

PIAC Working Group Report

June 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>1. WG Meetings → Meetings held May 8, and June 12, 2025</div><div><div>May 8/25</div><div><div>● Present: Susan Lee, Nicole Herbert, Andrew Waters, Susan Lee, Katrina Matheson, Nicole Di Wu, Gordon Harvey, Mercy Charles, Latha John</div><div>● Regrets: Zena Shereck</div><div>● Absent: Nadia Judunath (on leave), Crystal Stewart, Kaydeen Bankasingh, Felecia Oakley (parent)</div></div><div>June 12/25</div><div><div>● Present: Katrina Matheson, Susan Lee, Nicole Herbert, Andrew Waters, Zena Shereck, Prasanna Jagannatham, Latha John</div><div>● Regrets: none</div><div>● Absent: Nadia Judunath (on leave), Crystal Stewart, Kaydeen Bankasingh, Felecia Oakley (parent)</div></div></div><div>2. Co-Lead selection → Katrina Matheson acclaimed as Interim Co-lead with Susan Lee</div><div>3. PIAC Website & PDF Refresh → content refresh RFQ posted, vendor selected. Work to occur over the summer</div><div>4. PIAC Website domain host → WG discussed problems with current domain host and chose a new provider → transfer to be part of the website RFQ scope of work</div><div>5. PIAC Onboarding presentation → WG approved 2025 updated slide deck → posted in Member Orientation folder</div><div>6. Fall Outreach campaign → assist SC Support WG with direct mailing letter</div><div>7. Board-wide Communications platform → proposal for PIAC access to School Messenger presented to board → waiting for feedback from senior staff; will present motion again with adjusted language</div><div>8. Social Media → WG discussed the proper procedure for posting. → Advertised TDSB Anti-Hate, Anti-Racism Strategy consultation, W6 Outreach event, PIAC SC Grant initiative</div><div>9. Slack → Create an account HERE to use our PIAC Slack community to stay in touch and share info with other PIAC members & WGs. Reviewing internal platforms for Fall</div><div>10. Ward events & news → PIAC reps, please post your ward items for sharing in our Slack Communications WG channel</div></div>	
Motions	none	
Action items	<div><div>● Invite John Manolo to attend Sept. meeting to assist PIAC members with their email accounts</div><div>● Follow up PIAC access to School Messenger</div></div>	
<div><div><div>WG Members</div><div>* = Co-Chair</div><div>** = Parent member</div><div>*** = Community member/ TDSB CSW</div></div><div><div>Zena Shereck*</div><div>Sarah Ali*</div><div>Susan Lee</div><div>Katrina Matheson</div><div>Andrew Waters</div><div>Nadia Judunath</div><div>Crystal Stewart</div><div>Nicole Herbert***</div><div>Felecia Oakley**</div></div></div>		