**Association canadienne des enseignantes et des enseignants retraités**



**Canadian Association of Retired Teachers**

**COMMUNICATIONS COMMITTEE REPORT**

 **AGM 2018**

1. **Committee Members:**

Martin Higgs, Chair, Regional Representative, Ontario

Roger Régimbal, Executive Director, ACER-CART

1. **THE TERMS OF REFERENCE :**

The Communications Committee shall:

1. maintain the ACER-CART website;
2. produce at least one newsletter a year for use on the website and by Members and
3. encourage and facilitate communication among Members.
4. **Report**

This year unfortunately we only produced a single large edition of OPTIONS for a number of reasons. Next year, we plan to produce more editions, one shortly after the AGM, and one after the executive teleconferences. These editions will probably be shorter and we will experiment a bit with the format. The federal election campaign in 2019 should provide some interesting copy as Members prepare to advocate for seniors’ issues.

Our website needs to be refreshed, especially our landing page which is currently being redesigned to make it more dynamic, visually attractive, and informative. Minimizing the amount of scrolling required should make it more user-friendly and easier for visitors to find the information they need and one they will return to as we keep it current.

We certainly welcome suggestions as to ways we can make all our communications more effective and especially welcome your suggestions for content, both in articles to include in OPTIONS and on our website. We would also welcome articles and pictures for our newsletter and website to make both more visually appealing and informative. Also, if there are links to articles or videos on the internet which you feel should be shared, please send them along**.**