

WORKING GROUP REPORT

Communications Working Group

Date: April 30, 2026

Co-leads: Vinita Goel and Susan Lee

DESCRIPTION/OBJECTIVES

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.

UPDATE

Working Group Meeting – May 30, 2026, at 7:30 pm via Zoom

Present Katrina Matheson, Prasanna Jagannathan, Andrew Waters, Mercy Charles, Emily A, Noel Morgan, Uthman Quick, Hilla, Reem, Majda, Maira, Vim Nantheeswarar

Regrets (0): N/A; Absent (0): N/A;

Guests: Latha John (staff), Paul Barkin, Rebecca, D'arcy, Jody Sadofsky

Summary: The Communications Working Group meeting focused on three main agenda items. The first discussed newsletter topics for TDSB Connects, with plans to include election results and the upcoming budget presentation meeting on May 12th. The group then reviewed a Phase 3 website proposal from Andrew, which included features for a centralized document repository, member directory, and CRM functionality with a \$10,000 budget. Jag presented a proposal to transition from WhatsApp to Slack for communications, though this was deferred to allow time for the membership working group's decision on WhatsApp.

- Co-lead Susan Lee calls the meeting to order at 7:30 pm with the land acknowledgement.

Agenda Item 1 – Topics for the PIAC newsletter and TDSB connects – Katrina and Coleads

- Share Elections results
- Budget Presentation May 12 – parents welcome to join in person for the presentation

Agenda Item 2 – Website 3 Proposal – Andrew Waters

- Please see appendix (PPT presentation)
- To create a more efficient and easier access for Reps to access materials and information.
- 3 objectives – Meeting Hub, Document and Policy Library, Member and Committee Directory for easier contact and communication.
- Budget estimate is \$10 000.
- RFQ's to be sent out to TDSB approved vendors if passed by PIAC.
- **Motion: To enter in Phase 3 of the PIAC Website with a budget of \$10000.**
Moved by Andrew Waters. Seconded by Vim. [Recorded Vote: In favour: 8, Opposed: 2, Abstentions: 0.
Motion adopted

Agenda Item 3 – Use of Slack and communications folder update

- Jag recommended the use of Slack for communications and sharing information – this recommendation was tabled for the next working group meeting to be further discussed.

WORKING GROUP REPORT

- Everyone in PIAC was asked to try out the Yoodle.ai training tool for members during the trial period to see if this would be a useful tool for training and information sharing.
- Collect feedback from members on the Yoodli tool and bring a motion regarding its adoption to the next operational effectiveness meeting if feedback is positive.
- All members: Review the onboarding presentation and best practices document on the Google Drive regarding PIAC rep roles and communication; send recommendations to Susan and Vanita for updates.
- **Motion: To adjourn (9:00pm).** Moved by Andrew. Seconded by Vim.

RECOMMENDATIONS

1. None

QUESTIONS

- Update of PIAC Flyers and printing of new flyers for conferences and ward forums.

NEXT STEPS & ACTION ITEMS

- Print flyers
- Test Yoodle.ai
- Susan and Vanita: Review and update the best practices/onboarding document and present revisions for input at the next meeting.
- Andrew: Prepare and share the RFQ for the website phase 3 proposal; target RFQ release by May 14th or 15th, with submission deadline about two weeks later.
- Andrew/Mercy: Prepare motion for reallocation of unused funds at the next meeting to ensure all budgeted items (including website and Yoodli tool) can be funded before fiscal year-end.

WORKING GROUP MEMBERS

PIAC Committee Members: Katrina Matheson, Prasanna Jagannathan, Andrew Waters, Mercy Charles, Emily A, Noel Morgan, Uthman Quick, Hilla, Reem, Majda, Maira

Parent/Caregiver Members: Vim Nantheeswarar

Community Members: N/A.

APPENDICES

Website Phase 3 Proposal PPT