

Working Group	Communications & Outreach
Date	February 18, 2020
Description/Objective	<p>[The Working Group C&O:] “Create(s), develop(s) and manage(s) the PIAC website, newsletters, and social media; Engage(s) in outreach strategies to bring awareness about the mandate of PIAC.”</p> <p><u>Working Group goals:</u></p> <ul style="list-style-type: none"> - Goal 1: Maintain regular communications (PIAC POST, TDSB Connects, Flash updates, Facebook/Twitter) – with POST becoming AODA-compliant - Goal 2: Outreach (includes Schools without School Councils, Co-chairs to CACs and other PICs) - Goal 3: Website review (errors and links) and update (incl link to minutes on home page) - Goal 4: Archive and curate Google Drive, build Google drive TOC (will include Member Toolkit), training on G-drive. <p><u>Strategic plan update as it relates to Working Group C & O.</u></p> <ul style="list-style-type: none"> - Craft a welcome/introductory message for PIAC Members to send to their Ward email lists in September. This message will include an electronic copy of our tri-fold flyer. - Ongoing: use of Ward emails - Create a peer-to-peer support (buddy) system for new PIAC Members. C&O to work with Membership to set this up and determine what mentorship might look like. To be linked to PIAC’s onboarding/yearly update. - C&O School Council Basics slide deck (PDF, Powerpoint) to be updated (long presentation) and converted to a 15 min version.
Update	<p>The Working Group met by phone on February 12 to pick (another) Co-Lead, determine budget needs, divvy up tasks, and map out the plan for the remainder of the year.</p> <p>Seema Mitchell was elected as Co-Lead of the Working Group.</p> <p>Our budget request totals \$ 5350; itemized as follows:</p> <ul style="list-style-type: none"> - electronic media (MailChimp & web domain registration) : \$300 - Notepad & Pens : \$3300 - Brochures : \$1000

	<ul style="list-style-type: none"> - Business Cards : \$250 (pending needs assessment) - Extra Ward level promo materials: \$500 - Bags ?
Motions(s)	[none]
Question(s)	<p>The Working Group is looking for more members so that we can reach all our stated & desired goals. Please sign up! 😊</p> <p>The Working Group keeps the Calendar populated with all Parent Engagement events that could be of interest. Please pass these along! 😊</p> <p>Everybody please (re)familiarize yourself with the PIAC Communications Best Practices</p>
Next Steps and Action items	<p>Most current/urgent/imminent:</p> <ul style="list-style-type: none"> - ongoing: PIAC Post - update website - follow up with previous Action items <p>Meeting monthly to accomplish remaining tasks.</p>
Co-lead(s) (Name and Email Addresses)	<ul style="list-style-type: none"> • Wilmar Kortleever – wilmar@kortleever.com • Seema Mitchell - seemamitchell@gmail.com
Working Group Members (Name and Email Addresses)	<p>Jessica Ruiz (W1) – jess_ruiz@live.com Sharon Grant (W4) - s.c.grant@hotmail.com Patricia Seedial (W4) – pseedial@yahoo.com Kaydeen Bankasingh (W8) – kdeen.banks@gmail.com John Bakous (W8) - nadev77@gmail.com Andrew Waters (W9) - andrew@watersfamily.ca Sylvester Witter (W10) – sylvesterwitter@gmail.com Wilmar Kortleever (W11) – wilmar@kortleever.com Kate Leuschen Millar (16) – kate.leuschen@gmail.com Seema Mitchell (W18) – seemamitchell@gmail.com Kajani Das (W18) - janiravi4315@gmail.com Christopher Levien (W20) – christopher.levien@gmail.com Zuojun Han (W20) – echohan218@hotmail.com</p> <p>Nicole Herbert (W15/Community member) –</p>

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