition

by Rich Knight (Author), Allan Sanders (Illustrator) | Format: Kindle Edition

★★★★★ 61 ratings

See all formats and editions

Paperback
\$14.44 ✓ prime
5 Used from \$10.85
10 New from \$10.00

'The perfect book for our times ... that young people will love (and parents will learn from too)!' - Matthew Syed

'A lovely, clever and fun way to help kids understand government by making them think what they would do if they ran a country. Hopefully it will engage and encourage some cracking leaders for the next generation!' - Miranda Hart

[If I Ran the Country: An introduction to politics where YOU make the decisions - Kindle edition by Knight, Rich, Sanders, Allan. Children Kindle eBooks @ Amazon.com.](#)

- b. **President request to spend up to \$175 to purchase 30 TPA volunteer lanyard tags**
The lanyard tags will identify our volunteers as “TAP Volunteers” which will help school employees and students identify our crew when they are on campus, comply with school rules for visitor identification, and help with TPA branding identity.
- c. **Parking Lot Banner Project – need a Project Chair**
We have 12 light pole banner holders that do not have banners. We may work with groups across campus (sports teams, band, theatre, dance, NJROTC, CTE programs, etc.) to recognize the sports teams during their sports season, promote campus programs, and life the spirit and décor on our campus. Goal is to have at least some banners up by Future Freshmen Night.
- d. **President budget request of \$1,000 for TPA Marketing**
In order to better connect and engage our Titan community we must invest in some basic marketing efforts to include web marketing tools, social media content development, the TriFolds that we distribute a registration, and other common marketing expenses designed to increase the number of people we connect with and increase engagement across the community.
- e. **Thunderbird High School Culinary CTE Program Support – Request up to \$250 for cookies on August 23rd**
Over the course of a year our TPA hosts events that include food. In order to provide our Culinary Arts CTE students challenging, real-world work experiences our group will coordinate with Lucy Mauer to share our event schedule, food requests, and provide our CTE program with

“first right of refusal” on as many food making projects as possible. Additionally, we will work to find ways that we can challenge our Thunderbird students with projects that help them gain interview and resume development experiences. First up is the August 23rd Open House. Our TPA historically serves cookies to campus guests. Cookies have been purchased from local retailers like Costco or Sam’s Club. For this year TPA will purchase the cookies from our Culinary Arts program.

f. Thunderbird High School Graphic Design, Film & TV CTE Program Support

Similar to the Culinary Program support our TPA will work to identify support needed for web design, social media messaging, videos, and social media content and provide our CTE Program the first right of refusal to provide such services. Additionally, we will work to find ways that we can challenge our Thunderbird students with projects that help them gain interview and resume development experiences.

g. Other Thunderbird High School CTE program support

As with the Culinary Program and Graphic Design programs our TPA will look for direct purchases of goods and services that we would otherwise purchase off campus to our CTE programs.

h. Connecting with Feeder Schools

In order to better connect all of our Thunderbird students, improve the transition into Thunderbird, and to build a pipeline of family volunteers for Thunderbird in future years we may designate a person to serve as a Feeder School Communication Chair. The volunteer in this role will develop connections with the Office Manager at Mountain Sky, John Jacobs, Lookout Mountain, Moon Mountain, and Shaw Butte plus develop connections with the PTO leaders at each campus. In the short-term the Feeder School Chair will work to gather event dates for the TPA Event Calendar, share updates on what we are doing, help promote and coordinate feeder school events like special attendance at home sports games and schedule senior cap and gown visits to the feeder schools.

High School Grad Night Survey / Internet Search Results

Background

Safe and Sober Grad Night developed by California Highway Patrol to reduce traffic collisions after high school graduation ceremonies and reduce driving under the influence. Project Grad is a similar program.

is

Approach:

Searched web pages for selected Arizona high schools, social media for selected Arizona high schools talked with parents with students at local high schools and also performed general internet searches of grad night.

