

PIAC Working Group REPORT

Working Group	Communications
Date	3 April 2017
Description/Objective	<p>Priority Areas of the Communications Working Group:</p> <ol style="list-style-type: none"> 1. Social media 2. Newsletter 3. Website 4. Engagement and Communication with School Councils
Update	<ul style="list-style-type: none"> • Lively discussion on Communications with School Councils
Motion(s)	<ul style="list-style-type: none"> • To the Director of Education: Parent Involvement Committees (PICs) within school boards were formally established under the <i>Ontario Education Act</i> “to support, encourage and enhance parent engagement in order to improve student achievement and well-being.” PIAC makes an official recommendation to the Director of Education that the “parent” and “school council” tabs of all TDSB school profile pages include a reference link to the Parent Involvement Advisory Committee (PIAC) page torontopiac.com • To the Director of Education and Board of Trustees: <ul style="list-style-type: none"> -27(1) The purpose of a parent involvement committee is to support, encourage and enhance parent engagement at the board level in order to improve student achievement and well-being. O. Reg. 330/10, s. 6. -28. A parent involvement committee of a board shall, (a) develop strategies and initiatives that the board and the board’s director of education could use to effectively communicate with parents and to effectively engage parents in improving student achievement and well-being; (b) advise the board and the board’s director of education on ways to use the strategies and initiatives referred to in clause (a). -PIAC makes an official recommendation to the Director of Education and Board of Trustees that in the first parent communication in September (e.g. TDSB Connects) include the following, “That every school at the TDSB has a school council, whose purpose is to... School council elections are to be held in the first 30 days of the new school year. The “Parent Involvement Advisory Committee (PIAC) is an advisory committee is a government-mandated parent advisory committee who is there to aid access to information and resources for parents, especially that of the Toronto District School Board (TDSB) and Ontario Ministry of Education, in support of more effective parent engagement in their child’s learning to improve student achievement and well-being, and enhance accountability of the education system. Visit http://www.torontopiac.com/school-councils.html for more information.
Question(s)	
Next Steps and Action items	<ul style="list-style-type: none"> • Final meeting this year Wed 3 May, 6pm Committee Room C: Brainstorm parent communications • Final meeting this year Thurs 1 June, 6pm Committee Room C: Re-design/design communications (e.g. postcards, flyers, banners)
Co-lead(s)	Loen Hansford: loen.hansford@gmail.com
Working Group Members	Loen Hansford (co-lead): Yes Trixie Doyle: Yes

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	Wilmar Kortleever: Yes D. Williams: Yes Nazerah Shaikh: Yes Michelle Aarts: Yes Susan Morgan: Yes Chris Levien: Yes John Bakous: Yes Gazi Rahman: No Karim Hajj: No Peter Holleley: No (apologies)