**ACER-CART Communications Committee** Zoom Meeting

Friday, November 10, 2023

Time: 11:00 am (Ottawa time)

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

Members Present: Chair – **Marilyn Bossert,** Joseph Lafitte (RTANL), Alyson Hillier (RT0-NSTU), Sue Amundrud (STS)**,** Roger **Régimbal (ACER-CART Executive Director)**

**Regrets:** Robert Primeau (SERNFB), **Tony Esteves** (ARTA)

1. **Welcome & Introductions**

* Welcome to newest member Sue Amundrud
* Brief self introduction by other committee members

2. **President's letter**

* Disappointment was shared re: the withdrawal of one of the ACER-CART Members\*\*
* *ACER-CART is the national voice of retired teachers and older persons, and will continue to focus on priorities evolving from issues affecting the well-being of seniors all across Canada*
* This committee will endeavor to make that voice stronger.

3. **Website updates**

* Executive & member contact information as provided by participants at the 2023 AGM
* Health Services information as provided at the AGM
* Pension & Retirement Income information as provided at the AGM
* Photos added of new executive member plus the group photo
* New in Communications: *Lifestyles*
* Important Message form your President (Nov. 1)
* Removal of all information on Member that is withdrawing
* Update on executive members & committees
* Political Advocacy Committee update – the current four executive members have been added to the PAC.

4. **Background information re: the ACER-CART website**

* Marilyn was appointed chair of the Communications committee following the 2019 AGM. She was immediately given the challenging assignment of revitalizing the outdated ACER-CART website. ARTA CEO Daniel Mulloy offered the assistance of ARTA and the expertise of Tony Esteves.
* This process did not occur overnight, but the website has been reviewed, recreated, and is maintained at no cost to ACER-CART.
* In working with Roger and Tony, the website currently reflects the past but has also moved forward as it reflects the focus, the mandate, and structure of the organization.

5. **History of ACER-CART**

* Roger shared the committee a document entitled “History of the CANADIAN ASSOCIATION of RETIRED TEACHERS 1984 – 1993 written by M. S. Wark.

**Action item #1**: Committee members will read the 43-page document and be prepared for the decision re: posting it on the website. Is the information already covered in the History section?

**Action item #2:** Marilyn will write a past president’s bio for Martin Higgs, using the information he has shared in his nomination presentation to the AGM. This will be in the History section under Presidents.

6. Website Analytics

* Google analytics were shared with the group. The committee is not governed by these results but does pay attention to them.
* All committee members received copies of the reports from June to October.
* Permission was requested to share these with the Member membership, and it was agreed there was no problem in doing so.

**Action item #3**: Committee members will receive monthly reports and are encouraged to read each one, and in turn, share any observations that are relevant.

6. **Procedure for Website requests**

* Current procedure is that any outside websites that are linked to the **Communication Wellness links** should be vetted by either the Health Services committee or the Communications committee (or both) and should be of Canadian origin.
* A request was made from Alex Fitz, a consultant for Digital Content and Medial, a company located in the UK. **Digital money for seniors:**<https://www.comparethemarket.com/credit-cards/content/digital-money-for-seniors/>
* Sometimes information from outside of Canada gives a global perspective on the topic. However, a paragraph of explanation and disclaimer would also have to be created.

**Action item #4:** Proceed with this suggestion & approve it at the next meeting.

7. **Is it time to restart production of a newsletter**?

**Action Item #5:** Research the possibility of restarting the newsletter**.**

* See *Options* Archive in COMMUNICATIONS for what has been done in the past.
* Suggestion from today: one pager that Members could use in their publications
* Questions to be addressed: how often, what should be included, who should be invited to contribute

8. **Contributions of members of the Communications Committee include**:

* Becoming familiar with the ACER-CART website
* Becoming familiar with other Member publications & social media (much can be learned from this although it is time consuming)
* Assisting in monitoring the website for accuracy, to ensure links are working, and that all additions are included in both the English and French
* Copy editing when necessary
* Writing or recruiting writers for *Lifestyles*

 (Our choices of lifestyles in retirement open the door to new experiences, adventures and learning that can prolong our life expectancy and make our retirement more enjoyable.

Retirees are invited to submit their stories (~500 words)of how they enhance their mental, emotional, physical, spiritual, intellectual, or environmental well-being.

Forward your story to **acer-cartwebsite@gmail.com**

\*\*Member vs member explanation: \*(found on the website in MEMBERSHIP)

* Currently, ACER-CART is comprised of 11 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 individual membership in one of the provincial or territorial organizations.  As such, we encourage you to actively support the objectives of ACER-CART in providing effective communication among its Member organizations and advocating on behalf of the membership and all Canadian seniors.

The chair concluded the meeting by expressing her appreciation to all contributions today.

The next meeting will occur following the Executive meeting in January.