

<b>Working Group</b>	Communications & Outreach
<b>Date</b>	February 18, 2020
Description/Objective	<p>[The Working Group C&amp;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"> <li>- Goal 1: Maintain regular communications (PIAC POST, TDSB Connects, Flash updates, Facebook/Twitter) – with POST becoming AODA-compliant</li> <li>- Goal 2: Outreach (includes Schools without School Councils, Co-chairs to CACs and other PICs)</li> <li>- Goal 3: Website review (errors and links) and update (incl link to minutes on home page)</li> <li>- Goal 4: Archive and curate Google Drive, build Google drive TOC (will include Member Toolkit), training on G-drive.</li> </ul> <p><u>Strategic plan update as it relates to Working Group C &amp; O.</u></p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- Ongoing: use of Ward emails</li> <li>- Create a peer-to-peer support (buddy) system for new PIAC Members. C&amp;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.</li> <li>- C&amp;O School Council Basics slide deck (<a href="#">PDF</a>, <a href="#">Powerpoint</a>) to be updated (long presentation) and converted to a 15 min version.</li> </ul>
Update	<p>The Working Group met by phone on February 12 to pick (another) Co-Lead, determine budget needs, divvy up tasks, and map out the plan for the remainder of the year.</p> <p>Seema Mitchell was elected as Co-Lead of the Working Group.</p> <p>Our budget request totals \$ 5350; itemized as follows:</p> <ul style="list-style-type: none"> <li>- electronic media (MailChimp &amp; web domain registration) : \$300</li> <li>- Notepad &amp; Pens : \$3300</li> <li>- Brochures : \$1000</li> </ul>

	<ul style="list-style-type: none"> <li>- Business Cards : \$250 (pending needs assessment)</li> <li>- Extra Ward level promo materials: \$500</li> <li>- Bags ?</li> </ul>
Motions(s)	[none]
Question(s)	<p>The Working Group is looking for more members so that we can reach all our stated &amp; desired goals. Please sign up! 😊</p> <p>The Working Group keeps the Calendar populated with all Parent Engagement events that could be of interest. Please pass these along! 😊</p> <p>Everybody please (re)familiarize yourself with the <a href="#">PIAC Communications Best Practices</a></p>
Next Steps and Action items	<p>Most current/urgent/imminent:</p> <ul style="list-style-type: none"> <li>- ongoing: PIAC Post</li> <li>- update website</li> <li>- follow up with previous Action items</li> </ul> <p>Meeting monthly to accomplish remaining tasks.</p>
Co-lead(s) (Name and Email Addresses)	<ul style="list-style-type: none"> <li>• Wilmar Kortleever – <a href="mailto:wilmar@kortleever.com">wilmar@kortleever.com</a></li> <li>• Seema Mitchell - <a href="mailto:seemamitchell@gmail.com">seemamitchell@gmail.com</a></li> </ul>
Working Group Members (Name and Email Addresses)	<p>Jessica Ruiz (W1) – <a href="mailto:jess_ruiz@live.com">jess_ruiz@live.com</a>  Sharon Grant (W4) - <a href="mailto:s.c.grant@hotmail.com">s.c.grant@hotmail.com</a>  Patricia Seedial (W4) – <a href="mailto:pseedial@yahoo.com">pseedial@yahoo.com</a>  Kaydeen Bankasingh (W8) – <a href="mailto:kdeen.banks@gmail.com">kdeen.banks@gmail.com</a>  John Bakous (W8) - <a href="mailto:nadev77@gmail.com">nadev77@gmail.com</a>  Andrew Waters (W9) - <a href="mailto:andrew@watersfamily.ca">andrew@watersfamily.ca</a>  Sylvester Witter (W10) – <a href="mailto:sylvesterwitter@gmail.com">sylvesterwitter@gmail.com</a>  Wilmar Kortleever (W11) – <a href="mailto:wilmar@kortleever.com">wilmar@kortleever.com</a>  Kate Leuschen Millar (16) – <a href="mailto:kate.leuschen@gmail.com">kate.leuschen@gmail.com</a>  Seema Mitchell (W18) – <a href="mailto:seemamitchell@gmail.com">seemamitchell@gmail.com</a>  Kajani Das (W18) - <a href="mailto:janiravi4315@gmail.com">janiravi4315@gmail.com</a>  Christopher Levien (W20) – <a href="mailto:christopher.levien@gmail.com">christopher.levien@gmail.com</a>  Zuojun Han (W20) – <a href="mailto:echohan218@hotmail.com">echohan218@hotmail.com</a></p> <p>Nicole Herbert (W15/Community member) –</p>

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