

## PIAC Working Group REPORT

Working Group	Communications & Outreach
Date	<b>28 March 2019</b>
Description/Objective	<p><b><i>Priority Areas of the Communications &amp; Outreach Working Group 18/19:</i></b></p> <ol style="list-style-type: none"> <li>1. FAQ</li> <li>2. Consistent updated communications (PIAC POST)</li> <li>3. Outreach/PR material update</li> <li>4. SC consultations toolkit (with Consultations WG)</li> <li>5. Slide decks (Onboarding, intro to SCs, consultations, PIAC rep role)</li> <li>6. PIAC Members toolkit</li> </ol>
Update	<ul style="list-style-type: none"> <li>• Outlines Outreach plan once we have a list of schools without SCs.</li> <li>• Looking into b.card design to have one card/ward and generic information. Still discussing the merits of member b.cards.</li> <li>• Feedback of “Welcome Parents” tab has been sent to Ross Parry and Communications Department.</li> <li>• Final quotes for PR materials in, and some orders have been placed. Settling on priority list for images in printed PR materials before send to team for design (and then printing).</li> <li>• FAQ section of the PIAC website is up! Please review the <a href="http://torontopiac.com">torontopiac.com</a> website and look through the FAQ tab</li> </ul>
Motion(s)	<ul style="list-style-type: none"> <li>• PIAC adopt the Communications Best Practices and Guidelines document as a communications guide for all PIAC Members and Co-chairs.</li> <li>• School Councils have consistently expressed the desire to communicate by email with the parent community of their schools. Given that all families complete the annual Fall registration sheets that allow the use of parent emails by the school and other Board staff, it would be simple to connect parents to their School Councils at this same time. This would align with the TDSB Multi-Year Strategic Plan to strengthen the processes by which all parents and caregivers have opportunities to contribute. PIAC requests to staff of the Board that school registration forms include a checkbox to allow parents to consent to the sharing of their email with the school’s School Council to facilitate communication and increased engagement by the School Councils with the school community.</li> <li>• Given an increased use of School Cash Online, more money is travelling electronically to school councils, Given some school councils opt to use the school "account" to house their funds, given that school councils are held to a standard of financial reporting, Given that cooperation between the school office and school councils is required to ensure accountability of parents' money, and Given how complicated the Guide for School Generated Funds is for both staff and school councils, PIAC requests that Business Services, with the assistance of a well-</li> </ul>

<b>Working Group</b>	<b>Communications &amp; Outreach</b>
<b>Date</b>	<b>28 March 2019</b>
	versed office administrator(s), develop a “Quick Reference Guide”, including reference to <i>O.Reg.612</i> and the TDSB’s accounting process for school councils, for office administrators, principals, and school councils on how to access to and processing of school council funds.
Question(s)	<ul style="list-style-type: none"> <li>• Re access to information for schools without SCs</li> </ul>
Next Steps and Action items	<ul style="list-style-type: none"> <li>• To discuss Communications BP document and vote.</li> </ul>
Co-lead(s)	Loen Hansford: loen.hansford@gmail.com
Working Group Members	Erin Goto (W1): No (apologies) Shafoli Kapur (W2): No Felicia Seto-Lau (W3): Yes (minutes/tonight’s lead) Marsela Libenstein (W3) (parent): No Sharon Grant (W4): No Loen Hansford (W7) (lead): yes (late) John Bakous (W8): No Rachel Silber (W11): No Wilmar Kortleever (W11): Yes Nicole Herbert (W15) (community): Yes Kate Leuschen Millar (W16): Yes Chris Levien (W20): No Echo Han (W20): No Dean Gray (W6): Yes Zena Shereck (Co-chair): Yes Latha John (PIAC admin):Yes