

PIAC Working Group REPORT

Working Group	Communications & Outreach
Date	21 February 2018
Description/Objective	<i>Priority Areas of the Communications & Outreach Working Group**:</i> 1. Website 2. Newsletter/TDSB Connects 3. PIAC member and SC handbook 4. Social Media 5. Outreach
Update	<ul style="list-style-type: none"> • Settled on slide decks to be built to target our stakeholders • 2-page toolkit items for SCs almost complete. Will be accepted at next WG meeting and uploaded to the PIAC website. Will print copies for outreach tables. • Will build a request various PR materials to present to Busget WG.
Motion(s)	<ul style="list-style-type: none"> • Motion to the Board: WORDING FROM CO-CHAIRS
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
Co-lead(s)	Loen Hansford: loen.hansford@gmail.com and Michelle Aarts: michelle@dobber.ca
Working Group Members	Latha John (admin): Yes Loen Hansford (co-lead): Yes Michelle Aarts (co-lead): Yes Trixie Doyle (co-chair): Yes Heather Vickers (co-chair): Yes Chris Levien: No D. Williams: No Erin Goto: No Jess Hungate: No (apologies) 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): Yes Kate Leuschen-Millar: No (apologies) Zena Shereck: Yes Sharon Beason (parent): Yes

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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)