

# PIAC Working Group Report

April 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>1. <b>WG Meeting</b> → Meeting held Dec 5, 2025 <b>Attendees:</b> Katrina Matheson (CoChair), Susan Lee (CoLead), Prasanna Jagannathan (PIAC Member at Large, Operational Effectiveness CoLead), Mercy Charles (PIAC Treasurer, Strategic Planning CoLead, Nicole Di Wu (W12, Consultations CoLead), Thanuja Sankar (W17), Farheen Mahnood (W15), Gili Zemer (W9), Guests: Louise Hiding, Heather Pun</div><div>2. <b>Updates:</b> Update of the election - postponed dates on the website (to be completed by Katrina)</div><div>3. <b>Need for expansion of email base and increase awareness of PIAC</b> - issue brought up by Katrina<ul style="list-style-type: none"><li>Nicole suggested emailing the Cochairs of the school councils for each ward.</li><li>Jag suggested that the link for the sign up for the mailing list on the PIAC website is too generic - (Jag will work on this)</li><li>Also suggested by Jag that in the principal’s newsletter that Principals send out to the school community a section be given to PIAC ward reps in lieu of trustees to relay information to parents.</li></ul></div></div><div>Guest parents Heather Pun and Louise Hiding</div><div><div>4. <b>Clean Indoor Air Toronto</b> → Issue with how the TDSB was communicating about air quality in the classrooms. Not a lot of communication about what is coming from Toronto Public Health to the TDSB. – they should measure the CO2 levels in the classroom.<ul style="list-style-type: none"><li>Infographic – about air quality – best way to fight airbourne disease.</li><li>Printing the posters and post in the schools physically.</li><li><a href="https://itsairborne.com/how-can-you-clean-the-air-w-a-t-c-h-f1fc3f11fba5">https://itsairborne.com/how-can-you-clean-the-air-w-a-t-c-h-f1fc3f11fba5</a></li><li><a href="https://www.publichealthontario.ca/-/media/Documents/R/2023/respiratory-viruses-protect-yourself.pdf">https://www.publichealthontario.ca/-/media/Documents/R/2023/respiratory-viruses-protect-yourself.pdf</a></li><li>In absence of the trustees – Trustees had a position in the Toronto Public Health</li></ul></div><div>5. <b>City School Board Advisory Committee</b>- liaison for public school boards and city – lease of school buildings etc ...</div><div>Question: with the absence of trustees who is doing the work of liaising with the City with regards to this?</div></div></div>	
Motion/ Recommendation	<div>In lieu of the absence of Trustees and for communication purposes - Is TDSB staff willing to give PIAC recommendations on how to reach the broader parent/guardian community?</div> <div>PIAC formally requests improved communication mechanisms that allow the Committee to effectively reach the full parent community. Current limitations within Mailchimp significantly restrict our ability to distribute important parent-focused information in a timely and equitable manner.</div> <div>As a statutory advisory committee, PIAC has a mandate to support and enhance parent engagement across the TDSB. Without reliable access to broad communication channels, we cannot carry out this mandate effectively.</div> <div>We therefore request the following in writing:<ul style="list-style-type: none"><li>1. <b>A detailed action plan</b> outlining how staff will expand or adjust communication avenues available to PIAC.</li><li>2. <b>Timelines</b> for each step of implementation.</li><li>3. <b>Identification of barriers</b> and how they will be addressed.</li><li>4. <b>A clear process</b> for PIAC to share information that will be distributed directly to families.</li></ul></div>	
WG Members	Katrina Matheson Susan Lee Prasanna Jagannathan	