

12. a. Communication Plan

We are looking to increase the awareness of what CPIC does and the roles of CPIC Reps.

What have we done so far?

Last year we started this campaign with a CPIC newsletter sent out to every parent in our school board.

Approved funds to purchase swag that included sweaters, backpacks, water bottles, pens and web camera covers.

Were going to continue communications with an electronic newsletter.

Were going to hold CPIC Conference in May.

1. Direct Communication:

Priority is in establishing contact with CSPC chairs to create an exchange of info – ***an information conduit***, so we can have flow of information moving in both directions.

How can we do this?

The link between CSPC Chairs and CPIC Reps begins at our CPIC Election. Starting with elections in October 2020, CSPC Chairs cast a vote to elect their CPIC Rep.

Reaching out to them may be as easy as sending an email, however how to we encourage a response.

Some ideas (looking for more)

- Send out a swag pack to all CSPC Chairs with letter of introduction.
- Send out an introductory email and offer a prize for responses.
- Send out a short survey.
- Build a relationship with your trustee and have them introduce you to CSPC Chairs.
- Offer assistance in fundraising or event planning.

This will take time and different things will work for different reps.

2. Resources

Create resources to help parents navigate the school system.

3. Websites

Torontopic.ca

- Create a parent focused website where information is front and center and easy to navigate.

CPIC YouTube Channel

- Watch and listen to what we do. Parents watching parents being advocates is the best way to encourage more parent to join.

4. Events

Put on an event.

- Virtual event Spring 2021
- Face to Face event Spring 2022

By creating this communication infrastructure, it will give objective to the work we do. With effective communication our agenda items, resources we are creating and posting on the website and events we put on will be closely be tied to the exchange of information.

And as some of us move on from our role to be filled by newly inspired, confident parents they do not need to recreate the wheel, they can just get to communicating.