

PIAC Working Group Report

Jan.19/21	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>The Working Group met On January 13, 2021 via Zoom (Attendees: Wilmar Kortleever (co-lead), Seema Mictchelle (co-lead), Nadia Judunath, Sharon Grant, Zuojun Han, Patricia Seedial, John Bakous, Shant Chand; Nicole Herbert (community member); Ian MacPherson (Community members, TDSB CSW), D Williams (Co-Chair), Felicia Manaves (Co-Chair); Latha John (Committee Assistant).</p> <p>The Working Group:</p> <ul style="list-style-type: none"> * Discussed the Strategic Work Plan. All WG members are requested to review the Work Plan template and provide comments by January: 2020/2021 Work Plan Template for WGs. * Discussed topics for communication via Social Media, the website, and the PIAC Post * received an update from Ian MacPherson about the CSW website. He is eager to receive feedback and was offered some by various members. * received an update about the January issue of the PIAC Post * discussed creating templates for certificates than can be used at/after PIAC events. Drafts will be created and discussed at next meeting. * discussed a re-org of the PIAC Google Drive. A team was formed. * discussed visibility of PIAC Reps by including name and/or contact info on school web pages. A Motion will be submitted to the PIAC Meeting (see below) * deferred other items to the next meeting.
Motion(s)	<p>1) To increase access to, and visibility of, PIAC Representatives, PIAC requests that the names of the Ward's PIAC Representatives be added to school TDSB websites, adjacent or below the existing PIAC logo and link. For now, the names will link to the PIAC Membership list that is regularly updated on the TDSB website, which will eventually have clickable links to e-mail addresses.</p>
Question(s)	
Next Steps and Action items	<ol style="list-style-type: none"> 1) WG members sign up for the sub-WG/C&O deliverables they wish to support 2) WG members are requested to review the Work Plan template and provide comments by January: 2020/2021 Work Plan Template for WGs. <p>ONGOING CHALLENGES:</p> <ul style="list-style-type: none"> ● inaccessible PIAC mailboxes hinders WG from fulfilling PIAC mandate as per O. Reg. 612. ● Work load & delegation of work. <p>ONGOING WORK:</p> <ul style="list-style-type: none"> ● PIAC Website Redesign ● 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> ● 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 <p>OUTSTANDING:</p> <ol style="list-style-type: none"> 1) 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...) 2) inconsistent tdsb email formats 3) missing School Council contact info on school websites 4) PIAC outlook training refresher

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Working Group Members	<p>(Co-Lead) Wilmar Kortleever - wilmar@kortleever.com (Co-Lead) Seema Mitchell - seemamitchell@gmail.com Andrew Waters - andrew.waters.piac@gmail.com Christopher Levien - christopher.levien@gmail.com D. Williams* - dw_tdot@rogers.com Felicia Seto-Lau* - mamafaves@gmail.com Kaydeen Bankasingh - kdeen.banks@gmail.com Nadia Judunath - njudunath@gmail.com Nazerah Shaikh - nazerah99@gmail.com Nicole Herbert* - june.cleaver@rogers.com Nicole Marshall - n-facey@hotmail.com</p>	<p>Patricia Seedial - pseedial@yahoo.com Shanti Chand - shanti.chand13@gmail.com Sharon Grant - s.c.grant@hotmail.com Zuojun Han - echohan218@hotmail.com Ian Macpherson** - ian.macpherson@tdsb.on.ca Abdullah Mamun - abdullah.mamun@tdsb.on.ca Philip Kiff** - phil@kiff.ca Zena Shereck** - zshereck@gmail.com</p> <p>* = Co-Chair ** = Community member/TDSB CSW</p>
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