

## COMMUNICATIONS COMMITTEE

During the year, the Committee made several major changes in how it carries out its mission of increasing engagement among Association members, helping attract new members and ensuring access to adequate, timely, and consistent information about the activities and direction of the Association reporting on such key issues as pensions, health insurance, and tax reimbursement.

First, it updated the Association's [Communications Strategy](#), establishing key principles in how the Association communicates. With these guiding principles in mind, the Committee reviewed the following four key products: 1) Annual Report; 2) *InTouch* newsletter; 3) website; and 4) Facebook page, considering each product's purpose, content, audience, frequency, timing, and production processes, as well as the limited human and budgetary resources available. The Committee also incorporated channels for members to share their feedback so that the Association can better respond to their needs and preferences.

After the Board approved the updated Strategy in July, the Committee implemented the following changes.

- Starting in September, the Committee published the *InTouch* newsletter on the first of each month in a streamlined format. Each issue summarizes the concrete activities of the different Board Committees, and announces new members, deaths, events, and news of interest to retirees.
- The Committee took a more active approach to posting on the Association's Facebook page, by systematically sharing Association news, including the monthly newsletters, along with other resources of potential interest to members. As a result, during the year, the number of members of the private group increased from 450 to 500, including Association members and nonmembers. Our website saw an increase from 2020 of 28% in the number of page views, and a slight increase (3.5%) in the number of users.
- Together with the Technological Support Committee, the Committee introduced several upgrades to the website, to ensure that its content is accurate (for example, the "About" section), update the newsletter issues and event announcements more frequently, add a new section with member contributions called "Quill and Ink," and make publications and other content available only to Association members as a way of adding value to membership.
- The Committee also supported the Association President in preparing, editing, and translating important news and information sources regarding medical and pension benefits.

**Membership.** From May 2021, the members of the Committee were Vice President Sandra Darville and Directors José "Cucho" Vivas and Tracy Betts (Coordinator), along with María Amparo Cabezas, Angela Rivera Saettone, Inder Ruprah, and S. Alexandra Russell. Committee members who served from January to May 2021 were Director Patricia Meduña (Coordinator), former Vice President Claudia D. Perraza, Laura Bocalandro, and Camille Gaskin-Reyes.