Count of Event type	Column Labels				
State	Grad Night	Senior Trip	Small activity	Nothing	Grand Total
Arizona	6	1	4	7	18
California	5	1			6
Florida	1				1
Illinois	1				1
Grand Total	13	2	4	7	26

2022 Grad Night Programs in Arizona

School	Location	Ticket\$	Time	Description	Column1	Column2	Column3
Catalina Foothills Hig	On campus	\$ 150.00	10pm - 5am	Satyr Entertainment			
Thunderbird High	Dave and Busters	\$ 50.00	11pm - 6am	Dave and Busters			
Pinnacle High	Dave and Busters	\$ -	10:45pm - 5am	Allowed to leave but no re-entry & forfeit prizes at leave. "Sponsor a Senior"			
Saguaro High	On campus	\$ 125.00	10:00pm - 3:30am	Project Grad, start collecting payments Frosh year			
Brophy & Xavier	On campus		8pm - 11pm	Party held on Brophy campus			
Chapparal High	Octane Raceway	\$ 100.00	9:30pm - 12:30am	Octane Raceway			

Observations:

1. Lock-in grad night events are the standard in California through Safe and Sober program
2. Most schools across California, Southern US, and in the Midwest that do events host on-campus lock-in events
3. Most California schools do not go to amusement parks. Cost major factor, celebrating together also noted.
4. Thunderbird is an outlier with a dramatically better senior graduation event program than every school except Pinnacle High (mostly a tie).

Grad Night Survey Notes

#	School	HS State	Event type	Location	Ticket\$	Time	Description
1	Arcadia High	Arizona	Senior Trip	Disneyland	\$ 150	AM bus trip then return	Disneyland California Adventure Grad Night bus trip
2	Saratoga High	Florida	Grad Night	On campus	\$ 230	10pm - 6am	Party on campus with food, entertainment, t-shirt an
3	Greenway High	Arizona	Nothing	NA			
4	Sunnyslope High	Arizona	Nothing	NA			
5	Brophy & Xavier	Arizona	Grad Night	On campus		8pm - 11pm	Party held on Brophy campus
6	Paradise Valley High	Arizona	Small activity	On campus		8am-9am	PTO hosts breakfast before rehearsals + sell yard sigr
7	Canyon High School	California	Grad Night	Disneyland	\$ 195	10am - 3:30am	Bus to Disneyland then bus back to the school
8	North Canyon High	Arizona	Small activity	On campus			Senior Sunset gathering
9	San Juan Hills High	California	Grad Night	Magic Mountain	\$ 190	7pm - 6am	Magic Mountain grad night from 9pm to 4am
10	Deer Valley High CA	California	Grad Night	Delta Bowl	\$ 40	10pm - 6am	Bowling alley with games and laser tag
11	Livermore High	California	Grad Night	Santa Monica Pier	\$ 150	8pm - 2am	
12	Highland Park	Illinois	Grad Night	Enchanted Castle	\$ 80	9pm - 3:30am	
13	Mills High	California	Senior Trip	Universal Studios	\$ 250	6:30am - 11am(next day)	Bus trip to Universal Studios
14	Barry Goldwater High	Arizona	Nothing				
15	Deer Valley High Glendale	Arizona	Nothing				
16	Notre Dame Prep	Arizona	Small activity	Campus			
17	Sabino High	Arizona	Nothing				
18	Chapparal High	Arizona	Grad Night	Octane Raceway	\$ 100	9:30pm - 12:30am	Octane Raceway
19	Corona del Sol	Arizona	Small activity	Campus			Senior Breakfast. Elementary school walks
20	Los Gatos High	California	Grad Night	On campus	\$ 200	10:30pm - 6am	
21	Peoria High	Arizona	Nothing				
22	Cactus High	Arizona	Nothing				
23	Saguaro High	Arizona	Grad Night	On campus	\$ 125	10:00pm - 3:30am	Project Grad, start collecting payments Frosh year
24	Pinnacle High	Arizona	Grad Night	Dave and Busters	\$ -	10:45pm - 5am	Allowed to leave but no re-entry and forfeit prize wh
25	Thunderbird High	Arizona	Grad Night	Dave and Busters	\$ 50	11pm - 6am	
26	Catalina Foothills High	Arizona	Grad Night	On campus	\$ 150	10pm - 5am	Satyr Entertainment

2023 Thunderbird Senior Graduation Event Survey Summary

In total, 97 people completed the seven-question survey. Total 2022 event attendee count was 200 and the target count for 2023 is 200 to 250 putting our survey response count at nearly half the expected attendee count which is a reasonably representative sample. Detailed survey question results are presented below. Provided here are the survey results summary.

