

# PIAC Working Group Report

Apr 20/21	<b>Communications &amp; Outreach Working Group</b>
Description/ Objective	<i>Create, develop and manage our PIAC website, newsletter, and social media content. Engage in outreach strategies to bring awareness about the mandate of PIAC to TDSB families in support of parent engagement.</i>
Update(s)	<p>1) <b>March 31 C&amp;O WG Meeting</b> - Attendees: Wilmar Kortleever (<i>co-lead</i>), Seema Mitchell (<i>co-lead</i>), Felicia Seto Lau (<i>Co-Chair</i>), Sharon Grant, John Bakous, Jaimala, Chris Levien, Madelaine H., Andrew Waters, Shanti Chand, Nicole Herbert (<i>community member</i>), Latha John (<i>committee assistant</i>), Zena Shereck (<i>parent member</i>),</p> <p><b><u>Working Group discussed/reviewed/actioned:</u></b></p> <ul style="list-style-type: none"> <li>✓ <b>School Messenger Pause</b> - no update</li> <li>✓ <b>PRO School Council Support</b> - no update</li> <li>✓ <b>Outreach and member support docs</b> - <a href="#">“Ward Sharing Tips”</a> (a quick guide to assist Ward Reps with what to share at their ward meetings. Content drawn from “Best Practices – Communications” and Onboarding PP &amp; “PIAC Rep Role”) &amp; <a href="#">“WG Lead’s Quick Guide”</a> (mimics the “PIAC Rep Role” doc providing a short reference for the role and responsibilities of becoming a WG Lead. Content drawn from “Best Practices – Working Groups” and Onboarding PP). Approval deferred pending discussion with Membership WG.</li> <li>✓ <b>PIAC Google Drive Reorg Project</b> - Progress update, including new entrance to working folder. Target is launching to the general PIAC meeting in May. Google drive knowledge survey among PIAC members in preparation. Please direct any inquiries, feedback to subgroup (<i>Nicole Herbert, Zena Shereck, Ian Macpherson, Shanti Chand, Felicia Lau, Sharon Grant</i>)</li> <li>✓ <b>PIAC Website Refresh project</b> - Discussion of long and short-term goals. Three options, needing more information, are under consideration for moving forward: 1. Devote ourselves to existing Weebly site (fix what needs fixing, update style...); 2. Clean up existing site while building a new site (Google site?); 3. Abandon current site and build new site on a new platform</li> <li>✓ <b>PIAC Spring Event – “Breaking Barriers by Changing Biases” (May 1 &amp; 2)</b> - support in preparing communications for this upcoming event.</li> <li>✓ <b>Social Media</b> - New items were suggested (Conversation Series April 8, Spring Event May 1&amp;2, Ward 4 (&amp;5) forum; Recurring items identified (CSWs live, TDSB Professional Support Services Live). More general: discussion of creating ‘live’ document with all communication items (event/topic, date, platform, WG member responsible)</li> <li>✓ <b>PIAC Post</b> - Content &amp; submission timelines for APRIL issue: lead article about Spring Event. Feature (recurring?) about the many recorded events available. Recurring item re: School Council Bylaws (e.g. in a flexible ‘Did You Know’ format). Inclusion of PIAC’s SC Toolkit important dates as reminders for school councils</li> </ul>
Motion(s)	None
Question(s)	<p>Does PIAC need to submit RFPs to only TDSB-approved vendors?</p> <p>Do we have the list of Schools without School Councils, and what can we do to reach out?</p>
Action Item(s)	<p>☑ PIAC Reps, Trustees <b><i>encouraged</i></b> to submit any relevant content, upcoming ward news/events, parent engagement successes, etc... to C&amp;O Co-leads for social media promotion and/or APRIL PIAC Post (Deadline: April 22)</p> <p><b><u>ONGOING INITIATIVES:</u></b> [add any relevant brief updates here].</p> <ul style="list-style-type: none"> <li>• <b>Website</b> → <i>Manage ad hoc updates to website, ex. content uploads, broken links fixes</i></li> <li>• <b>PIAC Post</b> → <i>Manage creation, approvals, &amp; AODA compliance of monthly PIAC newsletter</i></li> <li>• <b>Social Media</b> → <i>Manage scheduled &amp; adhoc social media posting across all channels</i></li> <li>• <b>Documents/Visuals/Branding</b> → <i>Manage, reorganise, brand existing externally-facing PIAC artefacts (ex.SC toolkits, principal guides, internal templates, etc...) and develop branded templates</i></li> <li>• <b>PIAC 2020/21 Strategic Plan Alignment</b> → <i>Identify additional C&amp;O-related “S.M.A.R.T” (Specific. Measurable. Achievable. Relevant. Time-based) initiatives</i></li> </ul> <p><b><u>OUTSTANDING/PARKING LOT ITEMS:</u></b></p> <ol style="list-style-type: none"> <li>1) inconsistent tdsb email formats</li> <li>2) missing School Council contact info on school websites</li> </ol>

