

PIAC Working Group REPORT

Working Group	Outreach Working Group
Date	June 16, 2017
Description/Objective	To engage in outreach strategies to bring awareness about the mandate of PIAC.
Update	<p>Meeting held June 8</p> <p>In attendance: Wilmar Koortlever, Trixie Doyle, Mirian Turcios, Chris Levien, Nicole Herbert, John Bakous, Mona Rozenblum, Nazerah Shaikh, Michelle Aarts, Erin Goto, Latha John</p> <p>Outreach Documents -the group went over several draft documents:</p> <ol style="list-style-type: none"> 1. What is PIAC? – look into having a simpler description of the Structure of PIAC and stake holders relationship graphic - create 2nd graphic of complex relationship and all stakeholders for internal PIAC use Trixie to access board designer to help (with design and use colours reflecting PIAC’s branding) 2. Group reviewed “Three Paths of Engagement” Great expression of Outreach mandate for PIAC Plan to use this in our work plan next year 3. SC Info doc - With the work on the PIAC website, and other resources being developed, it was decided to park this doc and revisit next year. <p>Outreach Priorities Group determined that having the work plan earlier in the year would have helped to organize our WG’s efforts. Include advance list of known events we’d like to attend. Potential to incorporate school requests for PIAC outreach. Potential presence on the PIAC Web-site. Coordinate which volunteers will be going out to the various events to give handouts, pens, and speak to parents about PIAC.</p> <p>Year-end report – recap of our accomplishments this year, what we weren’t able to do, what we plan to continue with next year.</p>

	<p>Nicole will start the draft of Working Group Annual Report. Mirian to supply list of events.</p> <p>Discussion around training to do outreach for PIAC – ensure we are using members who have attended the PIAC Orientation (possibly even volunteers or past PIAC members). This could free PIAC members to be able to network with parents at the various events PIAC holds.</p> <p>Discussion around having a process for how the WG operates. (Membership is drafting such a doc.)</p> <p>Outreach event: Sat. June 17, Elmlea PS (W1, Etobicoke) Anyone interested in helping, contact Mirian</p>
<p>Motion(s)</p>	<p>Need funds to get more outreach materials. To coordinate with Budget. Will look like a prioritized wish list to be purchased depending on \$ amount left at year end: pens, bags, banners (plan to discuss banners next year – type & design) N.B. new brochure design will be printed after PIAC approval.</p> <p>Motion: We move that, since consultation with the PIAC Budget, any funds left at the end of this year be made available to purchase materials for PIAC Outreach. Materials are to be purchased in the following order of priority: pens, bags</p>
<p>Question(s)</p>	<p><i>[This section is for less formal questions to pose to the PIAC group.]</i></p>
<p>Next Steps and Action items</p>	<p>As per the SWP, we are to create certain documents for stakeholders:</p> <ul style="list-style-type: none"> Tool to better promote PIAC at the ward/parent level – complete, pending new graphic Accompanying doc for trustee election guide – complete SC monthly checklist – complete (timeline – ready for June) <p><u>Strategic Work Plan goals</u></p> <p>Goal #1</p> <ul style="list-style-type: none"> a) Increase communications <ul style="list-style-type: none"> – PIAC docs: handbook, orientation, calendar checklist b) Get SC emails <ul style="list-style-type: none"> - motion re SO’s collecting and sharing with PIAC - passed

	<p>c) Identify schools without SCs - provide support docs Goal #2 – SC feedback channels Goal #3 – Trustee support for ward elections - “PIAC Rep Role” for ward elections (to accompany existing Trustee Elections Guide) - “What is PIAC?” promo 1-pager</p> <p>ACTION ITEMS:</p> <ol style="list-style-type: none"> 1. Mirian to provide list of typical Outreach events 2. Nicole to draft Year-end report 3. Trixie to get new version of relationship graphic
<p>Co-lead(s) <i>(Name and Email Addresses)</i></p>	<p>Mirian Turcios (W6 rep) mirian.y.turcios@gmail.com Nicole Herbert (W15 Rep) – june.cleaver@rogers.com</p>
<p>Working Group Members and Attendees <i>(Name and Email Addresses)</i></p>	<p>Michelle Minott (W4 Rep) – realinvestment101@gmail.com Chris Levien (W20 Rep) - christopher.levien@gmail.com John Bakous (W8 Rep) – nadev77@gmail.com Nahum Mann (W9 Rep) – nahum.mann@gmail.com Kabirul Mollah (W21 Rep) – kabirulmollah@yahoo.com Peter Hollely (W20 parent) – peter@hollely.com James Rycman (W19 parent) - jrycman@gmail.com Mona Rozenblum – (W8 community) – monarv@rogers.com Dilesha Stelmach - dilesha.stelmach@gmail.com</p> <p>Ex-officio Working Group Members (PIAC Co-Chairs) Wilmar Kortleever (W13, PIAC Co-Chair) – Wilmar@kortleever.com Trixie Doyle (W17, PIAC Co-Chair) – trixie.doyle@rogers.com</p>