Key Observations:

1. 97% of respondents want an event where Titan Seniors celebrate together.

Clearly our Titan seniors want to celebrate together.

2. Our group is price sensitive.

Respondents value the senior trip option more than the grad night event with over half (52.6%) of respondents saying they will not attend a grad night event where ticket price is more than \$100 compared with only one-third opting out of a senior trip where ticket price is more than \$100. Half of our respondents tap out of a senior trip when ticket price exceeds \$150.

Several comments focus upon the importance of celebrating together noting strong concern for students who may be unable to afford ticket price. Below are survey comments that address cost.

Just making sure everyone is able to go regardless of financial status, all of us deserve to feel celebrated.

I would like it to be considered that a lot of families struggle with money.

Prices and security

Reasonable price I'm poor

Mostly low cost

To make it free

Really comfortable transportation, free food.

tell us ahead of time about all the prices

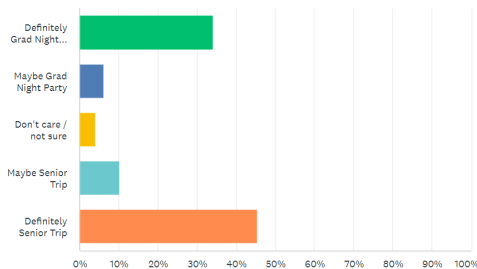
With a \$20,000 donation from TPA we can cover about \$100 per senior. Net cost (after TPA subsidy) of a grad night event at Dave & Busters is about \$75 per senior while an amusement park trip will cost \$150-\$175 per senior.

3. A senior graduation trip received the most votes and the strongest votes.

Just over half (55.7%) of the respondents select a senior trip compared with 40.21% selecting a grad-night event and 4.12% who do not have a preference.

We have two Senior celebration options. A Grad Night Party where Seniors hang out together in a fun, safe environment to celebrate after the graduation ceremony during one overnight party (probably Dave and Buster's) or an overnight trip where Seniors ride a bus together to Southern California for amusement park time (probably Magic Mountain) and then ride a bus back home. Which sounds better?

Answered: 97 Skipped: 0



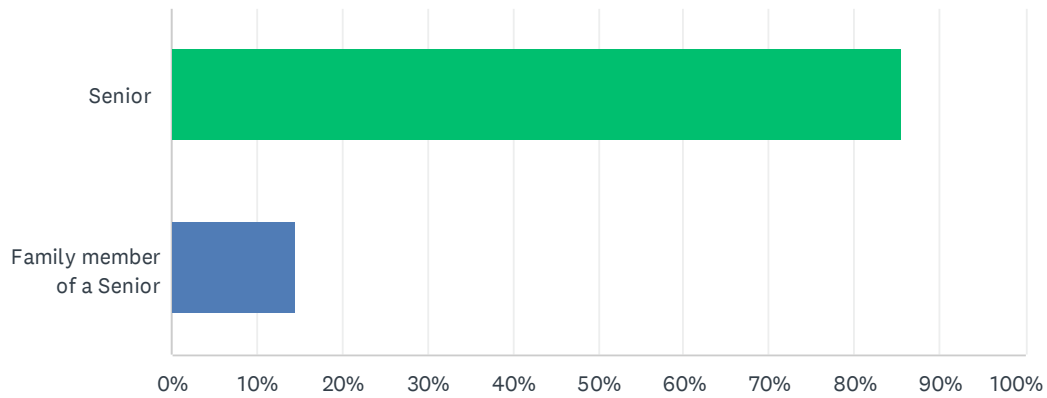
Wordcloud highlighting the words most often included in survey response comments.

