

Working Group	Communications & Outreach
Date	May 19, 2020
Description/Objective	<p>[The Working Group C&O:] “Create(s), develop(s) and manage(s) the PIAC website, newsletters, and social media; Engage(s) in outreach strategies to bring awareness about the mandate of PIAC.”</p> <p><u>Working Group goals:</u></p> <ul style="list-style-type: none"> - Goal 1: Maintain regular communications (PIAC POST, TDSB Connects, Flash updates, Facebook/Twitter) – with POST becoming AODA-compliant - Goal 2: Outreach (includes Schools without School Councils, Co-chairs to CACs and other PICs) - Goal 3: Website review (errors and links) and update (incl link to minutes on home page) - Goal 4: Archive and curate Google Drive, build Google drive TOC (will include Member Toolkit), training on G-drive. <p><u>Strategic plan update as it relates to Working Group C & O.</u></p> <ul style="list-style-type: none"> - Craft a welcome/introductory message for PIAC Members to send to their Ward email lists in September. This message will include an electronic copy of our tri-fold flyer. - Ongoing: use of Ward emails - Create a peer-to-peer support (buddy) system for new PIAC Members. C&O to work with Membership to set this up and determine what mentorship might look like. To be linked to PIAC’s onboarding/yearly update. - C&O School Council Basics slide deck (PDF, Powerpoint) to be updated (long presentation) and converted to a 15 min version.
Update	<p>The Working Group met by Zoom on March 31, April 16, and May 11. Discussed at all three meetings were various Web updates, PIAC social media, and content of PIAC Post (as well as its format, e.g. AODA compliance).</p> <p>Our original budget request of \$5350 continues to be refined, but has remained roughly the same total amount between electronic media, outreach materials, and representation/business cards)</p> <p>At our last meeting, we also discussed organization of a Webinar, to assist School Councils in organizing community meetings and formal School Council meetings.</p> <p>Preliminary discussions have been held to see how PIAC can meet its communication and outreach goals in the age of Covid-19 caused physical distancing and tele-working.</p>
Motions(s)	<ol style="list-style-type: none"> 1. The Working Group C&O recommends that Parent Engagement, including School Council consultations/advise regarding Staffing, School Improvement Plan(ning), and budgets should be maintained, despite COVID-19 or continued social distancing/meeting protocols.

Question(s)	<ul style="list-style-type: none"> • The Working Group is always looking for more members so that we can reach all our stated & desired goals. Please sign up! 😊 • The Working Group keeps the Calendar populated with all Parent Engagement events that could be of interest. Please pass these along! 😊 • Everybody please (re)familiarize yourself with the PIAC Communications Best Practices
Next Steps and Action items	<p>Most current/urgent/imminent:</p> <ul style="list-style-type: none"> - ongoing: PIAC Post content & AODA compliance - ongoing: update website - organization of May 21 Webinar <p>Meeting monthly to accomplish remaining tasks.</p>
Co-lead(s) <i>(Name and Email Addresses)</i>	<ul style="list-style-type: none"> • Wilmar Kortleever – wilmar@kortleever.com • Seema Mitchell - seemamitchell@gmail.com
Working Group Members <i>(Name and Email Addresses)</i>	<p>Sharon Grant (W4) - s.c.grant@hotmail.com Patricia Seedial (W4) – pseedial@yahoo.com Kaydeen Bankasingh (W8) – kdeen.banks@gmail.com Sylvester Witter (W10) – sylvesterwitter@gmail.com Rebekah Quach (W16) – rebekah.quach@gmail.com Christopher Levien (W20) – christopher.levien@gmail.com Kajani Ravindradas (W21) – piac.ward21@gmail.com Nadia Judunath (W22) – njudunath@gmail.com</p> <p>Philip Kiff (W9/community member) – phil@kiff.ca Steven Cheung (W13/community member) – stcheung@yahoo.com Nicole Herbert (W15/Community member) – june.cleaver@rogers.com</p> <p>Also (but not on google membership list?): Jessica Ruiz (W1) – jess_ruiz@live.com John Bakous (W8) - nadev77@gmail.com Andrew Waters (W9) - andrew@watersfamily.ca Kate Leuschen Millar (16) – kate.leuschen@gmail.com Kajani Das (W18) - janiravi4315@gmail.com Zuojun Han (W20) – echohan218@hotmail.com</p> <p>Ex officio: D. Williams (Co-Chair) - dw_tdot@rogers.com Zena Shereck (Co-Chair): zs.piac@gmail.com</p>