


# PIAC Working Group Report

March 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.																							
Updates	<div><div><div><div><div>1. <b>WG Meetings</b> → Meeting held March 13, 2025 <b>Attendees:</b> Seema Mitchell, Nicole Herbert, Andrew Waters, Felecia Oakley (parent), Gordon Harvey, Mercy Charles, Nicole Di Wu</div><div><b>Absent:</b> Nadia Judunath (on leave), Sarah Ali, Kaydeen Bankasingh</div></div></div><div><div>Group <u>discussed/reviewed/actioned</u>:</div><div><div><input checked="" type="checkbox"/> PIAC website &amp; 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 → reviewed alternatives - selected SiteGround as our choice</div><div><input checked="" type="checkbox"/> PIAC promo campaign → PIAC info via board-wide broadcast</div><div><input checked="" type="checkbox"/> PIAC Ward Outreach → planning guide, FAQ and related documents/forms</div></div></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 ⓘ</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><div><div>5. <b>POST newsletter</b> → moved to new design platform for improved accessibility</div><div><div>a. March issue published, distributed via MailChimp, posted to SM</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><div>6. <b>Committee promotions</b> → TDSB Communications will share March PIAC POST in the next TDSB Connects and with staff “News you can Use” → PIAC Recruitment flyer posted on SM</div><div>7. <b>Ward Outreach</b> → co-created multiple documents, forms with SC Support to facilitate Ward Outreach initiative</div><div>8. <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 &amp; WGs. 39 members are currently using SLACK for inter-committee communication!</div><div>9. <b>Ward events &amp; news</b> → PIAC reps, please post your ward items for sharing in our Slack Communications WG channel</div></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>																							