C&O Meeting #2 - Nov 16/20 Minutes

Attendees: Felicia S., Nicole H., Seema M., Shanti C., Wilmar K., Philip Kiff, Latha John
Absent: Chris W., Sharon G., Kaydeen B., Nadia J., Zena S., D. Williams, Andrew W., Nicole M., Patricia, Abdullah Zuojun H., Ian M.

Action Items:

PLEASE NOTE the following action items for our next C&O WG meeting, as determined by group discussion:

Task	Assigned To	Due Date	Status
❏ Inform SCs re: TDSB IT's recent discontinuation of email forwarding feature, impacts, & workarounds	**Wilmar K.**	**ASAP**	New
❏ MailChimp blast with Nov. PIAC Post & Conference info	**Wilmar K.**	**Nov. 17/20**	New
❏ Social media communications promoting Conference keynote speakers	**Wilmar K.**	**Nov. 17/20**	New
❏ Only _use_ following hashtags if posting about conference on social media: #ParentsReadySetEngage, #parentsreadysetengage, #TDSB, #PIAC	**All PIAC reps**	**Nov. 17/20**	New
❏ Distribute C&O members list among WG	**C&O Co-Leads**	**Nov. 17/20**	In progress
❏ Request PIAC co-chairs remind TDSB staff to share "annual SC reminders" & "how-to build an SC" documents with principals	**C&O Co-Leads**	**Nov. PIAC meeting**	Pending
❏ Ask general PIAC body which PIAC WG is best suited to create internal software account governance & security framework	**C&O Co-Leads**	**Nov. PIAC meeting**	New
❏ Survey all PIAC members on the status of their email account & request followup by TDSB tech support	**PIAC Co-Chairs**	**Nov. PIAC meeting**	Pending new PIAC Co-chair
❏ Include hashtags & newly added workshop info to eventbrite attendee communication → _Events WG task_	**Felicia S., Latha J.**	**Nov. 19/20**	New
❏ Provide feedback on draft of PIAC Rep Welcome letter to ward SCs so Nicole can finalise & publish to PIAC committee of the whole	**C&O WG**	**Nov. 24/20**	In progress
❏ Request **School Messenger guidance from PCEO** re: SC rollout ETA, how to use school messenger, purposes it is allowed/not allowed for	**C&O Co-Leads**	**Nov. 25/20**	New
❏ Schedule PIAC emails training in separate session (outside of monthly PIAC meeting)	PIAC Co-Chairs	End of Nov.	Pending
❏ Report any broken links on PIAC site to C&O WG co-leads (Wilmar K., Seema M.)	All PIAC reps	Ongoing	Ongoing
❏ Assess if new C&O WG task (setting up PIAC Post emails for Chairs to send) aligns with PIAC Communications Best Practices	C&O Co-Leads	TBD	Pending new PIAC Co-chair
❏ Advise status/ETA of updated Ward SC email listing	Latha J.	Nov. 27/20	New
❏ Setup MailChimp cross-training session with D, Kaydeen, & Seema	Seema M.	TDB	Pending new PIAC Co-chair
❏ Setup knowledge transfer session with Loen for PIAC webmaster tasks	Kaydeen B., Seema M.	TBD	Pending
❏ Devise overarching Content Strategy for all social media channels & individual strategies for each channel	Content Strategy subgroup	TBD	Pending

❏ Request TDSB COMMS to run daily social media blast promoting PIAC conference	Felicia S.	ASAP	Done
❏ Devise C&O Work Priorities List (urgent/outstanding C&O follow-up items) & share in WG for tracking	Nicole, Seema, Wilmar		Done
❏ November PIAC Post: Add info about status of school council elections, PIAC conference, & thank you note from PIAC to school councils	Nicole H.		Done
❏ Share "PIAC best practices" docs with Felicia & Nadia	Nicole H.		Done
❏ Lead Onboarding refresher session for December PIAC meeting	Nicole H.	End of Nov	Booked
❏ Submit Budget Request to Budget WG to purchase Canva account PIAC C&O WG to create visuals	Wilmar		Done

Discussion Notes:

➔ **Official** social media tags for conference: <mark>#ParentsReadySetEngage, #parentsreadysetengage, #TDSB, #PIAC</mark>

➔ Issue Identified: inconsistent naming structure for SC & PIAC emails, causing search/lookup errors & user confusion
  ◆ Proposed solution & accompanying motion parked, pending further PIAC discussion

➔ Issue Identified: SC emails not displayed on school pages, making it hard for parents to connect with SCs
  ◆ Motion to resolve parked pending further PIAC discussion

➔ Issue Identified: PIAC Reps fielding many questions from SC re: School Messenger tool ETA, how to use, what is allowed/not allowed for, applicable CASL restrictions
  ◆ guidance needed ASAP

➔ All received conference presentations, handouts, resource links will made available on TDSB's PIAC conference page

➔ Issue Identified: no PIAC tools account management framework in place, including access & permissions policies, granting/revoking access

➔ C&O WG internal Strategic Planning session to kick-off *after* PIAC conference, addressing:
  ◆ goals, 2021 PIAC events, WG projects & related subgroups
  ◆ potential Parent engagement experts for events: Debbie Pushor, Ekuwah Moses

➔ Need for PIAC website revamp sub-WG: will handle looking at entire PIAC site to reorganise our content & site tabs, improve overall user experience
  ◆ Phil participating as AODA/accessibility subject matter expert
  ◆ ex. tasks: choosing/adding PIAC conference & SC materials to be posted on PIAC site