UW-Madison Retirement Association
Communications Committee
Annual Report
2012-2013

by Chère Gibson, Chair

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

Members, 2012-2013
Chère Gibson [Chair], Doreen Adamany, Phil Certain, Lari Fanlund, Judy Holt, Richard Ralston *Ex officio* - Judy Craig, Patricia Noordsij, Sarah Schutt, Millard Susman, Sharon Vinson, Ann Wallace

We sadly said good bye to Art Hove who left the committee for other fun retirement roles and responsibilities. His input on the development of the new UWRA brochure, among other committee activities, was invaluable. We welcomed Doreen Adamany to the committee this spring and look forward to Judy Craig’s change of status from *ex officio* to Co-Chair of the Communications Committee when she steps down as UWRA President in May.

Activities during the past year

**UWRA brochure**
- Completed a new UWRA brochure to highlight the organization, its activities and membership benefits.

**UWRA membership directory**
- Developed, with the priceless assistance of the UWRA web administrator Pat Noordsij, an online membership directory.
- Pilot tested and launched the online directory in February 2013. The directory enables members to update their own directory information, find friends and colleagues and print or download a personal copy of the membership directory. Members decide what information they wish to share with other members.

**Annual report of the UWRA**
- Recommended to the UWRA Board that an annual report of UWRA programs and activities be developed and that the president-elect be charged with its development. The UWRA Board concurred.

**The Sifter**
- Provided advice and counsel to the editor of *The Sifter* and the UWRA Board on
the following issues:

- Reviewing current publication schedule of *The Sifter* and other *Sifter*-related items such as overall content including occasional versus regular topics in both the smaller and larger issues of *The Sifter*, the inclusion of pictures in *The Sifter*; and the recruiting of members to report on UWRA programs and events and photographers to document UWRA activities and events in pictures.

**Future items of business**

- Exploring the potential use of social media, especially Facebook, in addition to email, snail mail and phone for communications with members and potential members.
- Developing a "photo bank" and related policies regarding pictures for use on the UWRA web site, *The Sifter* and possibility Facebook.
- Weighing the option of providing an occasional "special issue" of *The Sifter* on one or more topics that require more in-depth coverage and space than a regular issue of *The Sifter* affords versus expanding the size of one or more issues of *The Sifter* to accommodate in-depth coverage of one or more issues.
- Evaluating the occasional use of media for programming in winter months.
- Assessing the potential use of advertising in *The Sifter* and
- Other items to be determined by the UWRA Board and the Communications Committee.