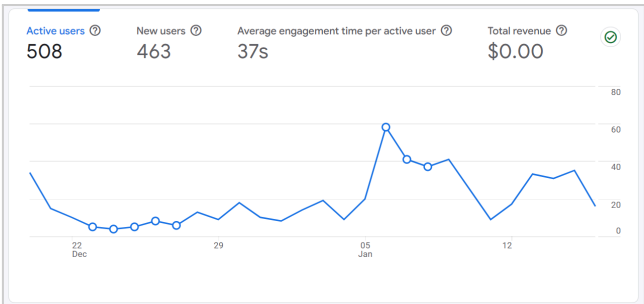


# PIAC Working Group Report

January 2025	Communications Working Group (“COMMs WG”)																							
Objective	Create, develop and manage our PIAC website, newsletter, social media, and event communications. Engage in communication strategies to bring awareness about the mandate of PIAC to TDSB families in support of parent engagement.																							
Co-lead selection	n/a at this time																							
Updates	<div><div><div>1. <b>WG Meetings</b> → Meeting held January 9, 2025 <b>Attendees:</b> Seema Mitchell, Nicole Herbert, Andrew Waters, Kaydeen Bankasingh <b>Absent:</b> Nadia Judunath, Crystal Stewart, Sarah Ali</div><div>Group <i>discussed/reviewed/actioned:</i><div><div><div><div><div><div></div></div></div><div>PIAC website &amp; pdf content refresh → RFQ for a copywriter to review and update our website content and our pdfs</div></div><div><div><div></div></div><div>PIAC website domain host → find alternatives for review</div></div><div><div><div></div></div><div>Business card design → finalized new design</div></div><div><div><div></div></div><div>Promo campaign with SC Support WG on new SC email process</div></div></div></div></div><div>2. <b>PIAC Website</b> → content refresh still pending RFQ</div><div>3. <b>PDF Refresh</b> → RFQ to go out again this year</div><div>4. <b>Website Analytics</b> → round up of PIAC website visitor data - increase in new site visitors and traffic overall over the past 4 months.</div><div><div><div><div><div>Active users 508</div><div>New users 463</div><div>Average engagement time per active user 37s</div><div>Total revenue \$0.00</div></div><div></div></div><div><div>Analytics</div><div>Top Page title by Users</div><div>Nov 1, 2024–Jan 17, 2025</div><table><tr><th>PAGE TITLE</th><th>USERS</th></tr><tr><td>Home</td><td>1.6K</td></tr><tr><td>What's Happening</td><td>127</td></tr><tr><td>Vacancies</td><td>124</td></tr><tr><td>Opportunities</td><td>99</td></tr><tr><td>Resources</td><td>90</td></tr><tr><td>Funds &amp; Fundraising</td><td>73</td></tr><tr><td>Responsibilities</td><td>71</td></tr><tr><td>Newsletter</td><td>68</td></tr><tr><td>Engagement</td><td>63</td></tr><tr><td>School Councils</td><td>63</td></tr></table><div>Property: Education Property ID: 335465626</div></div></div></div><div>5. <b>POST newsletter</b> → moved to new design platform for improved accessibility<div><div>a. January issue published</div><div>b. all issues on the PIAC website - please share <a href="https://www.torontopiac.com/whats-happening/newsletter">https://www.torontopiac.com/whats-happening/newsletter</a></div></div></div><div>6. <b>Improvements to communications</b> → investigate board-wide broadcast options for PIAC</div><div>7. <b>TDSB Website updates</b> → PIAC reps to confirm they are listed on their ward’s school pages, WG exploring inconsistencies when accessing the schoolweb’s “About Us” page vs the “Find Your School” route</div><div>8. <b>Committee promotions</b> → working with Events WG to prepare communications for the upcoming PIAC conference</div><div>9. <b>Slack</b> → Create an account <a href="#">HERE</a> to use our <a href="#">PIAC slack community</a> to stay in touch and share info with other PIAC members. 35 members are currently using SLACK for inter-committee communication!</div><div>10. <b>Ward events &amp; news</b> → PIAC reps, please email Seema Mitchell (WG Lead) <a href="mailto:w18piac@gmail.com">w18piac@gmail.com</a> or with items for sharing</div></div></div>		PAGE TITLE	USERS	Home	1.6K	What's Happening	127	Vacancies	124	Opportunities	99	Resources	90	Funds & Fundraising	73	Responsibilities	71	Newsletter	68	Engagement	63	School Councils	63
PAGE TITLE	USERS																							
Home	1.6K																							
What's Happening	127																							
Vacancies	124																							
Opportunities	99																							
Resources	90																							
Funds & Fundraising	73																							
Responsibilities	71																							
Newsletter	68																							
Engagement	63																							
School Councils	63																							
Question to staff	What board-wide broadcast platform(s) does PIAC have access to? Can we have access to School Messenger and if not, why? Are there other possibilities?																							
WG Members	<div><div>Zena Shereck*</div><div>Sarah Ali*</div><div>Seema Mitchell</div><div>Andrew Waters</div><div>Nadia Judunath</div><div>Crystal Stewart</div><div>Nicole Herbert***</div></div> <div><div>* = Co-Chair</div><div>** = Parent member</div><div>*** = Community member/ TDSB CSW</div></div>																							