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	<p>3) Creating PIAC Instagram account (content type much the same as Facebook and to some extent Twitter)</p> <p><u>NEXT MEETINGS:</u></p> <p>1) Wed.May 5, 7-8:30pm</p> <p>2) Wed.June 2, 7-8:30pm</p>	
<p>Working Group Member(s)</p>	<p>(Co-Lead) Wilmar Kortleever - <a href="mailto:wilmar@kortleever.com">wilmar@kortleever.com</a></p> <p>(Co-Lead) Seema Mitchell - <a href="mailto:seemamitchell@gmail.com">seemamitchell@gmail.com</a></p> <p>Andrew Waters - <a href="mailto:andrew.waters.piac@gmail.com">andrew.waters.piac@gmail.com</a></p> <p>Christopher Levien - <a href="mailto:christopher.levien@gmail.com">christopher.levien@gmail.com</a></p> <p>D. Williams* - <a href="mailto:dw_tdot@rogers.com">dw_tdot@rogers.com</a></p> <p>Felicia Seto-Lau* - <a href="mailto:mamafaves@gmail.com">mamafaves@gmail.com</a></p> <p>Kaydeen Bankasingh - <a href="mailto:kdeen.banks@gmail.com">kdeen.banks@gmail.com</a></p> <p>Nadia Judunath - <a href="mailto:njudunath@gmail.com">njudunath@gmail.com</a></p> <p>Nazerah Shaikh - <a href="mailto:nazerah99@gmail.com">nazerah99@gmail.com</a></p> <p>Nicole Herbert*** - <a href="mailto:june.cleaver@rogers.com">june.cleaver@rogers.com</a></p> <p>Nicole Marshall - <a href="mailto:n-facey@hotmail.com">n-facey@hotmail.com</a></p>	<p>Patricia Seedial - <a href="mailto:pseedial@yahoo.com">pseedial@yahoo.com</a></p> <p>Shanti Chand - <a href="mailto:shanti.chand13@gmail.com">shanti.chand13@gmail.com</a></p> <p>Sharon Grant - <a href="mailto:s.c.grant@hotmail.com">s.c.grant@hotmail.com</a></p> <p>Zuojun Han - <a href="mailto:echohan218@hotmail.com">echohan218@hotmail.com</a></p> <p>Ian Macpherson** - <a href="mailto:ian.macpherson@tdsb.on.ca">ian.macpherson@tdsb.on.ca</a></p> <p>Abdullah Mamun - <a href="mailto:abdullah.mamun@tdsb.on.ca">abdullah.mamun@tdsb.on.ca</a></p> <p>Philip Kiff** - <a href="mailto:philkiff@gmail.com">philkiff@gmail.com</a></p> <p>Zena Shereck** - <a href="mailto:zshereck@gmail.com">zshereck@gmail.com</a></p> <p>Madelain Hamilton <a href="mailto:madelaine.hamilton@gmail.com">madelaine.hamilton@gmail.com</a></p> <p>* = Co-Chair</p> <p>** = Parent member/TDSB CSW</p> <p>*** = Community member</p>