

## PIAC Working Group REPORT

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| <b>Working Group</b>        | <b>Communications &amp; Outreach</b>  |
| <b>Date</b>                 | <b>21 February 2018</b>   |
| Description/Objective       | <b><i>Priority Areas of the Communications &amp; Outreach Working Group**:</i></b><br>1. Website<br>2. Newsletter/TDSB Connects<br>3. PIAC member and SC handbook<br>4. Social Media<br>5. Outreach   |
| Update                      | <ul style="list-style-type: none"> <li>• Settled on slide decks to be built to target our stakeholders</li> <li>• 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.</li> <li>• Will build a request various PR materials to present to Busget WG.</li> </ul>   |
| Motion(s)                   | <ul style="list-style-type: none"> <li>• Motion to the Board: WORDING FROM CO-CHAIRS</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>• Finalise toolkit items and slide decks</li> </ul>  |
| Co-lead(s)                  | Loen Hansford: loen.hansford@gmail.com and Michelle Aarts: michelle@dobber.ca   |
| Working Group Members       | Latha John (admin): Yes<br>Loen Hansford (co-lead): Yes<br>Michelle Aarts (co-lead): Yes<br>Trixie Doyle (co-chair): Yes<br>Heather Vickers (co-chair): Yes<br>Chris Levien: No<br>D. Williams: No<br>Erin Goto: No<br>Jess Hungate: No (apologies)<br>John Bakous: Yes<br>Gazi Rahman: No<br>Dean Gray (parent member): No<br>Nicole Herbert (community member): Yes<br>Randy Samuel (community member): No<br>Karim Hajj (community member): No<br>Maritza Guzman (community member): No<br>Crystal Stewart (parent): Yes<br>Kate Leuschen-Millar: No (apologies)<br>Zena Shereck: Yes<br>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)