


# PIAC Working Group Report

May 1/23	<b>Communications Working Group (“COMMs WG”)</b>																	
<b>Objective</b>	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.																	
<b>Co-lead selection</b>	outstanding																	
<b>Updates</b>	<p>1. <b>WG Meeting</b> → Meeting held May 1/23. Attendees: Seema Mitchell, Nadia Judunath, Nicole Herbert, Zena Shereck, Latha John Working Group <u>discussed/reviewed/actioned</u>:</p> <ul style="list-style-type: none"> <li>PIAC Strategic Work Plan: <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> review <a href="#">Best Practices - Communications</a> for gaps and finalized for distribution to committee members.</li> <li><input checked="" type="checkbox"/> review &amp; add checklist for applying an equity lens to the work of School Councils (view doc) to website</li> <li><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</li> </ul> </li> </ul> <p>2. <b>Best Practices - Communications</b> → reviewed existing doc, condensing, revised doc ready for adoption</p> <p>3. <b>MailChimp</b> → current subscribers: ~3826. Plan confirmed for more regular mailings</p> <p>4. <b>Site Analytics</b> → monthly round of PIAC's website visitor data - traffic increased</p> <div style="display: flex; justify-content: space-around;"> <table border="1" data-bbox="314 895 713 1308"> <thead> <tr> <th>PAGE TITLE AN...</th> <th>VIEWS</th> </tr> </thead> <tbody> <tr> <td>Home</td> <td>1.1K ↑ 12.5%</td> </tr> <tr> <td>Conferences</td> <td>275 ↓ 51.3%</td> </tr> <tr> <td>What's Happening</td> <td>88 ↓ 22.8%</td> </tr> <tr> <td>Newsletter</td> <td>122 ↑ 139.2%</td> </tr> <tr> <td>News</td> <td>80 ↑ 21.2%</td> </tr> <tr> <td>Vacancies</td> <td>44 0.0</td> </tr> <tr> <td>School Councils</td> <td>43 ↑ 19.4%</td> </tr> </tbody> </table> <div data-bbox="733 864 1112 1308"> <p><b>New users</b> Jan 1–May 30, 2023</p> <p style="text-align: center; font-size: 24px;"><b>5.2K</b></p> <hr/> <p><b>Month-after-Month Growth of Users</b> May 1–29, 2023 vs Apr 1–29, 2023</p> <p style="text-align: center; font-size: 24px;"><b>1.1K</b> +9.6%</p> </div> </div> <p>5. <b>PIAC Branding</b> → new PIAC logo designed approved. New version is AODA compliant and meets TDSB brand standards.</p> <div data-bbox="324 1401 768 1572" style="border: 1px solid black; padding: 5px; display: inline-block;">  </div> <p>6. <b>Slack</b> → 22 members currently using platform for inter-committee communication</p> <p>7. <b>PIAC conference</b> → Recurring cross-functional collaboration with Event WG &amp; TDSB Comms team on PIAC Spring Conference promotion and digital assets - Social Media and website promotion</p> <p>8. <b>Future ‘Get to Know PIAC’ spotlights</b> → reach out to new PIAC reps to pursue interviews; WG to ask this activity be added to New PIAC Rep Onboarding. <b>WE WANT NEW MEMBERS TO SHARE THEIR STORY! Members sign up <a href="#">here</a></b></p> <p>9. <b>Ward events &amp; news</b> → PIAC reps, please email Seema Mitchell (WG Lead) <a href="mailto:w18piac@gmail.com">w18piac@gmail.com</a> with items for sharing</p> <p>10. <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>		PAGE TITLE AN...	VIEWS	Home	1.1K ↑ 12.5%	Conferences	275 ↓ 51.3%	What's Happening	88 ↓ 22.8%	Newsletter	122 ↑ 139.2%	News	80 ↑ 21.2%	Vacancies	44 0.0	School Councils	43 ↑ 19.4%
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<b>WG Members</b>  * = Co-Chair  ** = Parent member  *** = Community member/ TDSB CSW	<p>Andrew Waters* - <a href="mailto:andrew.waters.piac@gmail.com">andrew.waters.piac@gmail.com</a></p> <p>Sharon Grant* - <a href="mailto:s.c.grant@hotmail.com">s.c.grant@hotmail.com</a></p> <p>Felicia Seto-Lau - <a href="mailto:mamafaves@gmail.com">mamafaves@gmail.com</a></p> <p>Seema Mitchell - <a href="mailto:w18piac@gmail.com">w18piac@gmail.com</a></p> <p>Christopher Levien - <a href="mailto:christopher.levien@gmail.com">christopher.levien@gmail.com</a></p> <p>Zena Shereck - <a href="mailto:zshereck@gmail.com">zshereck@gmail.com</a></p> <p>Nadia Judunath - <a href="mailto:njudunath@gmail.com">njudunath@gmail.com</a></p> <p>Shanti Chand - <a href="mailto:shanti.chand13@gmail.com">shanti.chand13@gmail.com</a></p> <p>Bruce Oyelowo - <a href="mailto:beebeeoye@gmail.com">beebeeoye@gmail.com</a></p>	<p>Nicole Herbert*** - <a href="mailto:june.cleaver@rogers.com">june.cleaver@rogers.com</a></p> <p>Wilmar Kortleever*** - <a href="mailto:wilmar@kortleever.com">wilmar@kortleever.com</a></p> <p>Dane Hussain**</p> <p>Yuan Qin**</p> <p>Hilary Strack**</p>																