



2022 CPIC Parenting Webinar Showcase Report Back

CPIC created four virtual webinars for the TCDSB Community made up of top Canadian parenting experts in their respective fields to discuss strategies and techniques parents can use with their children. Parents had the opportunity to register for these webinars and participate virtually through zoom.

Date	Title and Speaker
Thursday April 28 th , 2022	"Connected Parenting" Jennifer Kolari
Wednesday May 4 th , 2022	"How to talk So Kids Will Listen & Listen So Kids Will Talk" Kyla Harrington
Tuesday May 10 th , 2022	"Self-Regulation for Parents & Kids" Dr. Stuart Shanker
Thursday May 19 th , 2022	"Parenting Teens" Alyson Schafer

Date	Cost	Registered	Attended	Rate
April 28	\$3500	336	172	51%
May 4	\$1000	507	258	51%
May 10	\$2554	454	197	43%
May 19	\$2554	427	173	41%

Thursday April 28 th , 2022 "Connected Parenting" Jennifer Kolari					
Registered	Attended	Rate	Elementary	Secondary	
336	172	51%	76%	24%	
Parent	CSPC	CPIC	OAPCE	Staff	Other
87%	6%	2%	1%	3%	1%
School Messenger	TCDSB Communication	TCDSB Website	Toronto CPIC Website	Twitter	Other
47%	39%	1%	2%	1%	10%

All Wards and St. Anne were represented by the registrants of the webinar. We will continue to process the information to create the same data points for the other three webinars as well.

Promotion

- Created digital poster to promote the four speakers which included registration links for all four webinars.
- Promotion of the events began on April 19, 2022.

- An email went out to all CSPCs and Principals to share the event poster with their local community via school messenger. All CPIC members, Trustees and Director of Education were included in the email.
- Worked with the Communication Department to create the event along with registration links under the CPIC Events page. Also, a direct link was created under *What's New* on the TCDSB Home page.
- The event was posted on the TorontoCPIC.ca website.
- The event was promoted via twitter.
- Both the Director Designate and the Parent Engagement Officer promoted the event through their communication with Principals and CSPCs.
- CPIC members promoted the event in their wards.

Survey

- We did have a survey after each webinar and the link was sent to each attendee.
- Survey was managed by the TCDSB Research Department was completed using Qualtrics XM. This survey platform is familiar for parents as all TCDSB survey are done with Qualtrics XM. Research Department will compile survey results and provide CPIC with a report. The survey was open until May 31, 2022.
- We haven't received survey results yet.

Best Practices

- Balancing of Communications for all parties out to the TCDSB Community.

Barriers (attendance rate)

- Competing with playoff hockey and basketball, good weather and children's outdoor activities
- Four events within 4 weeks is a very tight schedule.
- Engagement with attendees was limited to questions only.

Why a success

- Averaged 200 attendees over the four webinars
- Received positive emails from parents after they attended
- Received positive comments on twitter.
- Received a comment on twitter regarding the speaker selection and representation of our student body for future events.

Thank you to Teresa De Stefano, Gus Gikas and Ivana Calabria-Pantaleo for being panelist during each webinar and assisting in its operation and to Gus for the continued work on the website.

Spring
2022



CPIC

CATHOLIC
PARENT
INVOLVEMENT
COMMITTEE



Parenting Webinar Showcase

Join parents across the TCDSB as we host some of the top parenting experts who will share strategies and techniques to help you take steps in the right direction for your child.

THURS APRIL 28th - 7PM

**"Connected
Parenting"**



<https://bit.ly/3JHeXAW>

JENNIFER KOLARI

Child and Family Therapist,
Board Certified NLP
Practitioner / Hypnotherapist.
Frequent guest on national
morning shows & podcasts



WED MAY 4th – 7PM

**"How to Talk So Kids Will Listen &
Listen So Kids Will Talk"**



<https://bit.ly/3xooSsF>

**KYLAH
HARRINGTON**

Parent Educator, Facilitator
and Executive Director of the
Parent Education Network



TUES MAY 10th – 7PM

**"Self-Regulation for
Parents & Kids"**



<https://bit.ly/3JIU74f>

**DR. STUART
SHANKER**

Research professor emeritus of
Philosophy & Psychology at York
University and Founder/CEO of
The MEHRIT Centre (TMC)



THURS MAY 19th – 7PM

"Parenting Teens"



<https://bit.ly/3rr6gEy>

ALYSON SCHAFFER

Psychotherapist, author &
parenting expert who
empowers families by sharing
principles, rules & tools for
raising kids



Space is
limited!
REGISTER
FOR FREE

All sessions will be held virtually via
Zoom and run approximately 90
minutes including Q&A opportunities



torontocpic.ca