

PIAC Working Group Report

Mar. 9/21	Communications & Outreach Working Group
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) March 3 C&O WG Meeting - Attendees: Wilmar Kortleever (co-lead), Seema Mictchelle (co-lead), Nadia Judunath, Sharon Grant, John Bakous, Nicole Herbert (community member), Ian MacPherson (TDSB CSW), Felicia Seto Lau (Co-Chair), Dean, Kate L., Latha John (committee assistant), Jaimala, Chris L., Madelaine H., Zena S. (community member)</p> <p>Working Group discussed/reviewed/actioned:</p> <ul style="list-style-type: none"> ✓ School Messenger Pause - support planning deferred until PCEO update on resolution & tool return ETA ✓ School Council Email Cloud Migration - support planning deferred to April C&O WG meeting ✓ PRO School Council Support - various strategies pitched to expand PRO Grant recipients, decision on approach deferred until PCEO advises on recipient counts and grant monetary values ✓ Ward Sharing Tips Draft - quick guide to assist Ward Reps with what to share at their ward meetings ✓ WG Lead's Quick Guide Draft - short reference for the role and responsibilities of becoming a WG Lead ✓ PIAC Post - content & submission timelines for March issue, inclusion of PIAC's SC Toolkit important dates as reminders for school councils <p>2) PIAC Google Drive Reorg Project - taskforce established and work underway. Member Resource and Terms of Reference folders are nearing completion and should be ready to share by the end of this year. Direct any inquiries, feedback to subgroup (Nicole Herbert, Zena Shereck, Ian Macpherson, Shanti Chand, Felicia Lau, Sharon Grant)</p> <p>3) Feb. 5 Website Redesign Project kick-off - established taskforce, key objectives, roles & responsibilities, and identified precursory tasks. Direct any inquiries, feedback to Jaimala (project lead, jaimalabot@gmail.com)</p>
Motion(s)	<p>1) PIAC Support Grant Funding request</p> <p>2) PIAC C&O Website Tools funding request</p> <p>3) PIAC Support for Parent Volunteer Police Reference Checks request</p>
Question(s)	<p>1) Can PIAC request P-card or make lump sum payment for communication tools fees ... so members don't have to incur PIAC expenses on their personal credit cards?</p> <p>2) Does PIAC need to submit RFPs to only TDSB-approved vendors?</p>
Action Item(s)	<ul style="list-style-type: none"> ✓ PIAC Reps, Trustees encouraged to submit any relevant content, upcoming ward news/events, parent engagement successes, etc... to C&O Co-leads for social media promotion and/or March PIAC Post (deadline: March 12, 2021) ✓ PIAC Reps notify PIAC Website Updates team (Philip K., Seema Mitchell, Wilmar Kortleever) of any needed content updates or broken links ✓ C&O WG members to give feedback on Ward Sharing Tips & WG Lead's Quick Guide using Google Docs comments option (deadline: March 31, 2021) ✓ C&O WG requests PIAC Chairs identify appropriate WG to develop PIAC's IT governance framework → to outline <i>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...) <p>ONGOING INITIATIVES:</p> <ul style="list-style-type: none"> ● Website → <i>Manage ad hoc updates to website, ex. content uploads, broken links fixes</i> ● PIAC Post → <i>Manage creation, approvals, & AODA compliance of monthly PIAC newsletter</i> ● Social Media → <i>Manage scheduled & adhoc social media posting across all channels</i> ● 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> ● PIAC 2020/21 Strategic Plan Alignment → <i>Identify additional C&O-related "S.M.A.R.T." (Specific. Measurable. Achievable. Relevant. Time-based) initiatives</i> <p>OUTSTANDING/PARKING LOT ITEMS:</p> <p>1) inconsistent tdsb email formats</p> <p>2) missing School Council contact info on school websites</p>

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<p>Working Group Member(s)</p>	<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** - philkiff@gmail.com Zena Shereck** - zshereck@gmail.com Madelain Hamilton madelaine.hamilton@gmail.com * = Co-Chair ** = Community member/TDSB CSW</p>
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