

PIAC Working Group REPORT

Working Group	Communications & Outreach
Date	15 November 2017
Description/Objective	<p>Priority Areas of the Communications & Outreach Working Group**:</p> <ol style="list-style-type: none"> 1. Website 2. Newsletter/TDSB Connects 3. PIAC member and SC handbook 4. Social Media 5. Outreach
Update	<ul style="list-style-type: none"> • Public relations (flyer and postcard) are printed and available • Website content priority areas 17/18 are Parent/Family Engagement and FAQ • Communications and Outreach milestones for 17/18 confirmed
Motion(s)	<ul style="list-style-type: none"> • Motion to the Board: All Community Advisory Committee pages on the TDSB website list vacancies and these vacancies should be (1) included on the TDSB's "How to Get Involved" homepage, and (2) shared with family members via TDSB Connects.
Question(s)	<ul style="list-style-type: none"> • None at this time
Next Steps and Action items	<ul style="list-style-type: none"> • Translation postcard (and key website messages) into Chinese, Tamil, Urdu, Bengali, Gujaratis. Look to another 5 languages for 18/19 school year • Submit budget for 17/18 printing of PR material to Budget WG for modification/approval • Build virtual PIAC member and SC toolkits/handbooks • ID schools who don't have SCs to help build them • Build a slide deck consistent across PAIC and PCEO for SC outreach • Work toward building SC online training modules and education modules for principals and superintendents • Build SSoN toolkit • Build Parent/Family Engagement and FAQ content • Build protocol/guidelines for PIAC use of SC emails and G-drive • See Gantt for more information and action items
Co-lead(s)	Loen Hansford: loen.hansford@gmail.com and Michelle Aarts: michelle@dobber.ca
Working Group Members	<p>Latha John (admin): Yes Loen Hansford (co-lead): Yes Michelle Aarts (co-lead): Yes Trixie Doyle (co-chair): Yes Wilmar Kortleever (co-chair): Yes Chris Levien: No Zena Shereck: Yes D. Williams: No (apologies) Erin Goto: No (apologies) Jess Hungate: No Nazerah Shaikh: No (apologies) John Bakous: No Gazi Rahman: No Dean Gray (parent member): Yes Sharon Beason (parent member): Yes Nicole Herbert (community member): Yes</p>

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	Randy Samuel (community member): No Karim Hajj (community member): No (apologies) Maritza Guzman (community member): No (apologies)

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1. Website (ongoing content build, PIAC member login portal, translation (Google translate general content, TDSB translators for key messages/critical content)
2. Newsletter/TDSB Connects
3. PIAC member and SC handbook (will be virtual toolkits)
4. Social Media
5. Outreach (PIAC meeting summary for ward meetings/trustees, school council training (formerly SC411), translation of key messages)