



# PIAC Working Group Report

<p>May 17/22</p>	<p>Communications WG</p>
<p><b>Objective</b></p>	<p><i>Create, develop and manage our PIAC website, newsletter, and social media content. Engage in communication strategies to bring awareness about the mandate of PIAC to TDSB families in support of parent engagement.</i></p>
<p><b>Updates</b></p>	<p>1) <b>May 2 WG Meeting – Attendees:</b> Andrew Waters, Nicole Herbert, Seema Mitchell. <b>Absent:</b> Zena Shereck (regrets), Chris Levien, Kaydeen Bankasingh, Nadia Judunath, D. Williams, Shanti Chand, Wilmar Kortleever, Felicia Seto-Lau</p> <p>Working Group <b><u>discussed/reviewed/actioned:</u></b></p> <ul style="list-style-type: none"> <li>✓ PIAC promotions - PCEO following up on PIAC and other CAC general meetings being added to TDSB central calendar.</li> <li>✓ PIAC promotions - Recruitment poster made &amp; shared on social media; WG to collaborate with Membership and PCEO to spread awareness of PIAC vacancies with Trustees.</li> <li>✓ PIAC promotions - Vote passed for inclusion of PIAC updates in monthly TDSB Connects newsletter, highlighting key PIAC actions and news; TDSB newsletter contact engaged to discuss submission process and due dates.</li> <li>✓ PIAC website - keeping EXISTING SITE'S homepage fresh → content ideas welcome!!</li> <li>✓ PIAC anniversary – need for promotion and event ideation for upcoming PIAC anniversary.</li> <li>✓ PIAC branding subproject - <b>official PIAC Email signature</b> voted and passed by WG; template and instructions to be shared by May 27, 2022.</li> </ul> <div data-bbox="558 1079 867 1297" style="text-align: center;"> <p>Regards, Seema Mitchell, PIAC Ward 18</p>   </div> <p>2) <b>Future 'Get to Know PIAC' spotlights PIAC reps needed!!</b> WE WANT NEW MEMBERS TO SHARE THEIR STORY! <a href="#">Signup here</a></p> <p>3) <b>Website Redesign</b> → See Budget request in <i>Motion</i> section</p> <p>4) Community/ward events &amp; news → email <a href="mailto:w18piac@gmail.com">w18piac@gmail.com</a> for instructions &amp; links to add to PIAC social media calendar</p>
<p><b>Motion</b></p>	<p>Communications Working Group requests \$5000 be allocated from the 2021/2022 PIAC budget towards communication tools, to be used between May 24 – July 31, 2022:</p> <ol style="list-style-type: none"> <li>1. CANVA PRO LICENSE</li> <li>2. WEBSITE DESIGN SERVICES (for site navigation, setup, and site migration from current PIAC site to new Google site)</li> </ol>

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<b>WG Members</b>  * = Co-Chair  ** = Parent member/ TDSB CSW  *** = Community member	Andrew Waters* - <a href="mailto:andrew.waters.piac@gmail.com">andrew.waters.piac@gmail.com</a> Christopher Levien - <a href="mailto:christopher.levien@gmail.com">christopher.levien@gmail.com</a> D. Williams - <a href="mailto:dw_tdot@rogers.com">dw_tdot@rogers.com</a> Felicia Seto-Lau* - <a href="mailto:mamafaves@gmail.com">mamafaves@gmail.com</a> Kaydeen Bankasingh - <a href="mailto:kdeen.banks@gmail.com">kdeen.banks@gmail.com</a> Nadia Judunath - <a href="mailto:njudunath@gmail.com">njudunath@gmail.com</a>  Nicole Herbert*** - <a href="mailto:june.cleaver@rogers.com">june.cleaver@rogers.com</a> Seema Mitchell - <a href="mailto:w18piac@gmail.com">w18piac@gmail.com</a> Shanti Chand - <a href="mailto:shanti.chand13@gmail.com">shanti.chand13@gmail.com</a> Wilmar Kortleever*** - <a href="mailto:wilmar@kortleever.com">wilmar@kortleever.com</a> Zena Shereck** - <a href="mailto:zshereck@gmail.com">zshereck@gmail.com</a>