

PIAC Working Group Report

Mar. 21/24 & Apr. 18/24	Communications Working Group (“COMMs WG”)																							
Objective	<i>Create, develop and manage our PIAC website, newsletter, social media, and event communications. Engage in communication strategies to bring awareness about the mandate of PIAC to TDSB families in support of parent engagement.</i>																							
Co-lead selection	outstanding																							
Updates	<p>1. WG Meeting → Meetings held March 21 & April 18, 2024.</p> <p style="margin-left: 20px;">→ March 21, 2024. Attendees: Seema Mitchell, Zena Shereck, Nicole Herbert, Geetika Bhardwaj, Crystal Stewart</p> <p style="margin-left: 20px;">→ April 18, 2024. Attendees: Seema Mitchell, Nicole Herbert, Andrew Waters, Bruce Oyelowo, Mercy Charles, Kaydeen Bankasingh, Sarah Ali</p> <p>2. Absent: <i>Khaleel Shah, Wilmar Kortleever, Dayna Linday, Ana Ledo, Anum Fawwad, Mohammad Mustafizurrahman, Shehla, Ayo, Marino Petrovic</i></p> <p>Working Group <u>discussed/reviewed/actioned</u>:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> PIAC internal communications → challenges of TDSB email accounts for CAC members, find a way to connect members with alternate email addresses, polled members for permission to use regular email addresses April 23/24 <input checked="" type="checkbox"/> Communications budget needs → outstanding items include: new promo & conference assets, website content refresh <input checked="" type="checkbox"/> Member Resources → developed Member Welcome package: New Rep Quick guide + Onboarding slides shared with all members April 23/24 <input checked="" type="checkbox"/> Asset Re-branding → approved docs uploaded: What is PIAC? 2024 , WG Lead Quick Guide 2024 , PIAC Rep Role 2024 <input checked="" type="checkbox"/> MailChimp broadcasting → added 2024 conference registrants to our mailing list <p>3. Site Analytics → monthly round of PIAC website visitor data - increase in new site visitors and traffic overall this year (2024).</p> <div style="display: flex; justify-content: space-around; align-items: flex-start; margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; width: 20%;"> <p style="text-align: center; font-weight: bold;">New users</p> <p style="text-align: center; font-size: small;">Jan 1–Apr 25, 2024</p> <div style="text-align: center; margin-top: 20px;"> <p>New users</p> <p style="font-size: 24px; font-weight: bold;">4.2K</p> </div> </div> <div style="border: 1px solid black; padding: 5px; width: 20%;"> <p style="text-align: center; font-weight: bold;">Month-after-Month Growth of Users</p> <p style="text-align: center; font-size: small;">Apr 1–24, 2024 vs Mar 1–24, 2024</p> <div style="text-align: center; margin-top: 20px;"> <p>Users</p> <p style="font-size: 24px; font-weight: bold;">741</p> <p style="color: green; font-weight: bold;">+32.3%</p> </div> </div> <div style="border: 1px solid black; padding: 5px; width: 30%; font-size: x-small;"> <p style="text-align: center; font-weight: bold;">Top Page title and screen class by Views</p> <p style="text-align: center; font-size: x-small;">Apr 18–24, 2024</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; border-bottom: 1px solid black;">PAGE TITLE AND S...</th> <th style="text-align: right; border-bottom: 1px solid black;">VIEWS</th> </tr> </thead> <tbody> <tr><td>Home</td><td style="text-align: right;">283</td></tr> <tr><td>Forms & Fundraising</td><td style="text-align: right;">47</td></tr> <tr><td>Newsletters</td><td style="text-align: right;">25</td></tr> <tr><td>Engagement</td><td style="text-align: right;">18</td></tr> <tr><td>Vacancies</td><td style="text-align: right;">18</td></tr> <tr><td>What's Happening</td><td style="text-align: right;">18</td></tr> <tr><td>Opportunities</td><td style="text-align: right;">16</td></tr> <tr><td>Resources</td><td style="text-align: right;">16</td></tr> <tr><td>SC Engagement</td><td style="text-align: right;">13</td></tr> <tr><td>News</td><td style="text-align: right;">11</td></tr> </tbody> </table> </div> </div>		PAGE TITLE AND S...	VIEWS	Home	283	Forms & Fundraising	47	Newsletters	25	Engagement	18	Vacancies	18	What's Happening	18	Opportunities	16	Resources	16	SC Engagement	13	News	11
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Motion	<p>Operational Effectiveness - Budget to present motion</p> <p>Utilisation of PIAC budget funds</p> <p>If there is any money remaining in the PIAC budget at year-end, after the current allocated items are satisfied, Communications WG requests that any remaining funds be used to purchase promo items like branded pens.</p>																							
WG Members	<p>Zena Shereck*</p> <p>Sharon Grant*</p> <p>Seema Mitchell</p> <p>Christopher Levien</p> <p>Andrew Waters**</p> <p>Bruce Oyelowo</p> <p>Mercy Charles</p> <p>Dayna Linday</p> <p>Ana Ledo</p> <p>Nicole Herbert***</p> <p>Wilmar Kortleever***</p>	<p>Kaleel Shah **</p> <p>Anum Fawwad**</p> <p>Mohammad Mustafizurrahman**</p> <p>Shehla**</p> <p>Marino Petrovic**</p> <p>Ayo**</p>																						