better make senior bus California Prices Food Nothing trip
making sure fun please go us sure school us seniors



Q1 Are you a Senior or Family member of a Senior

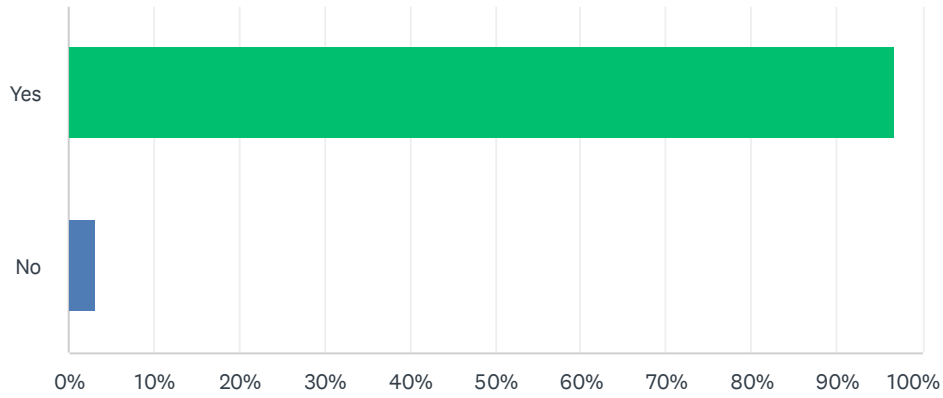
Answered: 97 Skipped: 0



ANSWER CHOICES	RESPONSES	
Senior	85.57%	83
Family member of a Senior	14.43%	14
TOTAL		97

Q2 Would you like an event where the Titan Seniors may celebrate together after graduation?

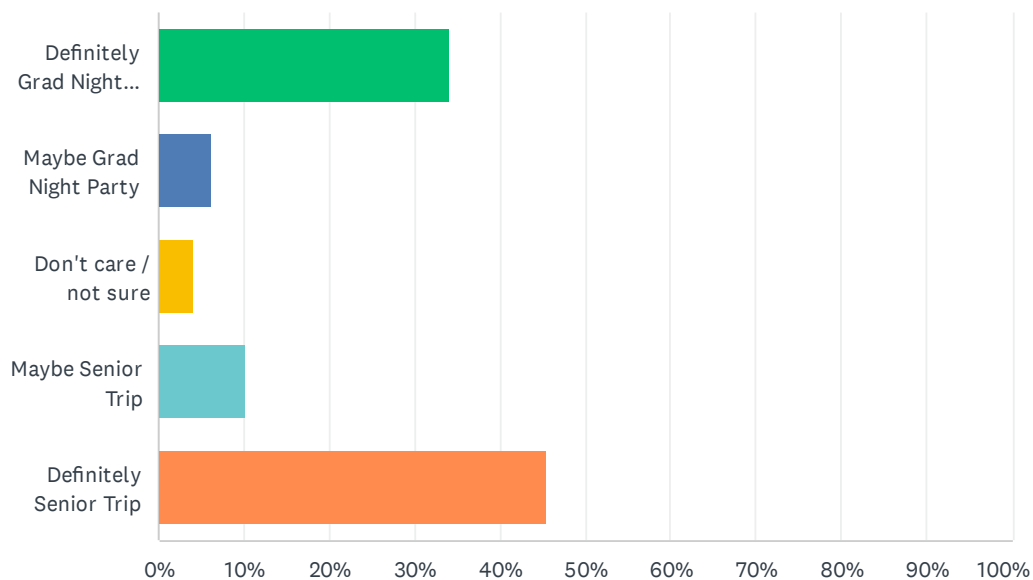
Answered: 97 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	96.91%	94
No	3.09%	3
TOTAL		97

Q3 We have two Senior celebration options. A Grad Night Party where Seniors hang out together in a fun, safe environment to celebrate after the graduation ceremony during one overnight party (probably Dave and Buster's) or an overnight trip where Seniors ride a bus together to Southern California for amusement park time (probably Magic Mountain) and then ride a bus back home. Which sounds better?

