

PIAC Working Group Report

May 1/23	Communications Working Group ("COMMs WG")																	
Objective	Create, develop and manage our PIAC website, newsletter, social media, and event communications. Engage in communication strategies to bring awareness about the mandate of PIAC to TDSB families in support of parent engagement.																	
Co-lead selection	outstanding																	
Updates	<p>1. WG Meeting → Meeting held May 1/23. Attendees: Seema Mitchell, Nadia Judunath, Nicole Herbert, Zena Shereck, Latha John Working Group <u>discussed/reviewed/actioned:</u></p> <ul style="list-style-type: none"> • PIAC Strategic Work Plan: <ul style="list-style-type: none"> <input checked="" type="checkbox"/> review Best Practices - Communications for gaps and finalized for distribution to committee members. <input checked="" type="checkbox"/> review & add checklist for applying an equity lens to the work of School Councils (view doc) to website <input checked="" type="checkbox"/> (with SC Support) compile a short document outlining ways in which School Councils can engage families to support student learning and well-being through online events - uploaded additional info to website <p>2. Best Practices - Communications → reviewed existing doc, condensing, revised doc ready for adoption</p> <p>3. MailChimp → current subscribers: ~3826. Plan confirmed for more regular mailings</p> <p>4. Site Analytics → monthly round of PIAC's website visitor data - traffic increased</p> <table border="1"> <thead> <tr> <th>PAGE TITLE AN...</th> <th>VIEWS</th> </tr> </thead> <tbody> <tr> <td>Home</td> <td>1.1K ↑ 12.5%</td> </tr> <tr> <td>Conferences</td> <td>275 ↓ 51.3%</td> </tr> <tr> <td>What's Happening</td> <td>88 ↓ 22.8%</td> </tr> <tr> <td>Newsletter</td> <td>122 ↑ 139.2%</td> </tr> <tr> <td>News</td> <td>80 ↑ 21.2%</td> </tr> <tr> <td>Vacancies</td> <td>44 0.0</td> </tr> <tr> <td>School Councils</td> <td>43 ↑ 19.4%</td> </tr> </tbody> </table> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>New users Jan 1–May 30, 2023</p> <p>5.2K</p> </div> <div style="width: 45%;"> <p>Month-after-Month Growth of Users May 1–29, 2023 vs Apr 1–29, 2023</p> <p>Users 1.1K +9.6%</p> </div> </div> <p>Last 28 days ▾ View pages and s... →</p>		PAGE TITLE AN...	VIEWS	Home	1.1K ↑ 12.5%	Conferences	275 ↓ 51.3%	What's Happening	88 ↓ 22.8%	Newsletter	122 ↑ 139.2%	News	80 ↑ 21.2%	Vacancies	44 0.0	School Councils	43 ↑ 19.4%
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	<p>5. PIAC Branding → new PIAC logo designed approved. New version is AODA compliant and meets TDSB brand standards.</p> <p>6. Slack → 22 members currently using platform for inter-committee communication</p> <p>7. PIAC conference → Recurring cross-functional collaboration with Event WG & TDSB Comms team on PIAC Spring Conference promotion and digital assets - Social Media and website promotion</p> <p>8. Future 'Get to Know PIAC' spotlights → reach out to new PIAC reps to pursue interviews; WG to ask this activity be added to New PIAC Rep Onboarding. WE WANT NEW MEMBERS TO SHARE THEIR STORY! Members sign up here</p> <p>9. Ward events & news → PIAC reps, please email Seema Mitchell (WG Lead) w18piac@gmail.com with items for sharing</p> <p>10. PIAC POST newsletter → all issues on the PIAC website - please share https://www.torontopiac.com/whats-happening/newsletter</p>																	
Motion																		
WG Members <small>* = Co-Chair ** = Parent member *** = Community member/ TDSB CSW</small>	Andrew Waters* - andrew.waters.piac@gmail.com Sharon Grant* - s.c.grant@hotmail.com Felicia Seto-Lau - mamafaves@gmail.com Seema Mitchell - w18piac@gmail.com Christopher Levien - christopher.levien@gmail.com Zena Shereck - zshereck@gmail.com Nadia Judunath - njudunath@gmail.com Shanti Chand - shanti.chand13@gmail.com Bruce Oyelowo - beebeeoye@gmail.com	Nicole Herbert*** - june.cleaver@rogers.com Wilmar Kortleever*** - wilmar@kortleever.com Dane Hussain** Yuan Qin** Hilary Strack**																