



## COMMUNICATION COMMITTEE 2022 AGM

### Membership

Committee Members:

Marilyn Bossert, Chair – Regional Representative – West

Steve Bailey (BCRTA)

Linda LeBlanc (SERFNB)

Joseph Lafitte (RTANL)

Roger Régimbal – ACER-CART Executive Director

Gerry Tiede – ACER-CART President

Tony Esteves – ARTA Digital & Creative Strategist

### Communication Committee 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.

Communication plays an essential role in every organization. For ACER-CART to be an effective national voice for the education community, our affiliated members, and all other seniors, it is necessary to host an informative website that strives to incorporate information in a timely relevant manner that is easy to navigate. A virtual tour of the website was shared at the 2020 and 2021 AGM's. Although that will not happen this year, we instead encourage you take your own tour at your leisure.

### Updates since the last AGM:

1. The Canadian Photo Gallery tab on the top of the HOME PAGE leads to a wonderful selection of ACER-CART member-submitted photos of our beautiful country. Submission deadlines have been removed, so as you are out this summer, keep this project in mind. It is our dream to show Canada from shore-to-shore on our HOME PAGE slider.
2. Additions to the website are listed in LATEST NEWS on the HOME PAGE. When the maximum of five is reached, the information can still be found in COMMUNICATIONS or ADVOCACY. In time, they will be moved to the NEWS ARCHIVES.
3. "Calls to Action 2021" found in ADVOCACY is the accumulation of letters sent on the behalf of ACER-CART. The most recent Calls to Action for 2022 are currently found in CURRENT NEWS.

Reminder: If you are looking for contact information for any Member of Parliament, use our link *Members of the 44<sup>th</sup> Parliament of Canada*.

4. HEALTH SERVICES NEWS has been added in COMMUNICATIONS, Thank you for your submissions to the Health Services Committee.
5. The use of other social media has been invested but is on hold for now. Congratulations to Member Organizations who are expanding their social media.
6. Website analytics are showing an increase in traffic to our website, and hopefully, that will continue. Thank you to those Members organizations who have shared the promotion banner in their publications. That banner can still be found under MEMBERSHIP in PROMOTION.
7. New/Mode is an effective communication platform *“that empowers real people and communities in decisions that impact their lives. Our multi-channel advocacy and civic engagement platform helps the world's most important causes activate grassroots support, reach decision-makers, and win campaigns on the issues.”* (New/Mode website).

ACER-CART utilized this platform following the 2021 AGM for the *Call to Action for the National Seniors' Strategy* with 507 submissions and a 23% conversion rate. It has more recently been used by RTAM with 1591 submissions and a 68% conversion rate.

The position of Communications Chair is both a privilege and a challenge. I feel so fortunate to work with:

- the 2021-2022 committee members whose wide variety of skills and competencies all attribute to fulfilling our mandate,
- the ARTA team of Tony Esteves, Robert Michon and Daniel Mulloy along with the Savian Design Firm for their solid support in all our endeavours,
- Roger Régimbal and Linda LeBlanc whose expertise enables the translations into French.

We may not have reached our destination, but we are well on our way.

Respectfully submitted,

Marilyn Bossert  
ACER-CART Communications Chair