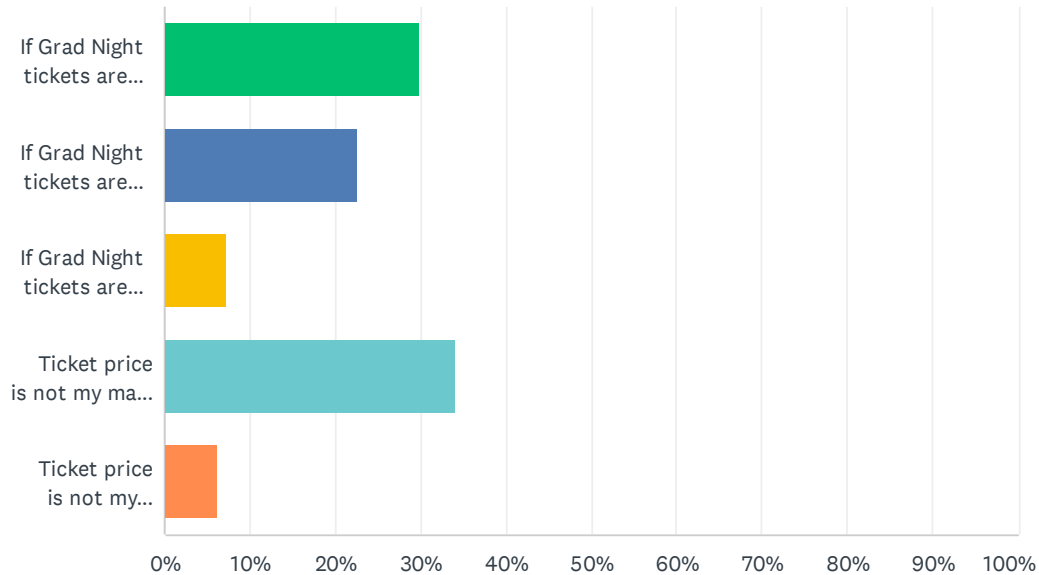
Answered: 97 Skipped: 0



ANSWER CHOICES	RESPONSES	
Definitely Grad Night Party	34.02%	33
Maybe Grad Night Party	6.19%	6
Don't care / not sure	4.12%	4
Maybe Senior Trip	10.31%	10
Definitely Senior Trip	45.36%	44
TOTAL		97

Q4 If a Grad Night Party is selected and you are thinking about attending, at what ticket price would you say "no" and decide not to attend?

