

# PIAC Working Group Report

Dec. 15/20	<b>Communications &amp; Outreach Working Group</b>
Description/Objective	<i>Create, develop and manage the PIAC website, newsletters, and social media; Engage in outreach strategies to bring awareness about the mandate of PIAC.</i>
Update(s)	<p>CHALLENGES:</p> <ol style="list-style-type: none"> <li>1) inaccessible PIAC mailboxes hinders WG from fulfilling PIAC mandate as per O. Reg. 612.</li> <li>2) Work load &amp; delegation of work.</li> </ol> <p>SUCCESES:</p> <ol style="list-style-type: none"> <li>3) C&amp;O WG agreed take over (from PIAC chairs) task of setting up &amp; sending MailChimp communications including monthly PIAC newsletter distribution</li> <li>4) WG approved following external artefacts for PIAC rep distribution now with future amendments             <ol style="list-style-type: none"> <li>a) <a href="#">PIAC Rep Welcome letter to ward SCs</a></li> <li>b) <a href="#">School Council e-communication toolkit</a></li> <li>c) <a href="#">School Council FB Sample Guide</a></li> </ol> </li> <li>5) PIAC WhatsApp Group management transferred to Membership WG</li> <li>6) Starting November, WG commenced feasibility assessment of PIAC 2020/21 Strategic Plan C&amp;O-specific recommendations and decided which ones WG will adopt in 2020/21 → <b>PIAC Website Redesign deemed HIGHEST priority</b></li> <li>7) WG devised several C&amp;O new sub-WGs (<i>more may arise as we brainstorm further</i>) to execute/support key deliverables:             <ol style="list-style-type: none"> <li>a. <b>Content Strategy</b> → <i>Devise overarching approach for all social media channels content to ensure consistent, unified PIAC branding and messaging. Deliverable: Content Strategy Guideline</i></li> <li>b. <b>Website</b> → <i>Manage ad hoc updates to website, ex. content uploads, broken links fixes</i></li> <li>c. <b>PIAC Post</b> → <i>Manage creation, approvals, &amp; AODA compliance of monthly PIAC newsletter</i></li> <li>d. <b>Social Media</b> → <i>Manage scheduled &amp; adhoc social media posting across all channels as per Content Strategy Guideline</i></li> <li>e. <b>Documents/Visuals/Branding</b> → <i>Manage, reorganise, brand existing externally-facing PIAC artefacts (ex.SC toolkits, principal guides, internal templates, etc...) and develop branded templates</i></li> </ol> </li> </ol> <p>PARKING LOT:</p> <ol style="list-style-type: none"> <li>8) inconsistent tdsb email formats</li> <li>9) missing School Council contact info on school websites</li> <li>10) PIAC outlook training refresher</li> </ol>
Motion(s)	<ol style="list-style-type: none"> <li>1) Decision needed on tdsb mailbox inaccessibility workaround → new/temp gmail accounts?</li> <li>2) WG proposes PIAC reps (<i>who are <a href="#">school council chairs</a> and successfully <a href="#">setup their TDSB zoom accounts</a></i>) reach out to their ward school council chairs and help them set their zoom account</li> </ol>
Question(s)	<ol style="list-style-type: none"> <li>3) Is there another internally-facing PIAC WG to handle following initiatives:             <ol style="list-style-type: none"> <li>a) google drive cleanup &amp; reorg</li> <li>b) developing IT governance framework --&gt; <i>outlining roles, permissions, access, password management, etc...</i> for PIAC tools (ex. PIAC website backend, google drive folder/file access, MailChimp, social media accounts, Zoom, <a href="mailto:info@torontopiac.com">info@torontopiac.com</a>, etc...)</li> </ol> </li> <li>4) Can Events WG take on management of (some or all) PIAC-hosted outreach events? C&amp;O WG would support w/ ideation &amp; communications.</li> </ol>
Next Steps and Action items	<ol style="list-style-type: none"> <li>1) Ongoing: brainstorming additional "S.M.A.R.T" (Specific. Measurable. Achievable. Relevant. Time-based) 2020/21 WG goals/key initiatives (<i>aligned with overall PIAC 2020/21 strategic plan</i>) to be executed by aforementioned C&amp;O sub-working groups</li> <li>2) WG members sign up for the sub-WG/C&amp;O deliverables they wish to support</li> </ol>

# PIAC Working Group Report

Working Group Members	<p>(Co-Lead) Wilmar Kortleever - <a href="mailto:wilmar@kortleever.com">wilmar@kortleever.com</a> (Co-Lead) Seema Mitchell - <a href="mailto:seemamitchell@gmail.com">seemamitchell@gmail.com</a> Andrew Waters - <a href="mailto:andrew.waters.piac@gmail.com">andrew.waters.piac@gmail.com</a> Christopher Levien - <a href="mailto:christopher.levien@gmail.com">christopher.levien@gmail.com</a> D. Williams* - <a href="mailto:dw_tdot@rogers.com">dw_tdot@rogers.com</a> Felicia Seto-Lau* - <a href="mailto:mamafaves@gmail.com">mamafaves@gmail.com</a> Kaydeen Bankasingh - <a href="mailto:kdeen.banks@gmail.com">kdeen.banks@gmail.com</a> Nadia Judunath - <a href="mailto:njudunath@gmail.com">njudunath@gmail.com</a> Nazerah Shaikh - <a href="mailto:nazerah99@gmail.com">nazerah99@gmail.com</a> Nicole Herbert* - <a href="mailto:june.cleaver@rogers.com">june.cleaver@rogers.com</a> Nicole Marshall - <a href="mailto:n-facey@hotmail.com">n-facey@hotmail.com</a></p>	<p>Patricia Seedial - <a href="mailto:pseedial@yahoo.com">pseedial@yahoo.com</a> Shanti Chand - <a href="mailto:shanti.chand13@gmail.com">shanti.chand13@gmail.com</a> Sharon Grant - <a href="mailto:s.c.grant@hotmail.com">s.c.grant@hotmail.com</a> Zuojun Han - <a href="mailto:echohan218@hotmail.com">echohan218@hotmail.com</a> Ian Macpherson** - <a href="mailto:ian.macpherson@tdsb.on.ca">ian.macpherson@tdsb.on.ca</a> Abdullah Mamun - <a href="mailto:abdullah.mamun@tdsb.on.ca">abdullah.mamun@tdsb.on.ca</a> Philip Kiff** - <a href="mailto:phil@kiff.ca">phil@kiff.ca</a> Zena Shereck** - <a href="mailto:zshereck@gmail.com">zshereck@gmail.com</a></p> <p>* = Co-Chair ** = Community member/TDSB CSW</p>
-----------------------	---	--