

Working Group	Communications & Outreach
Date	December 17, 2019
Description/Objective	<p>[The Working Group C&O:] “Create(s), develop(s) and manage(s) the PIAC website, newsletters, and social media; Engage(s) in outreach strategies to bring awareness about the mandate of PIAC.”</p> <p><u>Working Group goals:</u></p> <ul style="list-style-type: none"> - Goal 1: Maintain regular communications (PIAC POST, TDSB Connects, Flash updates, Facebook/Twitter) – with POST becoming AODA-compliant - Goal 2: Outreach (includes Schools without School Councils, Co-chairs to CACs and other PICs) - Goal 3: Website review (errors and links) and update (incl link to minutes on home page) - Goal 4: Archive and curate Google Drive, build Google drive TOC (will include Member Toolkit), training on G-drive.
Update	<p>The Working Group met on December 3 to catch up, pick (a) Co-Lead(s), and map out the plan for the remainder of the year.</p> <p>Working Group foci in addition to Working Group Goals (see above):</p> <p><u>Strategic plan update as it relates to Working Group C & O.</u></p> <ul style="list-style-type: none"> - Craft a welcome/introductory message for PIAC Members to send to their Ward email lists in September. This message will include an electronic copy of our tri-fold flyer. - Ongoing: use of Ward emails - Create a peer-to-peer support (buddy) system for new PIAC Members. C&O to work with Membership to set this up and determine what mentorship might look like. To be linked to PIAC’s onboarding/yearly update. - C&O School Council Basics slide deck (PDF, Powerpoint) to be updated (long presentation) and converted to a 15 min version.
Motions(s)	[none]
Question(s)	The Working Group is looking for more members so that we can

	reach all our stated & desired goals. Please sign up! ☺
Next Steps and Action items	<p>Most current/urgent/imminent:</p> <ul style="list-style-type: none"> - send out PIAC Post - update website - follow up with previous Action items <p>Meeting early January to map out further activities.</p>
Co-lead(s) <i>(Name and Email Addresses)</i>	<ul style="list-style-type: none"> • Wilmar Kortleever – wilmar@kortleever.com • [vacancy]
Working Group Members <i>(Name and Email Addresses)</i>	<p>Kaydeen Bankasingh (W8) – kdeen.banks@gmail.com; Zuojun Han (W20) – echohan218@hotmail.com Wilmar Kortleever (W11) – wilmar@kortleever.com Christopher Levien (W20) – christopher.levien@gmail.com Kate Leuschen Millar (16) – kate.leuschen@gmail.com Seema Mitchell (W18) – seemamitchell@gmail.com Jessica Ruiz (W1) – jess_ruiz@live.com Patricia Seedial (W4) – pseedial@yahoo.com Sylvester Witter (W10) – sylvesterwitter@gmail.com</p> <p>Nicole Herbert (W15/Community member) – june.cleaver@rogers.com</p> <p>Ex officio: D. Williams (Co-Chair) - dw_tdot@rogers.com Zena Shereck (Co-Chair): zs.piac@gmail.com</p>