

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 |
|---|---------------------------|-------------------|---------------------------|
| <input type="checkbox"/> Inform SCs re: TDSB IT's recent discontinuation of email forwarding feature, impacts, & workarounds | Wilmar K. | ASAP | New |
| <input type="checkbox"/> MailChimp blast with Nov. PIAC Post & Conference info | Wilmar K. | Nov. 17/20 | New |
| <input type="checkbox"/> Social media communications promoting Conference keynote speakers | Wilmar K. | Nov. 17/20 | New |
| <input type="checkbox"/> Only use following hashtags if posting about conference on social media: #ParentsReadySetEngage, #parentsreadysetengage, #TDSB, #PIAC | All PIAC reps | Nov. 17/20 | New |
| <input type="checkbox"/> Distribute C&O members list among WG | C&O Co-Leads | Nov. 17/20 | In progress |
| <input type="checkbox"/> 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 |
| <input type="checkbox"/> 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 |
| <input type="checkbox"/> 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 |
| <input type="checkbox"/> Include hashtags & newly added workshop info to eventbrite attendee communication → Events WG task | Felicia S., Latha J. | Nov. 19/20 | New |
| <input type="checkbox"/> 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 |
| <input type="checkbox"/> 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 |
| <input type="checkbox"/> Schedule PIAC emails training in separate session (outside of monthly PIAC meeting) | PIAC Co-Chairs | End of Nov. | Pending |
| <input type="checkbox"/> Report any broken links on PIAC site to C&O WG co-leads (Wilmar K., Seema M.) | All PIAC reps | Ongoing | Ongoing |
| <input type="checkbox"/> 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 |
| <input type="checkbox"/> Advise status/ETA of updated Ward SC email listing | Latha J. | Nov. 27/20 | New |
| <input type="checkbox"/> Setup MailChimp cross-training session with D, Kaydeen, & Seema | Seema M. | TDB | Pending new PIAC Co-chair |
| <input type="checkbox"/> Setup knowledge transfer session with Loen for PIAC webmaster tasks | Kaydeen B., Seema M. | TBD | Pending |
| <input type="checkbox"/> Devise overarching Content Strategy for all social media channels & individual strategies for each channel | Content Strategy subgroup | TBD | Pending |

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|--|-----------------------|------------|--------|
| <input type="checkbox"/> Request TDSB COMMS to run daily social media blast promoting PIAC conference | Felicia S. | ASAP | Done |
| <input type="checkbox"/> Devise C&O Work Priorities List (urgent/outstanding C&O follow-up items) & share in WG for tracking | Nicole, Seema, Wilmar | | Done |
| <input type="checkbox"/> November PIAC Post: Add info about status of school council elections, PIAC conference, & thank you note from PIAC to school councils | Nicole H. | | Done |
| <input type="checkbox"/> Share "PIAC best practices" docs with Felicia & Nadia | Nicole H. | | Done |
| <input type="checkbox"/> Lead Onboarding refresher session for December PIAC meeting | Nicole H. | End of Nov | Booked |
| <input type="checkbox"/> 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: **#ParentsReadySetEngage, #parentsreadyssetengage, #TDSB, #PIAC**
- 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 be 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