

# PIAC Working Group Report

Oct. 26/23	<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 October 26, 2023. Attendees: Seema Mitchell, Andrew Waters, Nicole Herbert, Xiu Zhen Chen Working Group <u>discussed/reviewed/actioned</u>:</p> <ul style="list-style-type: none"> <li>☑ Moving monthly WG meeting to first Wednesday, 7:30pm, of each month</li> <li>☑ Following Communication WG tools need subscriptions renewed → MailChimp and CanvaPro</li> <li>☑ PIAC website calendar → PCEO access still pending due to verification notification recipient issues</li> </ul> <p>2. <b>Site Analytics</b> → monthly round of PIAC’s website visitor data - while we had less new site visitors in October, the PIAC website traffic increased to 1.5K in the past 30 days, compared to last year’s 1.3K. September saw a record high of clicks on our homepage!</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="314 739 1020 1361"> <p>Line chart showing website traffic trends. The y-axis represents traffic volume (0 to 100+). The x-axis shows dates from Oct 8 to Oct 29, 2023. Three data series are shown: 'last 30 days' (solid line, 1.5K), 'previous month' (dashed line, 1.7K), and 'previous year' (dotted line, 1.3K). The 'last 30 days' series shows a peak around Oct 15 and another peak around Oct 29.</p> </div> <div data-bbox="1044 708 1608 885"> <table border="1"> <thead> <tr> <th>New users</th> <th>Sessions</th> <th>Engaged sessions</th> </tr> </thead> <tbody> <tr> <td><b>1K</b> <small>18% ↓</small></td> <td><b>1.5K</b> <small>12% ↓</small></td> <td><b>831</b> <small>15% ↓</small></td> </tr> <tr> <td><small>2 - 31 Oct v. 2 - 30 Sep</small></td> <td><small>2 - 31 Oct v. 2 - 30 Sep</small></td> <td><small>2 - 31 Oct v. 2 - 30 Sep</small></td> </tr> </tbody> </table> </div> <div data-bbox="1044 907 1576 1367"> <p>Bar chart titled 'Best Month' showing 'Record high sessions on homepage in September'. The y-axis represents the number of sessions (0 to 1500). The x-axis shows months from Nov 2022 to Sep 2023. The bars show session counts for each month, with September 2023 having the highest count at approximately 1350.</p> </div> </div> <p>3. <b>PIAC Branding</b> → <b>New PIAC logo and variations</b> can be found <a href="#">here</a>. Please use these going forward for all PIAC documents, slides, emails, etc, internally within our committee and externally. New version is AODA compliant and meets TDSB brand standards. Updates to PIAC documents, assets to come! Communications WG can assist with your branding needs.</p> <div data-bbox="318 1557 766 1724" style="border: 1px solid black; padding: 5px; margin: 10px 0;"> </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. 22 members currently using platform for inter-committee communication</p> <p>5. <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>6. <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>7. <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>1K</b> <small>18% ↓</small>	<b>1.5K</b> <small>12% ↓</small>	<b>831</b> <small>15% ↓</small>	<small>2 - 31 Oct v. 2 - 30 Sep</small>	<small>2 - 31 Oct v. 2 - 30 Sep</small>	<small>2 - 31 Oct v. 2 - 30 Sep</small>
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<b>WG Members</b> <small>* = Co-Chair</small> <small>** = Parent member</small> <small>*** = Community member/ TDSB CSW</small>	<p>Andrew Waters* - Sharon Grant* Felicia Seto-Lau Seema Mitchell Christopher Levien Zena Shereck Nadia Judunath Shanti Chand Bruce Oyelowo</p>	<p>Nicole Herbert*** Wilmar Kortleever*** Dane Hussain** Yuan Qin** Hilary Strack**</p>									