UW-Madison Retirement Association
Communications Committee
Annual Report
2011-2012

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

**Members, 2011-2012**
Chère Gibson [Chair], Phil Certain, Lari Fanlund, Judy Holt, Art Hove, Richard Ralston
*Ex officio* - Judy Craig, Patricia Noordsij, Sarah Schutt, Millard Susman, Sharon Vinson, Ann Wallace [Co-chair to be named in the fall]

**Activities during the past year**

**UWRA membership directory**
- Explored creating a web-based membership directory, with an option permitting members to opt out if they choose.
- Developed, with the assistance of the UWRA web administrator, a template for member information in the directory.

**UWRA brochure**
- Developed a draft of a potential new UWRA brochure to highlight the organization, its activities and membership benefits.

**UWRA-related small posters/displays**
- Developed concept for small posters/displays to highlight activities of UWRA members and benefits of membership for use at Benefits Fair, retiree receptions, etc.

**The Sifter**
Provided advice and counsel to the editor of *The Sifter* and the UWRA Board on the following issues:
- Using email to circulate the spring issue of *The Sifter* to more than 18,000 members, potential members and UW-Madison employees.
- Providing UWRA members with information on time-sensitive issues, activities or events via email.
- Establishing criteria regarding publicizing publications by UWRA members in *The Sifter*.

**Future items of business**
- Pilot testing and publicizing a new web-based UWRA membership directory.
- Finalizing the new UWRA brochure.
- Reviewing current publication schedule of *The Sifter* and other *Sifter*-related items including occasional versus regular topics, dedicated columns, inclusion of pictures in *The Sifter*, and recruiting of reporters.
- Exploring development of an annual report of the activities, etc., of the UWRA.