



**Association canadienne des enseignantes et des enseignants retraités
Canadian Association of Retired Teachers**

Date: January 23, 2022
To: ACER-CART Executive
From: Marilyn Bossert
Re: Communications Committee

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: November 25, 2022.

In attendance: Marilyn Bossert, Steve Bailey, Joseph Lafitte, Alyson Hillier, Robert Primeau, and Roger Régimbal.

Meeting: The 2022-23 Communications committee met via Zoom on November 22 with introductions, a summation of the past three years, and visioning for the future.

Visioning:

- (1) Should notification go out when something new goes on the website? Who would this go to? Member Organizations? Would they forward it to their members?
- (2) Focus on getting traffic to the website: Any ideas? How do we get the Provincial Organizations onboard?

Website Update:

1. Latest News:
 - President's Message (06/07/2022)
 - Meet the 2022-23 Executive (06/10/2022)
 - President's Christmas Message (12/08/2022)
2. History of ACER-CART – addition of Gerry Tiede to List of ACER-CART presidents
3. Executive Members contact information update – for Martin, Gerry & Marilyn
4. Member Contacts update for RTOERO, STS, ARTA, BCRTA

Photo Gallery:

A message will be 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, Mar-217 , Apr-1212 , May-592, June-326 , July-1196,
Aug-271, Sept-366, Oct-292, Nov-282, Dec-137

Advocacy: Awaiting action plans from other committees.

Respectfully submitted,

Marilyn Bossert