GECPIC Communications Update

November 28, 2023



Hello!

- Madeline McEachern
- Communications Officer
- I have been joining GECPIC meetings for three years.
- I was hired to develop, coordinate and engage in website, social (and other) communication with students, staff, parents/guardians and our community to improve the GECDSB's digital presence and reach.

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My Role at the GECDSB

I was hired to develop, coordinate and engage in website, social (and other) communication with students, staff, parents/guardians and our community to improve the GECDSB's digital presence and reach.

Key Accomplishments to Date

- New AODA compliant board website
- Approximately 70 AODA compliant school websites and a new media centre website
- AODA compliant staff intranet
- Improved social media presence, including Instagram
- Other communication improvements such as SchooolMessenger Texting

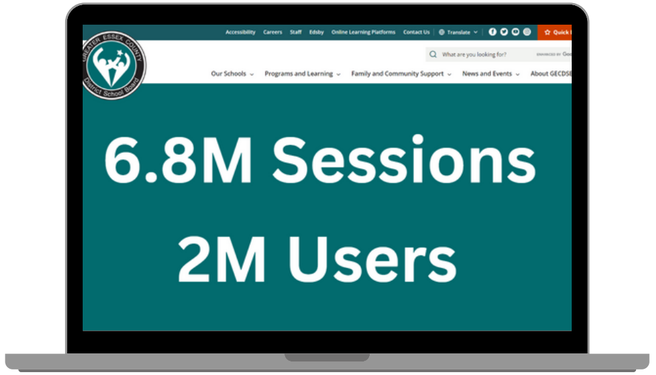
ENGAGEMENT HIGHLIGHTS

Audience: 1,491 (+41%)
Reach: 179.376 (+88%)

Audience: 9,556 (+10%)
Reach: 364,043 (+69%)

Audience: 8,806 (+4%)
Impressions: 1.04M (-38%)

Edsby
1.77M Sessions (+13%)



GECPIC

Communications Subcommittee

I have been a contributor to the GECDSB communications subcommittee. In 2022 we met with as many Chairs and Vice-Chairs as possible to discuss:

- The role of parent council in their community
- The types of visioning and planning they take part in
- Fundraising
- Challenges they have faced
- Advertising
- Nomination Process
- Connecting with other school councils

The work we did resulted in the meeting we shared with school councils at Vista this year.

Resource Subcommittee

My goal is to elevate the Parent Engagement section of our website with the resources that are being developed.

Ideally, school councils will have a reliable place to go to find anything and everything they need to ensure their meetings and activities run smoothly.

Questions?