

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

**Canadian Association of Retired Teachers**

Date:   January 14, 2021

To: ACER-CART Executive

From: Marilyn Bossert

Re: Communications Committee Update

**Highlights of the ACER-CART Communications Committee meeting** held via Zoom on December 9, 2020 with attendees Linda LeBlanc, Steve Bailey, Roger **Régimbal, Gerry Tiede, Tony Esteves, Marilyn Bossert (chair)**

1. Clarifying the definitions of *Member* vs *member (Currently found on the landing page of Membership)*

1.1 MEMBERSHIP IN ACER-CART

Membership in ACER-CART is made up of provincial or territorial retired teacher organizations who have chosen to have ACER-CART represent them nationally on matters of common interest or concern.

Currently, ACER-CART is comprised of 13 Member organizations. We capitalize **Member** when we refer to Member organizations. As a member of a provincial or territorial retired teacher organization, you are a member of ACER-CART.

A **member** has individualmembership in one of the provincial or territorial organizations. As such, we encourage you to actively support the objectives of ACER-CART in (1) providing effective communication among its Member organizations and (2) advocating on behalf of the membership and all Canadian seniors.

1. Content inclusion for the website
   1. Should we have a separate category for the Minister of Seniors?

No. Leave the updates from the minister in *Current News* under *Communications.* Every 6 months or so, the items in *Current News* will be moved to *News Archives*.

* 1. Should ACER-CART be including COVID-19 information on our webpage? No, that information is best distributed by the Member Organization and/or their government agencies.
  2. CANAGE website will be further investigated by Steve and by the Political Advocacy committee.

1. Protocol 9 – Website has been approved by the ACER-CART executive and was reviewed with the committee.
2. Review of **Terms of Reference**
   1. Maintain the ACER-CART web site. — yes
   2. Produce at least one newsletter a year for use on the website and/or by member organizations – recommended to replace with shorter more direct information articles for the website or to be sent to the Member organizations or their personnel in charge of communications (Keep short and direct.)
   3. Encourage and facilitate communication among member organizations – yes
3. Visioning for the future
   1. Election brochure – assist the PAC
   2. ACER-CART brochure – Who is responsible for this?

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**ACER-CART Website Updates**

1. Communications Links
   1. Changes to Communications Links as recommended by the Health Services Committee. Thank you to Margaret & her committee for their recommendations.
   2. Only Canadians sites are listed.
   3. Any additions or deletions will be reviewed by the Communications Committee.
2. Content Additions

2.1 Advocacy links – *Positions Papers* has been changed to *Advocacy Issues*

## 2.2 PRIVATIZATION – CHALLENGING THE PUBLIC HEATH CARE SYSTEM **–** Thank you to JoAnn Lauber for *Cambie Surgeries Corporation vs British Columbia – 2020 BCSC 1310 A REVIEW OF THE DR. BRIAN DAY CASE*

2.3 Home Page – Christmas Greetings now updated to New Years Greetings

2.4 French translation – When a post is made on the English side, we are also posting it on the French side as a place holder until Roger & Linda have forwarded the French translation.

2.5 Member Websites - NBSRT has a new logo and website. We have added the update on the Home Page.

1. Committee Reports/Responses for the Website – Looking for your input for submissions for the website – What/when/if

Perhaps begin with an introduction to the committee that deals with mandate & moves on to progress of the last 6 months?

Timeline?

Respectfully submitted,

Marilyn Bossert

ACER-CART Communication Chair