



## Lester B Pearson School Board Parent Committee Meeting Report

LBPSB PC Communications committee

16/01/2017

7:00 p.m., Starbucks

3544 Boul des Sources

### MEETING REPORT

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Attendees: Dyana Gampel, Donna Lynn Rainey, Allison Saunders, Myret Smith

Topic 1 : Feedback from the 2016-2017 parent's committee on parent communications. We discussed the following topics:

- Ways to encourage and promote parental involvement/positive parent experiences which will result in word-of-mouth-/free publicity
- Explore how to include the everyday parent in the PC, not just those elected via GB.
- Update AGA kit so it is complete and easy to understand
- Create FAQ/parent resource guide to help parents investigate the system [GB handbook]
- Ensure GB training is online and accessible to all
- Find ways to ensure not only the Board but the schools themselves keep their sites updated with ALL relevant information and events (Parent Rep contact info, board wide meeting dates, QFHSA Fall Conferences, Concordia workshops, etc)
- Explore ways to promote the LBPSB via social media
- We discussed that often principals are blocks to parental communication
- Question: Do principals have a portal where they can share ideas and information about events?
- Question: Are you getting email from the LBPSB?
- Suggested Action: Ask principals to share links to their FB and the PC FB pages

We noted a great interest in the Communications committee and we would like to know how best to address interested members. See Post on Basecamp re: Newsletter content

Topic 2: Website: Maintenance, updates, content, archive

- Now that parents.lbpsb.qc.ca is live, how does it thrive?
- Dyana, Allison, others?
- Stats? Is there a way that we can get our web stats? Allison to investigate with Marketing & Communications committee of the LBPSB
- Are you finding what you're looking for?
- Calendar of events

The above meeting summary constitutes the general understanding by [include contact name] of the meeting content. Please advise [include contact name] of any errors or omissions.



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Topic 3: Parent2Parent newsletter – timeline, content

- Target February (before March break) and end of year
- Post on Basecamp call for content. Provide deadline.

Topic 4: Social media

- Donna Lynn / Dyana as backup for FB page. Need to create a strategy
- Reps suggest social media posts?
- LBPSB on Instagram?
- Twitter? Suggest not using the parent committee twitter account at this time. Password has been recovered.

Topic 5: Open Houses: How to promote them?

- Is it possible to have a unique URL for info? Difficult to promote content that lives on the LBPSB homepage

**Action Item:** produce Parent2Parent newsletter for February.

Date of next meeting: TBD

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