



ACER-CART Communications Committee

Zoom Meeting

Friday, March 15, 2024

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), Robert Primeau (SERNFB), Bill Berryman (ACER-CART President, Roger Régimbal (ACER-CART Executive Director), Tony Esteves (ARTA)

1. Welcome & Introductions

2. ACER-CART Updates

- The committee referenced the distributed document *Highlights from the ACER-CART Board of Directors* virtual meeting. Attendees were reminded that these are not official minutes, and that is why they are in the MEMBERS ONLY section for now, although a copy has been forwarded to the Member organizations.

Action item #1: A disclaimer stating that these are not official minutes will have to be added. (Marilyn & Tony)

- Roger has recently forwarded information on the upcoming AGM.
- Strategic Plan – Members have been asked to complete the SWOT analysis and to return their results.
- National Pensioners Federation – Bill has been approached by the NPF asking that we work together on issues affecting seniors across Canada. The Federation has over a million members, so with the absence of Ontario, this collaboration increases representation. At that meeting, he also shared our New Mode campaign with them, which is quite different than their letter-writing campaign.
- ACER-CART is likely to also be working with the National Association of Federal Retirees.

3. Website updates

- The focus on the Home Page is the *PHARMACARE MESSAGE from your President*. Immediately following are the two messages that Bill has written. Both are linked to ADVOCACY Links located in the current CALLS TO ACTION.

- *Join our letter-writing campaign for Pharmacare* is followed by *Share your voice* (in red) that leads to *New Mode* (embedded in the website).
- Initially, letters were sent to only the elected officials (MPs & MLAs) in your riding, but later Prime Minister Trudeau, Pierre Poilievre (Conservative), Jagmet Singh (NDP), Seamus O'Regan (Minister of Seniors), Mark Holland (Minister of Health), and the provincial ministers of Health were added. A third letter is likely the next step.
- The five most current postings are listed under LATEST NEWS in the right-hand column of the Home Page.
- Promotion Banners are found in MEMBERSHIP under PROMOTION. A new one has been designed to promote the Pharmacare campaign. The banners can be downloaded and used by the Members in their publications.
- A new category BOARD OF DIRECTORS is in MEMBERS ONLY.

4. Follow-up on **Action Items**

- #1 - *History of the Canadian Association of Retired Teachers 1984- 1993* written by M.S. Wark.

Action item #2: This document will be preserved in the History section of the ACER-CART website. It will not be posted in French, but a note of explanation will accompany it on the French side of the website. (Marilyn & Tony)

In response to the question of the location of former governance documents, it was explained that to minimize confusion, it is best to have only the updated documents posted, and they are in GOVERNANCE.

- #2 - The Bio of former president Martin Higgs has been added to the list of former ACER-CART presidents on the website.
- #3 – Re: The request 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 #3 – Alyson will do a deeper dive into this website due to cautionary concerns. Follow-up to happen at the next meeting.

Action item #4: Committee members, please watch for similar information based in Canada.

- Currently, there are no submissions to *Lifestyle* contributions.

5. Plan suggestions for an ACER-CART “information page”

- Necessary to move away from the former newsletter name; instead of creating a new one, make the document identifiable by its appearance/logo?
- Preferably one page, no more than two

- Three or four times a year
- Keep the language and presentation simple
- Challenge – Members publications deadlines are not all the same (Everyone involved needs to be aware of this)

Action item #5: Share our realities with the directors at the next meeting while giving them the opportunity to share their realities so that the best consensus might be reached.

- Use of a theme? Sharing of submissions from the provinces?
- Find ways to attract readers to the website
- Recognition of the necessity of more than one form of media
- Recognition that the production of this will require a great deal of time and effort & how is this manageable? (Take it slowly)

6. Website Analytics November to February) – observations/explanations focusing on February:

- Obvious increase in hits with the Pharmacare campaign (1.3 k)
- Top seven cities visiting the website – Vancouver, Halifax, Toronto, Saskatoon, Regina, Regina, Winnipeg, Quebec
- Pages with most hits: Pharmacare, Home, Message from the president, priorities, vision, advocacy links
- Advocacy were frequently visited in December (#4), January (#3) ,, February (#5)
- Time spend is an average of all visits

7. Annual General Meetings dates on the website

- This section will be deleted because the information is very outdated and is not available in the information sent to Roger.
- The date for the ACER-CART AGM has been changed and is sent out by Roger.
- Member AGM dates are not of interest to most Members and members.
- Suggestion – those dates could be kept in NEW MEMBERS ONLY, but the problem remains that that information is not submitted.

8. Thank you to the committee members and Bill for today's contributions!