

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

**Canadian Association of Retired Teachers**

Date:   March 17, 2022

To: ACER-CART Executive

From: Marilyn Bossert

Re: Communications Committee

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| Communications Mandate/Terms of Reference**:**   1. Maintain the ACER-CART website. 2. Produce information for use on the website and by Members. 3. Encourage and facilitate communication among Members. |

Most recent meeting: March 7, 2022.

In attendance: Marilyn Bossert, Linda LeBlanc, Steve Bailey, Joseph Lafitte, Tony Esteves, Gerry Tiede, and Roger **Régimbal**.

**Website Update:**

1. Content Additions to the website:
   * Learning More about the Canada Health Act (01/25/2022)
   * ACER-CART President’s letter to Seniors’ Minister Khera (02/20/2022)
   * ACER-CART President’s letter to Health Minister Duclos (02/20/2022)
   * French translations of the Constitution, Belief Statements, and Protocols
2. Advocacy Calls to Action for the Year 2021
3. Advocacy Calls to Action for the Year 2022 (to come)
4. Member Contacts update
5. Addition of HEALTH SERVICES NEWS under COMMUNICATIONS

**Photo Gallery:**

* A message was sent out to Members encouraging participation by their members.
* Submissions are updated on Fridays.

**Website Analytics** are available and can be emailed if anyone wants to see them.

The numbers continue to fluctuate, depending on what is happening.

2021 Users: Jan-196, Feb-139, Mar-499, Apr-690, May-1637, Jun-1434,

Jul-621, Aug-327, Sep-831, Oct-276, Nov-537, Dec-223.

2022 Users: Jan-575, Feb-278

**Social Media**

The committee acknowledges the related problems with social media, but remains hopeful that this might someday become a possibility.

Members organizations with Facebook pages: BCRTA, ARTA, STS, RTAM, RTOERO, QPARSE, NBSRT

**Advocacy – Aging in Place**

When the information documents are ready, these will be posted on the website.

At that time, the HOME PAGE will be updated to reflect our most important priority. Currently, it reflects who we are as an organization.

Tony has offered to create a design that will brand the documents.

Respectfully submitted,

Marilyn Bossert