

PIAC Working Group REPORT

Working Group	Communications
Date	1 June 2017
Description/Objective	<p>Priority Areas of the Communications Working Group:</p> <ol style="list-style-type: none"> 1. Social media 2. Newsletter 3. Website 4. Engagement and Communication with School Councils
Update	<ul style="list-style-type: none"> • Lively discussion geared around the re-design of PIAC PR materials, TDSB Connects content and post-PIAC summary for all PIAC members/alts/Trustees to use in their wards.
Motion(s)	<ul style="list-style-type: none"> • Public relations (flyer redesign and postcard design) <ul style="list-style-type: none"> ○ Like trifold pamphlet for full PIAC description and postcard for how to get involved ○ In person tagline for PIAC, “Super council of parents” (Nazerah) ○ Colour. To align with TDSB, use TDSB green on PR materials. This way we will be able to continue to use our existing banners. To follow up on correct RGB # for TDSB green. ○ PIAC cannot use real photographs from those with TDSB media releases in our materials (we are 3rd party and are exempt from use), thus we will need much better/authentic stock images. • TDSB Connects ideas for start of 2017/2018 school year <ul style="list-style-type: none"> ○ 1st update: School Councils election-based information, and checklist and useful links document. ○ 2nd update: Fundraising consultations (if TDSB don’t cover this information) and Parent Conference information. ○ 3rd update: School Council accountability (SSoN, by-law updates etc). ○ Each month keep up with where we are in School Council checklist to highlight these items. • Post-meeting PIAC update to give to all PIAC members to blast down through their ward/trustees/school councils. <ul style="list-style-type: none"> ○ Friendly ‘report’ summary of the meeting outlining high points and focus on anything that directly affects parents (e.g. consultations). ○ Within 1 week of PIAC meeting. Where no rep/alt exists, the summary will be sent to the ward Trustee. ○ Reps and alts should try to present the update at their ward meeting in addition to asking their Trustee to include the summary in their update/monthly newsletter so that all ward council reps receive the information to take directly to their councils. ○ Highlights will be posted to the PIAC social media accounts.
Question(s)	
Next Steps and Action items	<ul style="list-style-type: none"> ○ In the new year of 2017/2018, we will work to re-design PIAC banners (Outreach) ○ Fill out website content
Co-lead(s)	Loen Hansford: loen.hansford@gmail.com
Working Group Members	Latha John (admin): Yes

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	Loen Hansford (co-lead): Yes Trixie Doyle: Yes Wilmar Kortleever: No (Apologies) D. Williams: Yes Nazerah Shaikh: Yes Michelle Aarts: No Susan Morgan: No Chris Levien: Yes John Bakous: Yes Gazi Rahman: No Nicole Herbert: Yes Karim Hajj: No Peter Holleley: No (Apologies)