

# PIAC Working Group Report

|   |  |  |           |          |                  |             |             |             |      |      |     |
|---|--|--|-----------|----------|------------------|-------------|-------------|-------------|------|------|-----|
| Jan. 11/24 & Feb. 8/24  | <b>Communications Working Group (“COMMs WG”)</b>   |  |           |          |                  |             |             |             |      |      |     |
| <b>Objective</b>  | <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>  |  |           |          |                  |             |             |             |      |      |     |
| <b>Co-lead selection</b>  | outstanding  |  |           |          |                  |             |             |             |      |      |     |
| <b>Updates</b>  | <p>1. <b>WG Meeting</b> → Meeting held January 11, 2024. Attendees: Seema Mitchell, Nicole Herbert, Zena Shereck<br/>→ Meeting held February 8, 2024. Attendees: Seema Mitchell, Zena Shereck, Christopher Levien, Nicole Herbert, Andrew Waters</p> <p>2. <b>Absent:</b> <i>Khaleel Shah, Wilmar Kortleever, Bruce Oyelowo, Dayna Linday, Mercy Charles, Ana Ledo, Anum Fawwad, Mohammad Mustafizurrahman, Shehla, Ayo, Marino Petrovic</i><br/>Working Group <u>discussed/reviewed/actioned:</u></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> PIAC conference → promo materials used, updates to websites, SM promos, export parent contacts to MailChimp</li> <li><input checked="" type="checkbox"/> Communications budget needs → outstanding items include: new promo &amp; conference assets, website content refresh</li> <li><input checked="" type="checkbox"/> Strategic Planning → discussed Communications goals</li> </ul> <p>3. <b>Site Analytics</b> → monthly round of PIAC website visitor data - increase in new site visitors and traffic January and February 2024.</p> <div style="border: 1px solid #ccc; padding: 10px; margin: 10px 0;"> <p><b>Free Performance reports</b><br/>PIAC Website Analytics - Last 2 Months vs Previous Period</p> <p><b>Summary</b></p> <table style="width: 100%; text-align: center; border-collapse: collapse;"> <tr> <td style="border: 1px solid #ccc; padding: 5px;">New users</td> <td style="border: 1px solid #ccc; padding: 5px;">Sessions</td> <td style="border: 1px solid #ccc; padding: 5px;">Engaged sessions</td> </tr> <tr> <td style="border: 1px solid #ccc; padding: 5px;"><b>2.5K</b></td> <td style="border: 1px solid #ccc; padding: 5px;"><b>3.5K</b></td> <td style="border: 1px solid #ccc; padding: 5px;"><b>1.8K</b></td> </tr> <tr> <td style="border: 1px solid #ccc; padding: 5px;">15%↑</td> <td style="border: 1px solid #ccc; padding: 5px;">13%↑</td> <td style="border: 1px solid #ccc; padding: 5px;">5%↑</td> </tr> </table> <p>Sessions increased by 13%↑ to 3.5K sessions<br/>Sessions per user stayed the same at 1 sessions per user<br/>Bounce rate increased by 8%↑ to 48.28%<br/>Events per session stayed the same at 5 events per session</p> <p><b>How is our traffic?</b></p> <p style="font-size: small;">Last 2 Months vs Previous Period (1 Dec 2023 - 31 Jan 2024) vs. 2 Oct - 1 Dec 2023 - 31 Jan 2024</p> </div> <p>4. <b>Slack</b> → If you haven't already, please 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. 39 members are currently using SLACK for inter-committee communication; previously we had only 22!</p> <p>5. <b>Improvements to communications</b> → 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</p> <p>6. <b>SC Support</b> → 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</p> <p>7. <b>TDSB Website updates</b> → PIAC logo updates needed, inconsistent display of PIAC logo &amp; rep contact on school pages, request direct link button to SC section on the Parents Tab</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> <p>9. <b>PIAC POST newsletter</b> → 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></p> |  | New users | Sessions | Engaged sessions | <b>2.5K</b> | <b>3.5K</b> | <b>1.8K</b> | 15%↑ | 13%↑ | 5%↑ |
| New users   | Sessions   | Engaged sessions   |           |          |                  |             |             |             |      |      |     |
| <b>2.5K</b>   | <b>3.5K</b>  | <b>1.8K</b>  |           |          |                  |             |             |             |      |      |     |
| 15%↑  | 13%↑   | 5%↑  |           |          |                  |             |             |             |      |      |     |
| <b>Motion</b>   |  |  |           |          |                  |             |             |             |      |      |     |
| <b>WG Members</b><br>* = Co-Chair<br>** = Parent member<br>*** = Community member/ TDSB CSW | Zena Shereck*<br>Sharon Grant*<br>Seema Mitchell<br>Christopher Levien<br>Andrew Waters**<br>Bruce Oyelowo<br>Mercy Charles<br>Dayna Linday<br>Ana Ledo<br>Nicole Herbert***<br>Wilmar Kortleever***   | Kaleel Shah **<br>Anum Fawwad**<br>Mohammad Mustafizurrahman**<br>Shehla**<br>Marino Petrovic**<br>Ayo** |           |          |                  |             |             |             |      |      |     |