

PIAC Outreach Working Group
Year-end Report
2016/17

Our purpose:

To engage in outreach strategies to bring awareness about the mandate of PIAC.

As per the PIAC Strategic Work Plan, Outreach was tasked to create certain documents for stakeholders:

- Tool to better promote PIAC at the ward/parent level: “What is PIAC?” - complete, pending new graphic
- Accompanying doc for trustee election guide: “PIAC Rep Role” – complete
- SC monthly checklist – complete

Strategic Work Plan goals

Goal #1

a) Increase communications

Suggested documents include PIAC handbook, orientation, calendar checklist

Handbook could be a version of SC411’s product, or simply use our website – to be discussed

Orientation will be a more detailed version of “PIAC Rep Role”

Calendar checklist is the School Council Monthly Checklist on our Google Drive/website

b) Get SC emails

Motion by Outreach passed re Superintendents’ collecting and sharing SC emails with PIAC

c) Identify schools without School Councils

Now that PIAC has access to SC emails, this identification can begin

Outreach support docs can be provided

Goal #2

SC feedback channels

Now that PIAC has access to SC emails, we can use direct communication tools with SCs

TDSB will post PIAC contact info on every school website for improved PIAC visibility

Updated PIAC website provides info & access for SCs

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

Outreach Events Attended

PIAC had Outreach presence at the following events:

PIAC Parent conference – Nov. 19/16

PIAC School Council Appreciation Dinner – Feb. 23/17

Parents as Partners Conference – Apr. 1/17

(MoE PIC Symposium – Apr. 8/17) not attended

STEM conference – May 13/17