

Communications Committee - Chère Campbell Gibson, Co-Chair

Charge: To enhance communications among members of the University of Wisconsin-Madison Retirement Association (UWRA) as well as individuals and groups outside of the organization, including those who are potential members.

Members, 2014-2015

Co-chairs - Judy Craig and Chère Gibson. Members - Phil Certain, Lari Fanlund, Diane Kravetz, Millard Susman, Richard Ralston. Ex officio - Patricia Noordsij, Sarah Schutt, Sharon Vinson, Ann Wallace.

Sadly Doreen Adamany resigned from the committee at the beginning of the program year to pursue other volunteer activities. Our year ended with three other resignations of long-standing members, Phil Certain and Lari Fanlund as well as Sharon Vinson who is stepping down as *The Sifter* editor and also resigning from the Communications Committee for a much-needed break after six years of service as our editor. All will be sorely missed. Most recently we welcomed Tad Pinkerton to our committee and Mary Ray, our new editor of *The Sifter*, who also serves as an ex officio member of the Communications Committee.

Activities during the past year

This year has continued our focus on promoting member engagement through enhanced communication to our members through our print and electronic publication of *The Sifter*, our UWRA web site [see <http://uwra.wisc.edu/>] and the occasional program-related targeted emails. Our foci included the following:

Clarifying existing policies and creating new policies –This year we reaffirmed the policy of not publishing *The Sifter* on the UWRA web site until the end of the year of publication and forwarded that recommendation to the UWRA Board. The Board did not support that recommendation and instead “A motion was approved unanimously to refer the matter back to the Communications Committee for reconsideration of options, including posting of past issues only and use of *The Sifter* in marketing UWRA.” (UWRA Board Minutes, March 2015). A new policy recommendation to the Board will be our first order of business in fall, 2015

In addition the Communications Committee recommended that a member receive one copy of *The Sifter*, either electronic or paper copy but not both. The UWRA Board concurred and affirmed that “...a member will receive either a paper or an electronic *Sifter*. Each member will get one *Sifter* in one of the two formats.”(UWRA Board Minutes, March 2015).

Reconstituting an ad hoc committee on photography---With the success of the recent UWRA photo contest, an initiative of the Social Committee, it is even more imperative that the Communications Committee develop guidelines for those taking pictures at UWRA events for possible use in *The Sifter* and on a possible UWRA online photo gallery. Diane Kravetz will chair a subcommittee of the Communications Committee with a report due to the larger committee in late fall 2015.

Reporting on UWRA programs, social events and trips---The Communications Committee recommended to the UWRA Board that UWRA committees consider having a reporter at each of their programs, social events and trips. Short reports of UWRA events can provide insights to those unable to attend and a marketing tool for future UWRA events. The UWRA Board concurred and asked the Communications Committee to develop a template for these brief post-event descriptive reports of UWRA-sponsored events.

Updating the UWRA web site---Pat Noordsij, our web master, is updating the UWRA web with new photographs, enhanced functionality and possible new features. The Communications Committee continues to serve as a sounding board as needed.