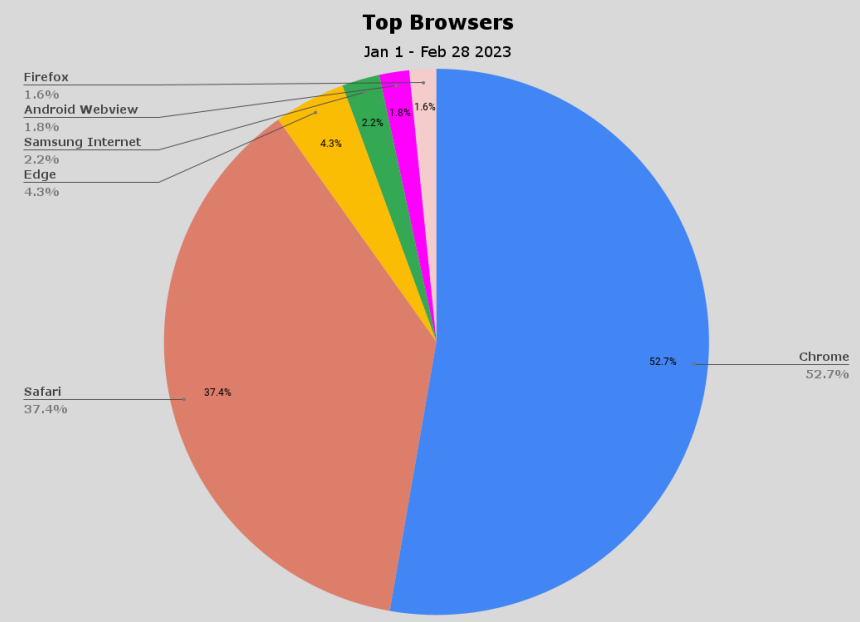
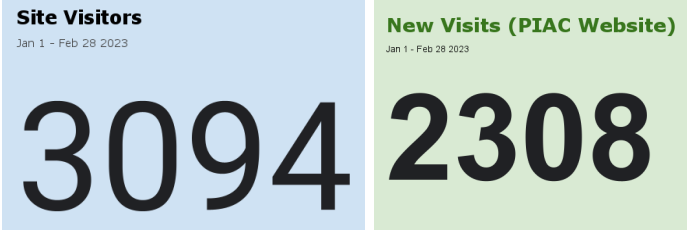
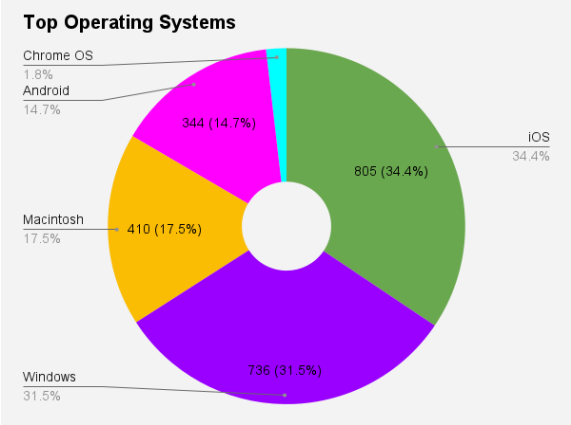


PIAC Working Group Report

Dec. 5/22 Feb. 6/23	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	deferred																											
Updates	<p>1. WG Meeting → Meeting held Dec. 5/22. Attendees: Felicia Seto-Lau, Andrew Waters, Sharon Grant, Seema Mitchell, Nicole Herbert, Wilmar Kortleever, Nadia Judunath, Zena Shereck, Latha John. Absent: Chris Levien, Denese Gascho</p> <p>2. WG Meeting → Meeting held Feb. 6/23. Attendees: Seema Mitchell, Andrew Waters, Chris Levien, Nicole Herbert, Zena Shereck, Latha John</p> <p>Working Group <u>discussed/reviewed/actioned</u>:</p> <ul style="list-style-type: none"> • Website updates: <ul style="list-style-type: none"> <input checked="" type="checkbox"/> fixed “ghost” of old site still appearing with landing page links • PIAC Strategic Work Plan: <ul style="list-style-type: none"> <input checked="" type="checkbox"/> review Best Practices - Communications for gaps <input checked="" type="checkbox"/> review & add checklist for applying an equity lens to the work of School Councils (view doc) to website <input checked="" type="checkbox"/> (with SC Support) <i>compile a short document outlining ways in which School Councils can engage families to support student learning and well-being through online events</i> - uploaded additional info to website <p>3. Website Analytics → 2023 JANUARY 1 - FEBRUARY 28</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>Top Browsers Jan 1 - Feb 28 2023</p> <table border="1"> <tr><th>Browser</th><th>Percentage</th></tr> <tr><td>Chrome</td><td>52.7%</td></tr> <tr><td>Safari</td><td>37.4%</td></tr> <tr><td>Edge</td><td>4.3%</td></tr> <tr><td>Samsung Internet</td><td>2.2%</td></tr> <tr><td>Android Webview</td><td>1.8%</td></tr> <tr><td>Firefox</td><td>1.6%</td></tr> </table> </div> <div style="text-align: center;">  <p>Site Visitors Jan 1 - Feb 28 2023</p> <p>3094</p> <p>New Visits (PIAC Website) Jan 1 - Feb 28 2023</p> <p>2308</p> </div> <div style="text-align: center;">  <p>Top Operating Systems Jan 1 - Feb 28 2023</p> <table