

Jan 15, 2026 PIAC COMM WG Report (Minutes)

WG Purpose: Create, develop and manage our PIAC website newsletters, and social media. Engage in communication strategies to bring awareness about the mandate of PIAC to TDSB families in support of parent engagement and advisory.

Time: 7:30 – 9:00 pm

Co-Rep & Officers: Susan Lee (W12), Katrina Matheson (Co-Chair), Prasanna Jagannatham (OAL), Merey Charles, Farheen Mahmood (W15), Vimuththan Nantheeswarar (W22), Neerajah Ponnampalam, Christopher Levien, Nicole Di Wu (W12), Rehab Aly (W3), Majda Eltayen (W13), Sundus Meer (W21), Crystal Stewart (W6), Andrew Waters (Sec), Maira Riaz (W3), Noel Morgan (W2)

Parent Members:

TDSB Staff: Latha John, Ryan Bird

Regrets:

Parent Guests: Karen Wilson (W22), Caryn (W22), Thomas Giglione (W3), Dane Hussain (W21), Zoe (W17)

| Item - green= voting item, yellow= volunteers needed, blue= meeting notes | Speaker | Status |
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| <p>TDSB - PIAC Comms Partnership</p> <ul style="list-style-type: none"> TDSB CONNECTS <ul style="list-style-type: none"> Ryan Bird (RB) reviewed TDSB goals for TDSB Connects, e.g. one communication to parents limiting the number of emails they receive RB urged PIAC not to send out comms just to say on a schedule; only important things. Members and parents expressed concern about PIAC items getting 'lost' in the block of text Ryan proposed an expanded PIAC page with longer announcements to where parents can be directed from the Connects hyperlinks. <ul style="list-style-type: none"> Katrina expressed concern about too many PIAC pages causing confusion, because we do have our torontopiac.com page also. Can our torontopiac.com page have a feed that links back to a page created by TDSB? Reviewed members' access to their email accounts <ul style="list-style-type: none"> Multiple members were called today by IT; Katrina to survey members to see what their status is. <ul style="list-style-type: none"> Email survey post meeting reports at least 2 co-reps who have been told there is a technical problem; several more who are continuing to follow up | Ryan Bird, Katrina | Requires more follow up |
| <p>PIAC Strategic Work Plan (20 min)</p> <ul style="list-style-type: none"> Review Communications goals Review Work plan to confirm its alignment with PIAC's Best Practices - Communications | Leads | Not Discussed |
| <p>Working Group Goals for the year:</p> <ul style="list-style-type: none"> Review of PIAC pamphlet for the Feb 7 event | | |
| <p>PIAC Website (15 min)</p> <ul style="list-style-type: none"> The link to Trustees should be taken down – Link to supervisor until the new School and Parent support link is given to us | Leads | Not Discussed |
| Internal platforms (10 min) | Members | Not Discussed |

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| <ul style="list-style-type: none"> Review of Whatsapp group and better formal internal communications for formal discussions. <ul style="list-style-type: none"> Per Membership WG co-leads, the Whatsapp is owned by Membership and not Comms Members present expressed wanting to be added ASAP to the existing chat | | |
| PIAC Onboarding presentation (5 min) <ul style="list-style-type: none"> Review updated deck WG approved, posted in Member Orientation folder | | Not Discussed |
| PIAC promotion (10 min) <ul style="list-style-type: none"> Social Media <ul style="list-style-type: none"> Review of the social media platforms and who is posting on the platforms. Board-wide Communication platform <ul style="list-style-type: none"> TDSB Connects - Ryan Bird attended Ryan Bird (RB) reviewed TDSB goals for TDSB Connects, e.g. one communication to parents limiting the number of emails they receive RB urged PIAC not to send out comms just to say on a schedule; only important things. Members and parents expressed concern about PIAC items getting 'lost' in the block of text Ryan proposed an expanded PIAC page with longer announcements to where parents can be directed from the Connects hyperlinks. <ul style="list-style-type: none"> Katrina expressed concern about too many PIAC pages causing confusion, because we do have our torontopiac.com page also. Can our torontopiac.com page have a feed that links back to a page created by TDSB? Business cards - Special events working group concluded co-reps should have cards; needs to be addressed budget-wise at the OpE working group; <ul style="list-style-type: none"> Members present had mixed opinion on the need for physical business cards. More follow-up is needed to survey how many sets of cards are affected. Conference Swag items | Not Discussed Requires Follow-up Requires follow-up Not Discussed | |
| New Business <ul style="list-style-type: none"> Review of budget letter to the Ministers of Finance and Education <ul style="list-style-type: none"> Comments made to the Google doc have been incorporated: https://docs.google.com/document/d/1HsjZRAM1GGIV-t0GG2nzJucmgglxh1EhbQ_NPeJ37Lo/edit?usp=sharing Gathering questions for the Supervisor <ul style="list-style-type: none"> How are we supporting kids in split grade classes? There should be no triple split classes. Transparency as to the process; more communication to parents in March as class org is decided | All WG | Link Shared During WG To be shared with the Supervisor |

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| <ul style="list-style-type: none"> ○ Need regular updates from the Supervisor through staff to PIAC directly ○ Allow parents an option to request the principal raise caps raised to avoid splits if it's a matter of one or two students ○ Will TDSB host another budget townhall? ○ Student and Parent Support Office was supposed to be announced mid January but we haven't heard anything yet - need clarity. ○ It's increasingly difficult to get adequate janitorial in a parent's model school in Ward 17. Numbers, being able to cover the school with headcount provided, as well as daily nightly clean-up. Caretaker in Ward 22 - unable to do the job. Unable to take care of the school; her daughter refuses to use the bathroom; shingles falling off the roof. Putting salt out; hazardous winter conditions make janitorial staff urgent. ○ AntiPalestinian racism - has not been addressed; trustees in april/may voted to address APR as part of combatting hate and racism; what is going to happen to that vote. ○ Plans to review Policies and vendors to become a TDSB partner - \$500-600 for small businesses is onerous not bringing realistic atmosphere; ○ Working with the city to get a sign put up. Is there an office in the TDSB to allow council to more easily improve safety in the community. ○ What is the plan to increase long term supply teachers ○ Parent escalation protocol - how has it changed now that there are no trustees and how will the new Student and Parent Support Offices. ○ Data on how many people applied to student interest programs. ○ Review on amount of time social workers are in schools; having to be counselors at the same time. <ul style="list-style-type: none"> ● Parent from Ward 17 - concerned about gatekeeping parents from the same household limiting SAC participation; Vim and Caryn from Ward 22; also Thomas G. agreed they had the same issue. <ul style="list-style-type: none"> ○ Parents advised to recruit new parents to School Council; referred to SC Support WG. | No Further Action Needed | |
| <p>Sarah Ali co chair - sarah.piac@gmail.com Katrina Matheson co chair - matheson.katrina@gmail.com Susan Lee W12 – Co lead - susankim@hotmail.com Prasanna Kumar Exec Officer at Large - Jagannathanjagnathan@gmail.com Christopher Levien - christopher.levien@gmail.com Farheen Mahmood W15 - rahatfarheenm@gmail.com Vimuththan Nantheeswarar W22 - vnantheeswarar@gmail.com Neerajah Ponnampalam W21 - neerajahp@yahoo.com</p> | | |

Assorted Links

- ★ [PIAC Social Media Content Calendar](#)
- ★ [WG Task Signup](#)
- ★ [PIAC Best Practices - Google Drive](#)