



COMMUNICATION COMMITTEE 2024 AGM

Communication Committee 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.

Committee Members:

Marilyn Bossert, Chair–Regional Representative–West
Joseph Lafitte (RTANL)
Alyson Hillier (RTO NSTU)
Robert Primeau (SERFNB)
Sue Amundrud (STS)
Roger Régimbal–ACER-CART Executive Director
Tony Esteves–ARTA Senior Graphic Designer

Since the last AGM, we have welcomed new committee member Sue Amundrud (Saskatchewan) replacing Steve Bailey (British Columbia). Steve has moved on to other ventures, and we wish him well.

Maintaining and Updating the Website is ongoing. The following are the most recent updates:

HOME PAGE:

- *Canadian Dental Care Plan Access Rules & implications for retired teachers*–letter sent to politicians.
- *Pharmacare Messages from your President*–all three messages
- *Join Our Letter Writing Campaign*–using NEW MODE
- LATEST NEWS lists the five most recent additions.

ABOUT:

- *Original History Documents–History of ACER-CART 1984-1993*, a historical document recently added.

ADVOCACY:

- *Advocacy has an impact though it may be unseen* written by Dennis Theobald reiterates the importance of constant advocating. (a recommended read)
- ADVOCACY LINKS provide ACER-CART's *CALLS TO ACTION* of and *Federal Government Links* for your quick and easy access.

GOVERNANCE:

- If you attended the 2023 AGM, you are in the photo (a combination of the East and the West photos taken by Roger).
- Governance documents will be updated following their approval.

COMMUNICATIONS: Take note of the following; some new but others not:

- Board of Directors meeting highlights
- Health Services News
- Political Advocacy News
- Pension and Retirement Income News
- Lifestyles – *“Our choices of lifestyles 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 or less) of how they enhance their mental, emotional, physical, spiritual, or environmental well-being.”*—Contributions welcome.
- Photo Gallery—Contributions are still welcome.

MEMBERSHIP:

- Membership Publications—links to a wealth of information from every Member organization
- Promotion banners in English & French that can be downloaded for your use.

Producing information for use by Members:

In response to the request for current ACER-CART information going directly to the Members for use in their publications, the Communications Committee is examining two possibilities: (1) a one-page document that would be produced three or four times a year and (2) a one-topic document that would be shared in a timely manner, depending on the urgency of the issue.

Challenges include (1) different Member publication deadlines, (2) determining who will write, edit, and proofread, and (3) determining how much vetting is necessary before being shared.

We welcome your suggestions.

My appreciation: The position of Communications Chair is, as always, both a privilege and a challenge. My thanks to:

- 2023-2024 committee who are tasked with generating new ideas and monitoring the website. I am so fortunate to work with members whose wide variety of skills and competencies all attribute to an excellent working environment.
- Alberta Retired Teachers' Association who have maintained the website at no cost to ACER-CART for the past five years. Special mention to CEO Daniel Mulloy who has made this possible and to Tony Esteves who works with me to make it happen.

I welcome your questions, concerns, and suggestions.

Respectfully submitted,

Marilyn Bossert
 ACER-CART Communications Chair
bossert.mj@gmail.com