border="1"> <tr><th>OS</th><th>Percentage</th></tr> <tr><td>Windows</td><td>31.5%</td></tr> <tr><td>iOS</td><td>34.4%</td></tr> <tr><td>Macintosh</td><td>17.5%</td></tr> <tr><td>Android</td><td>14.7%</td></tr> <tr><td>Chrome OS</td><td>1.8%</td></tr> </table> </div> </div> <p>4. MailChimp → recipients list updated to include most recent subscribers: ~3870. Efforts need to be made for more regular mailings</p> <p>5. PCEO's SIP Brochure → School Council & Communications WGs to begin review and advise which of the 2 brochure versions is best (audience is Principals).</p> <p>6. Social Media → review use of Twitter by PIAC and TDSB</p> <p>7. Slack → 22 members currently using platform for inter-committee communication</p> <p>8. PIAC conference → Recurring cross-functional collaboration with Event WG & TDSB Comms team on rescheduled PIAC Spring Conference promotion and digital assets</p> <p>9. Future 'Get to Know PIAC' spotlights → reach out to new PIAC reps to pursue interviews; WG to ask this activity be added to New PIAC Rep Onboarding. WE WANT NEW MEMBERS TO SHARE THEIR STORY! Members sign up here</p> <p>10. Ward events & news → PIAC reps, please email Seema Mitchell (WG Lead) w18piac@gmail.com with items for sharing</p> <p>11. PIAC POST newsletter → all issues on the PIAC website - please share https://www.torontopiac.com/whats-happening/newsletter</p>		Browser	Percentage	Chrome	52.7%	Safari	37.4%	Edge	4.3%	Samsung Internet	2.2%	Android Webview	1.8%	Firefox	1.6%	OS	Percentage	Windows	31.5%	iOS	34.4%	Macintosh	17.5%	Android	14.7%	Chrome OS	1.8%
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Android	14.7%																											
Chrome OS	1.8%																											
Motion																												
WG Members * = Co-Chair ** = Parent member *** = Community member/ TDSB CSW	Andrew Waters* - andrew.waters.piac@gmail.com Sharon Grant* - s.c.grant@hotmail.com Felicia Seto-Lau - mamafaves@gmail.com Seema Mitchell - w18piac@gmail.com Christopher Levien - christopher.levien@gmail.com Zena Shereck - zshereck@gmail.com	Nicole Herbert*** - june.cleaver@rogers.com Wilmar Kortleever*** - wilmar@kortleever.com Dane Hussain** Yuan Qin**																										