

# Communications and Technology Committee

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## Background

The current committee is a combination of the Technology and Communications Committees. Since these two constantly overlapped, it was felt that combining them would be beneficial. Items addressed in the past included:

- assisted chapters with website construction, upkeep, and reviewed them for content/copyright.
- established guidelines for chapter websites (if you would like to see these, let me know.)
- assisted with technology questions
- accessed the health of technology and communications in general (we attempted to contact every chapter)
- worked with Aspire as ORTA strengthened their use of social media

Because of the staffing changes in the ORTA office, Eileen is currently posting changes and articles to the website. In the past, Deloris Ullman did this.

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## Guidelines for teleconference

- Evelyn will set up the teleconference and send an email to each of you with details for joining the group.
  - Since we have a limited time for the teleconference, it is important that we stick to the agenda as much as possible.
  - If areas demand additional conversation, we can jointly decide to schedule another teleconference, continue via email, or do whatever is suggested by the group.
  - During the teleconference, please identify yourself each time you speak. It is hard to keep track by voice only.
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## Agenda for Teleconference on March 7, 2017

1. Brief introductions all around
2. Technology: In the past, this committee focused on the chapter level with the expectation of helping the individual member through the chapter.
  - Chapter websites: Should we continue to push for them? How do we support the ones that have them? The committee reviewed all chapter websites for content, upkeep and legalities (copyright, etc.). Should we continue? Alternatives to websites?
  - Chapters technology: How do we support other avenues of technology e.g. email (both direct and distributed), social media, etc.?
3. Communications: Good and consistent communications is the bloodline of an organization. Inspire in the backbone of our communications. If communications break down, an organization suffers. Communicating involves all levels from ORTA to the individual member.
  - What is our role, if any, working with Inspire?
  - Can you suggest specific ways to improve communications at any level?
  - Since some members have no electronic communications, can we suggest ways for chapters to share information?
  - Can we help chapters in areas that have limited access to electronic communications?
4. The Strategic Planning Committee summary is on the second page of this PDF. Please look it over.
  - Are there any items that would impede communications on any level?
  - Are there any questions or suggestions our committee could offer?
5. ORTA is celebrating our 70th Anniversary. Is there a way we could help?
6. OTHER??

# Strategic Planning Committee Recommendations

The committee recommends we consider a new name, which will more accurately describe our membership, which includes more than teachers. Ohio Retired Educators Association (OREA) is recommended.

The committee recommends we adopt a new logo with a more contemporary tone. This is a good opportunity to involve members and could be considered as a 70<sup>th</sup> anniversary activity.

The committee recommends a revision of our vision and mission statements to guide the organization for the next ten years. (Dave Gynn and Kara Mendenhall will work on this.)

The committee recommends changing the membership year to be July through June. The fiscal year may or may not be the same as the membership year. (Karen Butt will check on this)

The committee recommends developing a regional format for connection with local chapters. The plan would include five area regions with approximately 17-18 counties in each region. Each region would elect three liaisons (one each year to serve a three-year term.) The position of trustee would be eliminated, however, trustees may become liaisons during this transition. (Counties to be included in each region need to be planned out before presenting to board.)

The committee recommends a smaller state board and eliminating the two vice president positions. The state board would be the executive committee (president, president elect and past president) plus one liaison from each region. (Eight members total.)

The committee recommends more regional involvement with local chapters.

Services provided to the chapters could include;

- Providing leadership training for new regional liaisons
- Conducting workshops with local chapter involvement
- Having annual visits from state officers or regional liaisons
- Scheduling annual meetings for chapter presidents
- Communicating with chapter presidents at least quarterly
- Giving a brief written report of chapter activities to executive board
- Encouraging chapter reporting of activities to state newsletter
- Building relationships with all chapters within regions
- All regional liaisons will meet at least twice a year to collaborate and communicate.

The committee recommends consideration be given to other concerns:

- Consideration needs to be given to holding an annual state meeting
- Chapter committees do not need to mirror state committees
- Build solid relationships with OCHER, AARP, League of Women Voters, and other state retiree groups

The committee recommends the organization's committees be well defined.

- Membership
- Communications – Public Relations and Tech
- Organizational – Nominations, Elections and By-Laws
- Legislative
- Finance/Budget/Audit
- Community Service

The committee recommends a set of bylaws be developed to replace the current bylaws.