PIAC Working Group Report

April 2025	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.*
Updates	1. **WG Meeting** → Meeting held April 10, 2025 **Attendees:** Nicole Herbert, Aamir Barlas, Andrew Waters, Susan Lee, Sarah Ali, Eden Hagos, Kaydeen Bankasingh, Latha John **Regrets:** Felecia Oakley (parent), Zena Shereck **Absent:** *Nadia Judunath (on leave), Crystal Stewart* 2. **Co-Lead selection** → Susan Lee acclaimed as Interim Co-lead 3. **PIAC Website & PDF Refresh** → content refresh still pending RFQ 4. **Strategic Work Plan review** → WG reviewed 2025/26 goals and identified actions items to be managed by Communications 5. **Board-wide Communications platform** → WG will draft a protocol based on the School Messenger protocol for School Councils, in anticipation of PIAC access to this platform 6. **Social Media** → WG discussed the continued use of X, for both PIAC and TDSB. It would be better to leave this platform. Exploring other options for PIAC. → Advertised TDSB Budget survey, Anti-Hate, Anti-Racism Strategy consultation, Mental Health Week (May 5-11) 7. **Slack** → Create an account HERE to use our PIAC Slack community to stay in touch and share info with other PIAC members & WGs. 39 members are currently using SLACK for inter-committee communication! 8. **Ward events & news** → PIAC reps, please post your ward items for sharing in our Slack Communications WG channel
Motion	Operational Effectiveness - Budget **Utilisation of PIAC budget funds** Communications WG requests that an amount of $8000 be added to the current $5000 to make a total of $13,000 toward the second phase of work on the PIAC website, around AODA compliance.
WG Members * = Co-Chair ** = Parent member *** = Community member/ TDSB CSW	Zena Shereck* Sarah Ali* Susan Lee Andrew Waters Nadia Judunath Crystal Stewart Nicole Herbert*** Felecia Oakley**