


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><div>1. WG Meetings → Meeting held February 13, 2025 Attendees: Seema Mitchell, Nicole Herbert, Zena Shereck, Prasanna Jagannathan, Felecia Oakley (parent), Latha John</div><div>Absent: Nadia Judunath (on leave), Crystal Stewart, Sarah Ali, Andrew Waters, Kaydeen Bankasingh</div><div>Group <u>discussed/reviewed/actioned</u>:</div><div><div><input checked="" type="checkbox"/> PIAC website & pdf content refresh → RFQ for a copywriter to review and update our website content and our pdfs</div><div><input checked="" type="checkbox"/> PIAC website domain host → find alternatives for review</div><div><input checked="" type="checkbox"/> Promo campaign with SC Support WG on new SC email process</div></div></div><div><div>2. PIAC Website → content refresh still pending RFQ</div><div>3. PDF Refresh → RFQ to go out again this year</div><div>4. Website Analytics → 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 ⓘ</div><div>806</div></div><div><div>New users ⓘ</div><div>757</div></div><div><div>Average engagement time per active user ⓘ</div><div>1m 39s</div></div><div><div>Total revenue ⓘ</div><div>\$0.00</div></div></div><div></div><div><div>Analytics</div><div>Top Page title by Users</div><div>Jan 21 - Feb 19, 2025</div><table><tr><th>PAGE TITLE</th><th>USERS</th></tr><tr><td>Home</td><td>711</td></tr><tr><td>Conferences</td><td>170</td></tr><tr><td>(not set)</td><td>92</td></tr><tr><td>What's Happening</td><td>68</td></tr><tr><td>Resources</td><td>46</td></tr><tr><td>Vacancies</td><td>42</td></tr><tr><td>Opportunities</td><td>41</td></tr><tr><td>News</td><td>26</td></tr><tr><td>Responsibilities</td><td>26</td></tr><tr><td>Newsletter</td><td>24</td></tr></table><div>Property: Education Property ID: 335465626</div></div></div><div><div>5. POST newsletter → moved to new design platform for improved accessibility</div><div><div>a. February issue published</div><div>b. all issues on the PIAC website - please share https://www.torontopiac.com/whats-happening/newsletter</div></div><div>6. Improvements to communications → investigating board-wide broadcast options for PIAC, added 809 new contacts to our MailChimp list from conference registrants</div><div>7. Committee promotions → working with SC Support WG on SC email survey</div><div>8. Slack → Create an account HERE to use our PIAC slack community to stay in touch and share info with other PIAC members. 35 members are currently using SLACK for inter-committee communication!</div><div>9. Ward events & news → PIAC reps, please email Seema Mitchell (WG Lead) w18piac@gmail.com or with items for sharing</div></div></div></div>		PAGE TITLE	USERS	Home	711	Conferences	170	(not set)	92	What's Happening	68	Resources	46	Vacancies	42	Opportunities	41	News	26	Responsibilities	26	Newsletter	24
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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>																							