

# PIAC Working Group Report

November 2024	<b>Communications Working Group (“COMMs WG”)</b>																							
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	n/a at this time																							
Updates	<p>1. <b>WG Meetings</b> → Meetings held October 9, November 21, and December 5, 2024</p> <p>Working Group <b>actioned over the summer:</b></p> <ul style="list-style-type: none"> <li>☑ PIAC website → RFQ for a copywriter to review and update our website content and our pdfs - UNSUCCESSFUL</li> <li>☑ PIAC flyer → <a href="#">updated</a> and 1000 copies printed</li> <li>☑ Promo assets → used remaining 2023-24 year-end PIAC budget funds to purchase replacement promo assets:             <ol style="list-style-type: none"> <li>1. Branded stylus pens - 700</li> <li>2. Re-branded retractable banners - 8</li> <li>3. Re-branded table covers - 10</li> </ol> </li> <li>● Rep community kits → 25 bags and 25 notepad/pen jotters</li> </ul> <p>2. <b>PIAC Website</b> → several challenges over the summer with the domain host</p> <ul style="list-style-type: none"> <li>☑ Site was down for a few days while we struggled with tech support from our domain host provider</li> <li>☑ Site authentication completed (for MailChimp)</li> <li>☑ Working on extricating PIAC from current domain host</li> <li>☑ Content updates made to reflect this year’s info, including <a href="#">PIAC School Council Toolkit</a></li> </ul> <p><b>Content Refresh</b> → June RFQ was unsuccessful: no respondents - will send it out again this year</p> <p><b>Analytics</b> → round up of PIAC website visitor data - increase in new site visitors and traffic overall over the past 4 months.</p> <div data-bbox="310 1193 1191 1485" style="border: 1px solid #ccc; padding: 5px;"> <table border="1" data-bbox="995 1193 1191 1485"> <thead> <tr> <th>Page Title and Screen Class</th> <th>Views</th> </tr> </thead> <tbody> <tr> <td>Home</td> <td>291</td> </tr> <tr> <td>Opportunities</td> <td>40</td> </tr> <tr> <td>Responsibilities</td> <td>31</td> </tr> <tr> <td>Needs &amp; Fundraising</td> <td>28</td> </tr> <tr> <td>School Councils</td> <td>23</td> </tr> <tr> <td>What's Happening</td> <td>23</td> </tr> <tr> <td>Vacancies</td> <td>22</td> </tr> <tr> <td>Resources</td> <td>21</td> </tr> <tr> <td>Working Groups</td> <td>13</td> </tr> <tr> <td>Contact</td> <td>12</td> </tr> </tbody> </table> </div> <p>3. <b>PIAC POST newsletter</b> → explored accessible formats</p> <ul style="list-style-type: none"> <li>● September, October, November issues published</li> <li>● all issues on the PIAC website - please share <a href="https://www.torontopiac.com/whats-happening/newsletter">https://www.torontopiac.com/whats-happening/newsletter</a></li> </ul> <p>4. <b>Improvements to communications</b> → internal supports: subscribed to Vennage graphic platform for improved accessibility of PIAC documents, share Member directory → external supports: SC contacts list by ward from TDSB/PCCEO, utilise PIAC MailChimp for ward-related communication info, investigate board-wide broadcast options for PIAC</p> <p>5. <b>TDSB Website updates</b> → PIAC logo updates made, including on school pages, link correction on Ward Councils page done, add direct link to SC section on the updated <a href="#">Parent/Caregiver Tab</a> (SC Support WG request) done</p> <p>6. <b>Committee promotions</b> → several SM posts made, working to reconnect with TDSB Connects, planning to use more channels to share info, direct mailing to SCs, investigating board-wide broadcast options → working with Events WG to prepare communications for the upcoming PIAC conference</p> <p>7. <b>Slack</b> → Create an account <a href="#">HERE</a> to use our <a href="#">PIAC slack community</a> to stay in touch and share info with other PIAC members. 46 members are currently using SLACK for inter-committee communication; previously we had only 39!</p> <p>8. <b>Ward events &amp; news</b> → PIAC reps, please email Seema Mitchell (WG Lead) <a href="mailto:w18piac@gmail.com">w18piac@gmail.com</a> or with items for sharing</p>		Page Title and Screen Class	Views	Home	291	Opportunities	40	Responsibilities	31	Needs & Fundraising	28	School Councils	23	What's Happening	23	Vacancies	22	Resources	21	Working Groups	13	Contact	12
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<b>WG Members (pending sign-up)</b> * = Co-Chair ** = Parent member *** = Community member/ TDSB CSW	Zena Shereck* Seema Mitchell Andrew Waters Nadia Judunath Crystal Stewart Sarah Ali Nicole Herbert***																							