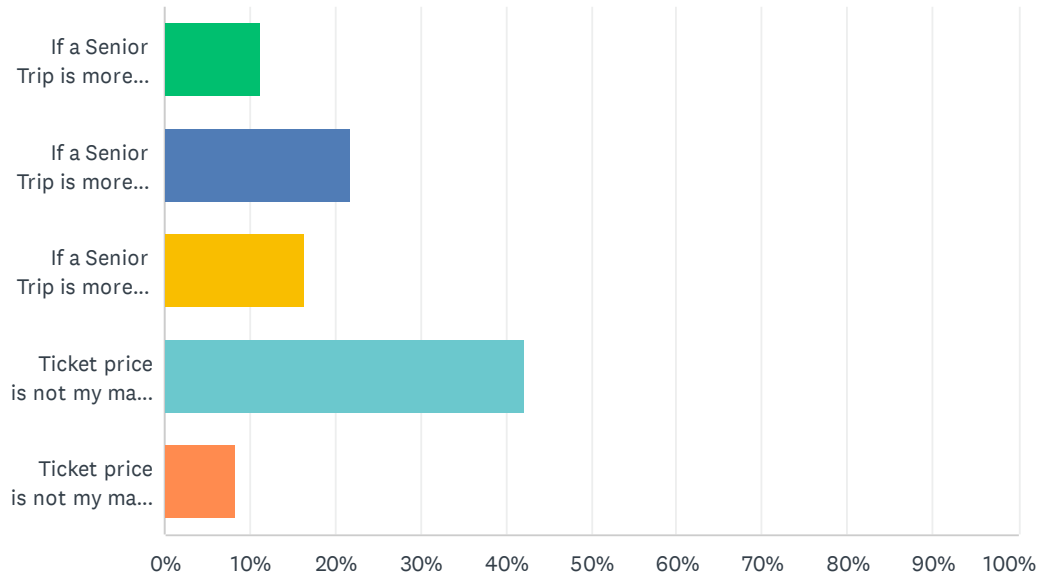
Answered: 97 Skipped: 0



ANSWER CHOICES	RESPONSES	
If Grad Night tickets are more than \$75, I will not attend	29.90%	29
If Grad Night tickets are more than \$100, I will not attend	22.68%	22
If Grad Night tickets are more than \$150, I will not attend	7.22%	7
Ticket price is not my main concern, I will attend a good Grad Night party at a reasonable ticket price	34.02%	33
Ticket price is not my concern, I will not attend a good Grad Night party no matter the ticket price	6.19%	6
TOTAL		97

Q5 If a Senior Trip is selected and you are thinking about attending, at what ticket price would you say "no" and decide not to attend?

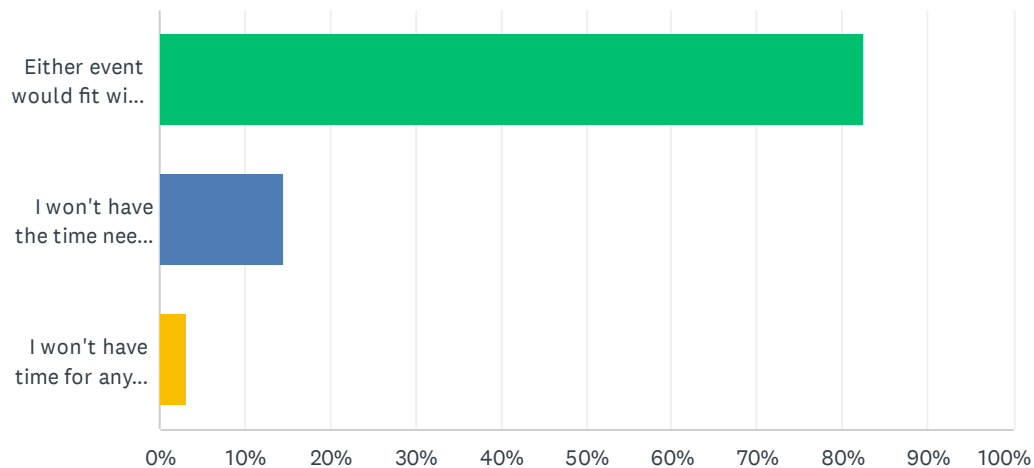
Answered: 97 Skipped: 0



ANSWER CHOICES	RESPONSES	
If a Senior Trip is more than \$75, I will not attend	11.34%	11
If a Senior Trip is more than \$100, I will not attend	21.65%	21
If a Senior Trip is more than \$150, I will not attend	16.49%	16
Ticket price is not my main concern, I will attend a good Senior Trip at a reasonable price.	42.27%	41
Ticket price is not my main concern, I will not attend a good Senior Trip no matter the price.	8.25%	8
TOTAL		97

Q6 Each senior event requires a time commitment to attend. A Grad Night typically runs from 10 pm to 5 am. A Senior Trip may require a 7-hour bus ride to the park, a full day, or a full evening in the park than a 7-hour bus ride home. Thinking through your graduation friend and family celebration schedule how much time can you commit to the event?

Answered: 97 Skipped: 0



ANSWER CHOICES	RESPONSES	
Either event would fit with my schedule	82.47%	80
I won't have the time needed for a bus trip	14.43%	14
I won't have time for any event	3.09%	3
TOTAL		97