

PIAC Working Group Report

Oct. 26/23	Communications Working Group (“COMMs WG”)													
Objective	<i>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.</i>													
Co-lead selection	outstanding													
Updates	<ol style="list-style-type: none"> WG Meeting → Meeting held October 26, 2023. Attendees: Seema Mitchell, Andrew Waters, Nicole Herbert, Xiu Zhen Chen Working Group <u>discussed/reviewed/actioned</u>: <ul style="list-style-type: none"> ☑ Moving monthly WG meeting to first Wednesday, 7:30pm, of each month ☑ Following Communication WG tools need subscriptions renewed → MailChimp and CanvaPro ☑ PIAC website calendar → PCEO access still pending due to verification notification recipient issues Site Analytics → monthly round of PIAC’s website visitor data - while we had less new site visitors in October, the PIAC website traffic increased to 1.5K in the past 30 days, compared to last year’s 1.3K. September saw a record high of clicks on our homepage! <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div data-bbox="314 739 1020 1361"> <p>Line chart showing website traffic trends. The y-axis represents traffic volume (0 to 100+). The x-axis shows dates from Oct 8 to Oct 29, 2023. Three data series are shown: 'last 30 days' (solid line, 1.5K), 'previous month' (dashed line, 1.7K), and 'previous year' (dotted line, 1.3K). The 'last 30 days' series shows a peak around Oct 15 and another peak towards the end of the month.</p> </div> <div data-bbox="1044 711 1608 888"> <table border="1" style="width: 100%; text-align: center;"> <tr> <td>New users</td> <td>Sessions</td> <td>Engaged sessions</td> </tr> <tr> <td>1K</td> <td>1.5K</td> <td>831</td> </tr> <tr> <td>18% ↓</td> <td>12% ↓</td> <td>15% ↓</td> </tr> <tr> <td colspan="3">2 - 31 Oct v. 2 - 30 Sep</td> </tr> </table> </div> <div data-bbox="1044 907 1580 1370"> <div style="border: 1px solid green; padding: 5px;"> <p>Best Month</p> <p>Record high sessions on homepage in September</p> <p>Month of September</p> <p>The number of sessions on the homepage reached a new high of 1350 in September, compared to 1196 in the same period last year. The increase was driven by an 8% rise in desktop users, and 6% increase in direct campaigns and user channels.</p> <p>Bar chart showing monthly sessions on the homepage. The y-axis ranges from 0 to 1500. The x-axis shows months from Nov 2022 to Sep 2023. The bars show a general upward trend, with Sep 2023 reaching a record high of 1350 sessions, highlighted in green.</p> </div> </div> </div> PIAC Branding → New PIAC logo and variations can be found here. Please use these going forward for all PIAC documents, slides, emails, etc, internally within our committee and externally. New version is AODA compliant and meets TDSB brand standards. Updates to PIAC documents, assets to come! Communications WG can assist with your branding needs. <div style="text-align: center; margin-top: 10px;"> </div> Slack → If you haven’t already, please create an account HERE to use our PIAC slack community to stay in touch and share info with other PIAC members. 22 members currently using platform for inter-committee communication 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 Ward events & news → PIAC reps, please email Seema Mitchell (WG Lead) w18piac@gmail.com or with items for sharing PIAC POST newsletter → all issues on the PIAC website - please share https://www.torontopiac.com/whats-happening/newsletter 		New users	Sessions	Engaged sessions	1K	1.5K	831	18% ↓	12% ↓	15% ↓	2 - 31 Oct v. 2 - 30 Sep		
New users	Sessions	Engaged sessions												
1K	1.5K	831												
18% ↓	12% ↓	15% ↓												
2 - 31 Oct v. 2 - 30 Sep														
Motion														
WG Members * = Co-Chair ** = Parent member *** = Community member/ TDSB CSW	Andrew Waters* - Sharon Grant* Felicia Seto-Lau Seema Mitchell Christopher Levien Zena Shereck Nadia Judunath Shanti Chand Bruce Oyelowo	Nicole Herbert*** Wilmar Kortleever*** Dane Hussain** Yuan Qin** Hilary Strack**												