PIAC Working Group Report

Mar. 21/24 & Apr. 18/24	Communications Working Group ("COMMs WG")
Objective	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.
Co-lead selection	outstanding
Updates	 WG Meeting → Meetings held March 21 & April 18, 2024. → March 21, 2024. Attendees: Seema Mitchell, Zena Shereck, Nicole Herbert, Geetika Bhardwaj, Crystal Stewart → April 18, 2024. Attendees: Seema Mitchell, Nicole Herbert, Andrew Waters, Bruce Oyelowo, Mercy Charles, Kaydeen Bankasingh, Sarah Ali Absent: Khaleel Shah, Wilmar Kortleever, Dayna Linday, Ana Ledo, Anum Fawwad, Mohammad Mustafizurrahman, Shehla, Ayo, Marino Petrovic Working Group discussed/reviewed/actioned: 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 Communications budget needs → outstanding items include: new promo & conference assets, website content refresh Member Resources → developed Member Welcome package: New Rep Ouick guide + Onboarding slides shared with all members April 23/24 Asset Re-branding → approved docs uploaded: What is PIAC? 2024, WG Lead Ouick Guide 2024, PIAC Rep Role 2024 MailChimp broadcasting → added 2024 conference registrants to our mailing list Site Analytics → monthly round of PIAC website visitor data - increase in new site visitors and traffic overall this year (2024).
	New users Jan 1-Apr 25, 2024 New users Apr 1-24, 2024 vs Mar 1-24, 2024 Users 741 New users 4.2K Users New users 4.2K Users Phone 283 Ends X Mortina In 47 Horrication 225 What's Happening 18 Opportunities 16 Resources 16 Sc Engagement 13 News 11 4. Slack → If you haven't already, please create an account HERE to use our PIAC slack community to stay in touch and share info
	with other PIAC members. 39 members are currently using SLACK for inter-committee communication; previously we had only 22! 5. Improvements to communications → internal supports: work process diagram for PIAC WGs, share Member directory → external supports: SC contacts list by ward from TDSB/PCEO, utilise PIAC MailChimp for ward-related communication info
	6. SC Support → WG approved distribution of the PIAC tri-fold flyer directly to all TDSB School Councils to better promote the committee at the school level → TDSB to mail
	7. TDSB Website updates → PIAC logo updates needed, inconsistent display of PIAC logo & rep contact on school pages, link correction needed on Ward Councils page, request direct link button to SC section on the Parents Tab (SC Support WG)
	 8. Ward events & news → PIAC reps, please email Seema Mitchell (WG Lead) w18piac@gmail.com or with items for sharing 9. PIAC POST newsletter → all issues on the PIAC website - please share https://www.torontopiac.com/whats-happening/newsletter
Motion	Operational Effectiveness - Budget to present motion Utilisation of PIAC budget funds 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.
WG Members * = Co-Chair ** = Parent member *** = Community member/ TDSB CSW	Zena Shereck* Sharon Grant* Seema Mitchell Christopher Levien Andrew Waters** Bruce Oyelowo Mercy Charles Dayna Linday Ana Ledo Nicole Herbert*** Wilmar Kortleever*** Kaleel Shah ** Anum Fawwad** Mohammad Mustafizurrahman** Shehla** Marino Petrovic** Ayo** Marino Petrovic** Ayo**