



2024

ANNUAL UPDATES

PREPARED BY

RETIRED TEACHERS' ASSOCIATION OF MANITOBA

rtam.mb.ca

Gabe Mercier - ACER/CART Representative
& RTAM Vice President





PLANTING SEEDS FOR THE FUTURE

February meeting with NDP Minister of Education and Early Childhood Learning, Nello Altomayer and RTAM. From left to right Peter Narth (RTAM Director), David Harkness (past RTAM Director), Nello Altomayer, NDP and RTAM President Linda Blair.

RTAM UPDATES

- We took on the capital project of researching a new website. We've gone through three phases of research, review, board, staff and member engagement and we're just now coming up with the workflow for the next four months to complete the build. The new website will improve our member access and communication while providing a platform to help RTAM grow for years to come.
 - We took on the large project of securing a Customer Relationship Management partner which will live within our new website. The CRM will further improve our communication to members by introducing AI to how we plan and reach out. It will also allow us to create a membership profile for each member on the site and tie it to a new membership card.
 - We started a new initiative in 2024 to increase our free online events so all members in the province, nationally and globally could have access. We have been able to run an online event almost every week from January through to this June in the new system, and we are getting great feedback from members on what will work best for them moving forward. New events and programs and increased online seminars after the summer.
 - We have updated our Chapter network and rules, based on findings from our lawyers, accountants and insurers. Through this system we are now able to secure guaranteed minimum funding (\$500) for each Chapter to help them stay stable and grow moving forward.
-



- We began a new initiative called Special Interest Groups. These are like Chapters, but aren't based on region, rather they are based on interests.
 - We have a new RTAM Choir that has been training together the past 3 months and has their first concert this April.
 - We have a new Club de Lecture Francophone (French book club). This group meets monthly online and works through a new book every 2-3 months.
 - We created a monthly electronic newsletter to help improve frequency of communication as our print magazine is a quarterly publication. The "e-news" goes to just over 8,000 of our 10,500 members and has a 75% or higher "open rate" each month. It has become a very popular vehicle for information sharing since its inception last fall.
 - We now run unique questionnaires to our members through the monthly e-news. This helps us inform the board or committees about ideas they have before we need to take action. This saved us money in two instances.
 - The first was where we were being asked by a committee to create social events tied to our Annual General Meeting. Upon polling the members, the overwhelming answer was that "no" it wasn't the right time or place for a social event.
 - In another where a committee was asking us to create a line of RTAM clothing for members. After we ran the poll, the metrics showed we didn't have an audience for that type of merchandise.
 - Metrics are allowing us to make informed decisions with less feeling of opposition to ideas being personal.
-



April meeting with Liberal Party of Manitoba interim leader Cindy Lamoureux and RTAM. From left to right: David Harkness (past RTAM Director), Cindy Lamoureux, Liberal Party (holding Bill 208 which recognizes RTAM as the official voice for retired teachers in Manitoba) and RTAM President Linda Blair.

- We ran the first annual RTAM golf tournament which was a rousing success. We are already increasing the event for this summer (change to win a car with a hole in one)!
- We've updated our bylaws in a complete update and modernization.
- We've updated our policies in a complete update and modernization.
- We've started accounting for our Chapters and included them for the first time in our annual audit and financial reporting.
- We've had increased engagement with the Provincial political parties within Manitoba. Our President and leadership have met with the PC Party of Manitoba, the Liberal Party of Manitoba and continue to work with current Minister Nello Altomayer of the NDP.
- We've created a new Equity, Diversity and Inclusion committee to look at broadening inclusion and improving communication with our members.
- We've started publishing articles in French in our KIT magazine, while also paying for translation services for French documents which are found on our website.
- We hope to have our member profiles and information fully bilingual with the new website and CRM. This may take up to a year after launch to fully integrate.



Gabe Mercier is the current RTAM representative to ACER CART. He is the RTAM Vice President and seeking to become the President at the May 2024 RTAM AGM.

