

Director Report – Media Support

Since taking on this role in May 2019, I have worked on researching and setting up communication and social media tools to assist the Executive with posting information for PACs and having various avenues for contact.

Here are some ways that we share information and that PACs can use to contact us:

1. Facebook – Prince George District Parent Advisory Council (search @sd57dpac and “like” us!) - Post parent resources, articles related to education, BCCPAC and DPAC news, announcements, and media updates.
2. Facebook Messenger – Prince George District Parent Advisory Council – send a private message for specific PAC or parent questions.
3. Facebook Group – Join SD57 PACs – for questions/discussion among PAC members
4. Website – School District 57 DPAC (www.sd57dpac.ca) – Post agenda, partner group questions, minutes, Executive/Treasurer/Director reports, Committee meeting updates, and information for PACs. MailChimp emails Web Updates at 4pm each day there is new content to a “Web Subscription” list.
5. MailChimp – SD57 District Parent Advisory Council – Periodic emails summarizing DPAC initiatives and information items to a “PAC Representatives” list.
6. Eventbrite – Used to register and pay for PAC Café, FoodSafe, and other events
7. Email – exec@sd57dpac.ca – Used to communicate with 8 Executive members.

Here are some tasks and initiatives undertaken:

1. Filter spam/pending emails to exec, unsubscribe from marketing lists if possible.
2. Turn off “Subscribe for email updates” option on website home page because suspicious email addresses were being added and caused concern.
3. Sort/remove old or suspicious emails from the MailChimp subscription lists.
4. List of all PACs in our District with current Chairperson and DPAC Rep names/email.
5. Create a calendar of Committee Meeting dates/times where attendees are assigned and we track written reports as a communication tool for the Executive.

Future tasks/projects:

1. Looking into accessing/forwarding info@sd57dpac.ca and chair@sd57dpac.ca.
2. Set up sd57learn email and work to get each PAC Chair set up.
3. Assist with BCCPAC Proxy Vote Form instructions and collection.
4. Further develop the “Resources” section of the website.
5. Communicate and train other Executive members on media support.

I feel that my administrative and coordination skills that I have developed in my career are well suited to this role. I am happy to be the detail-oriented, task-driven member of the Executive. ;) We will continue to progress toward our mandate of supporting parents by increasing our transparency and accessibility through social media posts and emails. I am open to suggestions!

Christa Porter
DPAC Director