

PIAC Working Group REPORT

Working Group	Communications & Outreach
Date	04 April 2018
Description/Objective	<i>Priority Areas of the Communications & Outreach Working Group**:</i> <ol style="list-style-type: none"> 1. Website 2. Newsletter/TDSB Connects 3. PIAC member and SC toolkits 4. Social Media 5. Outreach
Update	<ul style="list-style-type: none"> ● PIAC members - Please sign up for a time slot at the PIAC Outreach Table during the Parents as Partners Conference. ● Slide deck - Loop slide deck (PIAC info) approved for conference ● 2-page toolkit items for SCs to be formatted for print and uploaded to the web. Will print copies for outreach tables (link?). ● Will breakdown costs of PR materials to use up any leftover PIAC funds and present to Budget WG for approval at June meeting. ● Updating “Resources” page on PIAC website - PIAC members please send ideas for additional links ● Creating “FAQ” page for PIAC website - PIAC members please send ideas for questions.
Motion(s)	<ul style="list-style-type: none"> ● None at this time
Question(s)	<ul style="list-style-type: none"> ● None at this time
Next Steps and Action items	<ul style="list-style-type: none"> ● Finalise toolkit items and slide decks for conference
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): Regrets Michelle Aarts (co-lead): Yes Trixie Doyle (co-chair): Yes Heather Vickers (co-chair): Yes Chris Levien: Yes D. Williams: No Erin Goto: No Jess Hungate: Regrets John Bakous: Yes Gazi Rahman: No Dean Gray (parent member): No Nicole Herbert (community member): Yes Randy Samuel (community member): No Karim Hajj (community member): No Maritza Guzman (community member): No Crystal Stewart (parent): No Kate Leuschen-Millar: No (apologies) Zena Shereck: Yes Sharon Beason (parent): No</p>

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)