

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

**Canadian Association of Retired Teachers**

Date:   October 2020

To: ACER-CART Executive

From: Marilyn Bossert

Re: Communications Committee Report

Committee Members: Marilyn Bossert (chair), Steve Bailey, Linda LeBlanc, Roger Regimbal

**Gerry’s Message** following the ACER-CART AGM went out to the Member presidents. For ARTA, I felt that message should be shared with our entire membership; hence the plan to include it in our *news&views* magazine. I was willing to share that intent with the Editors of the other Member publications to use or not as they wished. Now Roger has compiled the list of the contacts if we wish to do this again.

On October 7, Gerry addressed the ARTA AGM. Following his presentation, requests for a copy came from some of our branch presidents. He has given me permission to rework it for our magazine once again, and I will send it on to the other Members, again to use or not, as they wish.

**Translation for the French side of our website** – Roger offered to do the translations, and suggested we recruit Linda LeBlanc to assist. Linda is proving to be a wonderful support for Roger and the French side of our website.

**1st Communications Committee Zoom call on August 19, 2020:**

The purpose of this meeting was to navigate together through the newly designed website, focusing on content, and ensuring everything was in the correct location. At this meeting, we worked only with the English side of the website. Good conversation at this meeting, and then it was back to the drawing board. I took the suggestions back to Tony, and he has been amazing with implementing them or making alternate suggestions that work well in the industry that are out of the realm of our experience as retired teachers.

I had also suggested that we as a committee could discuss the current mandate and do some visioning for the future. Unfortunately, we never progressed beyond vetting the website.

**Ongoing scrutiny**: The entire committee is assigned the task of observing the website with a careful eye. As many times as I have gone over both content and format, I still find we need to adjust, not on a whim but with a rationale. Tony is wonderful at solving my dilemmas within the confines of the platform we are using.

Links can be challenging. They must be monitored on a regular basis to ensure they meet our standards and that they remain active.

The success of this website will be determined by how well we keep it updated. We are also looking to the other committees for updates on their progress on advocating for the issues brought forth by the Priorities.

**Going live** was a bit of a challenge. It was necessary to tell the domain registrar to point the domain name to the new IP address. Problem: we did not have the login credentials to the domain registrar. No password certainty although we had the identity of the register and the account number. Historical records showed a potential password. Good new/bad news: the password was correct BUT the domain registrar required us to update the password and provided two ways to authenticate the account. The questions were based on the account holder’s personal history (favourite aunt, favorite childhood location), OR have an email sent to the account holder’s email address. Tony tried both, but no luck. He then supplied Roger with the 1-800 number to resolve the login issue. By Monday morning, Roger provided Tony with the new password, and on Tuesday, Tony added the email service to the domain registrar.

Unfortunately, this addition may have caused an interruption in hosting – acer-cart.org started pointing to an Under-Construction Page.

**Communication Team Effort:** The current Communications committee/team bring a variety of skills and competencies that should bring positive results. There will be *bumps in the road,* as the saying goes, but this team is also composed of problem solvers. To borrow a phrase connected to this pandemic, *We are in this together*.

**Website preview.**

**Still to come:**

* Position paper prepared by Bill **a few years ago** – updating needed?
* JoAnne Lauber – BC court ruling
* Other suggestions?

Respectfully submitted,

**Marilyn Bossert,** Communications Chair