

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

**Canadian Association of Retired Teachers**

Date:   April 11, 2023

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.
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Most recent meetings: March 9 & 31, 2023

In attendance: Steve Bailey, Alyson Hillier, Robert Primeau, Roger Régimbal, Tony Esteves, and Marilyn Bossert (Chair)

On holidays: Joseph Lafitte (Highlight notes were forwarded to him.)

In the past two years, the majority of materials shared on the ACER-CART website fell under the category of Advocacy – *Call to Action* material such as letters to Ministers and information papers. That is not this year’s reality.

The lack of new material for the website is a concern for the COMMUNICATIONS committee because there’s nothing to post and that it means there is no reason for viewers to return.

Time for some creative problems solving: two proposals were discussed with a move in a different direction that will likely appeal to those less politically-minded.

1. Scavenger Hunt – We had a scavenger hunt at the time of the launch of the newly designed website, but we’re not sure where it went. The committee decided to try it again, due to the successes of some of the East Coast Associations. A pilot run will occur at the AGM with a paper copy and the use of a QR code. We will do a brief help-session on how to use the QR code, if required. Answers will be submitted, and a draw will be made to select three winners at the AGM – one will receive a book in French and two will receive a book in English. We started out to find books of a serious nature similar to that of Sue Lantz from 2022. Trying to find one written by a Canadian author was a challenge. Instead, we have chosen books promoting fun & emotional wellness.

Depending on the reaction at the AGM, this will then become a feature on the website, with the intent to engage those who visit the site.

1. New category – Lifestyles (to be located in COMMUNICATIONS) – purpose to engage individual retirees in an active and enjoyable lifestyle in addition to attracting those who are not as politically-minded. Possible topics: pickleball, staycations

Decisions for a later date:

* Continuation of the scavenger hunt?
* Revisit to the HOME PAGE re: the use of red boxes

**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

2023 Users: Jan-218 , Feb-195, Mar-178.

**Advocacy:** Awaiting action plans from other committees.

Respectfully submitted,

Marilyn Bossert