



COMMUNICATION COMMITTEE REPORT ACER-CART AGM

June 6, 2025

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 – ACER-CART Vice President
Joseph Lafitte–RTANL
Alyson Hillier–RTO
Sue Amundrud – STS
Françoise Beaulieu – SERFNB
Bill Berryman–ACER-CART President
Roger Régimbal–ACER-CART Executive Director

Since the last AGM, we have welcomed new committee member Françoise Beaulieu who has replaced Robert Primeau (both of New Brunswick). Our thanks to Robert for his contributions during his time on the committee.

Disappointingly, we as a committee, have not accomplished as much as we could have this past year, due to my health issues that developed before Christmas and are still ongoing.

Maintaining and Updating the Website–Thank you to executive members who forwarded their draft copy of the minutes from their meetings that are then transposed into briefing notes. Names are omitted as are items that do not need to be made public. Roger does the translation into French, and then the two documents are sent to the ARTA Office where they are posted on the ACER-CART website. Establishing a consistent appearance is still a work in progress. Our website is somewhat outdated on the back end; hence, there are challenges.

Once again, everyone is encouraged to become familiar with all the information available on the ACER-CART website, and to invite others to do the same. If anything is amiss, please don't hesitate to contact me.

2025 Federal Election–Preparing the 2025 Federal Election brochures, the major project for this year, took many long hours–writing, editing, proofreading, rewriting, translating, with input from executive members, the Political Advocacy Committee, and the Communication Committee. Finally, it was ready to go to the ARTA Marketing staff who

designed and produced the final documents. According to the adage, it takes a village to raise a child; the same is true for the election documents.

The brochure, **Seniors' Issues for the 2025 Federal Election**, focused on (1) The National Pharmacare Plan, (2) Aging in Place, (3) Ensuring Retirement Income for Canadians, (4) Opposition to Privatization of Medical Services, and (5) Canadian Sovereignty. The **Questions for Candidates** followed the same procedure. By Friday, April 4, documents in both French and English were posted on the website, with all documents forwarded to Member organizations by April 7.

NEWMODE results were somewhat disappointing this time. The platform has changed and is presenting new challenges. The executive will review the problems and issues.

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

- 2024-2025 committee who assisted when needed, but for the most part, had an easy year. However, since all are presidents of their associations, they were not likely to sit around doing nothing.
- Roger Régimbal responsible for translating into French, and Françoise Beaulieu and Luc Handfield who helped with the translations of the Election documents.
- Alberta Retired Teachers' Association who has maintained the website at no cost to ACER-CART for the past six years. Special mention to CEO Daniel Mulloy who has made this possible, and to Amanda Shaw and Jonathan Schieman who work with me to make it happen.
- Alberta Retired Teachers Association Marketing Department, especially Virginia Quist and Yvette Le, the designers of our Election literature.

I welcome your questions, concerns, and suggestions.

Respectfully submitted,

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