

## PIAC Working Group REPORT

<b>Working Group</b>	<b>Communications &amp; Outreach</b>
<b>Date</b>	<b>10 October 2017</b>
Description/Objective	<b>Priority Areas of the Communications &amp; Outreach Working Group**:</b> <ol style="list-style-type: none"> <li>1. Website</li> <li>2. Newsletter/TDSB Connects</li> <li>3. PIAC member and SC handbook</li> <li>4. Social Media</li> <li>5. Outreach</li> </ol>
Update	<ul style="list-style-type: none"> <li>• <b>Public relations (flyer and postcard design)</b> <ul style="list-style-type: none"> <li>○ In final stages of approval. Looking in to translating the postcard in to some prominent languages</li> </ul> </li> <li>• <b>Defined priority areas for WG</b></li> </ul>
Motion(s)	<ul style="list-style-type: none"> <li>• None at this time</li> </ul>
Question(s)	<ul style="list-style-type: none"> <li>• None at this time</li> </ul>
Next Steps and Action items	<ul style="list-style-type: none"> <li>• Research translation of PR materials and key website messages</li> <li>• Build virtual PIAC member and SC toolkits/handbooks</li> <li>• ID schools who don't have SCs to help build them</li> <li>• Developing work and implementation plan for priority areas</li> <li>• Build a slide deck consistent across PAIC and PCEO for SC outreach</li> <li>• Work toward building SC online training modules and education modules for principals and superintendents</li> <li>• Build SSoN toolkit</li> </ul>
Co-lead(s)	Loen Hansford: loen.hansford@gmail.com and Michelle Aarts: michelle@dobber.ca
Working Group Members	<p>Latha John (admin): Yes          Loen Hansford (co-lead): Yes          Michelle Aarts (co-lead): Yes          Trixie Doyle (co-chair): Yes          Wilmar Kortleever (co-chair): Yes          Chris Levien: Yes          D. Williams: No (apologies)          Erin Goto: No (apologies)          Jess Hungate: No (apologies)          Nazerah Shaikh: No          John Bakous: No          Gazi Rahman: No          Dean ? (parent member): Yes          Nicole Herbert (community member): Yes          Randy Samuel (community member): No (apologies)          Karim Hajj (community member): Yes          Maritza Guzman (community member): Yes</p>

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1. Website (ongoing content build, PIAC member login portal, translation (Google translate general content, TDSB translators for key messages/critical content)
2. Newsletter/TDSB Connects
3. PIAC member and SC handbook (will be virtual toolkits)
4. Social Media
5. Outreach (PIAC meeting summary for ward meetings/trustees, school council training (formerly SC411), translation of key messages)