

PIAC Working Group Report

Dec. 15/20	Communications & Outreach Working Group
Description/Objective	<i>Create, develop and manage the PIAC website, newsletters, and social media; Engage in outreach strategies to bring awareness about the mandate of PIAC.</i>
Update(s)	<p>CHALLENGES:</p> <ol style="list-style-type: none"> 1) inaccessible PIAC mailboxes hinders WG from fulfilling PIAC mandate as per O. Reg. 612. 2) Work load & delegation of work. <p>SUCCESES:</p> <ol style="list-style-type: none"> 3) C&O WG agreed take over (from PIAC chairs) task of setting up & sending MailChimp communications including monthly PIAC newsletter distribution 4) WG approved following external artefacts for PIAC rep distribution now with future amendments <ol style="list-style-type: none"> a) PIAC Rep Welcome letter to ward SCs b) School Council e-communication toolkit c) School Council FB Sample Guide 5) PIAC WhatsApp Group management transferred to Membership WG 6) Starting November, WG commenced feasibility assessment of PIAC 2020/21 Strategic Plan C&O-specific recommendations and decided which ones WG will adopt in 2020/21 → PIAC Website Redesign deemed HIGHEST priority 7) WG devised several C&O new sub-WGs (<i>more may arise as we brainstorm further</i>) to execute/support key deliverables: <ol style="list-style-type: none"> a. Content Strategy → <i>Devise overarching approach for all social media channels content to ensure consistent, unified PIAC branding and messaging. Deliverable: Content Strategy Guideline</i> b. Website → <i>Manage ad hoc updates to website, ex. content uploads, broken links fixes</i> c. PIAC Post → <i>Manage creation, approvals, & AODA compliance of monthly PIAC newsletter</i> d. Social Media → <i>Manage scheduled & adhoc social media posting across all channels as per Content Strategy Guideline</i> e. Documents/Visuals/Branding → <i>Manage, reorganise, brand existing externally-facing PIAC artefacts (ex.SC toolkits, principal guides, internal templates, etc...) and develop branded templates</i> <p>PARKING LOT:</p> <ol style="list-style-type: none"> 8) inconsistent tdsb email formats 9) missing School Council contact info on school websites 10) PIAC outlook training refresher
Motion(s)	<ol style="list-style-type: none"> 1) Decision needed on tdsb mailbox inaccessibility workaround → new/temp gmail accounts? 2) WG proposes PIAC reps (<i>who are school council chairs and successfully setup their TDSB zoom accounts</i>) reach out to their ward school council chairs and help them set their zoom account
Question(s)	<ol style="list-style-type: none"> 3) Is there another internally-facing PIAC WG to handle following initiatives: <ol style="list-style-type: none"> a) google drive cleanup & reorg b) developing IT governance framework --> <i>outlining roles, permissions, access, password management, etc...</i> for PIAC tools (ex. PIAC website backend, google drive folder/file access, MailChimp, social media accounts, Zoom, info@torontopiac.com, etc...) 4) Can Events WG take on management of (some or all) PIAC-hosted outreach events? C&O WG would support w/ ideation & communications.
Next Steps and Action items	<ol style="list-style-type: none"> 1) Ongoing: brainstorming additional "S.M.A.R.T" (Specific. Measurable. Achievable. Relevant. Time-based) 2020/21 WG goals/key initiatives (<i>aligned with overall PIAC 2020/21 strategic plan</i>) to be executed by aforementioned C&O sub-working groups 2) WG members sign up for the sub-WG/C&O deliverables they wish to support

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