

Communications Committee Meeting
October 3, 2017
Minutes

Present: David Schopp,Chair, Nancy Coscarelli, Peg Schroder Kay Walker, Judy Foster

Absent: Sue Maturkanich, Karen, Zyczynski, Earl Hagstrom, Dan Rudd

Meeting called to order: 10:05AM

1) Dave briefly reviewed the duties of the committee. It was noted that the committee is to “work in coordination with the editor of the “Voice” for inclusion of MEA-Retired information.”

2) The editor of the Voice, Brenda Ortega was invited to the meeting. She gave us an overview of the articles in the Voice and explained how she felt she could get MEA-Retired information into the publication. It was mentioned that the PR committee would be working with her to create another advertisement to insert in Voice about the benefits of joining MEA-Retired upon retirement. Peg mentioned that Dave should sit down with Brenda and review all the communications systems that MEA-Retired has with the intent of building awareness with actives about MEA-Retired. (Dave met with Brenda following this meeting)

3) We discussed the general issue of creating content for the website. Nancy mentioned that people have to be directed to the website via our email system – Constant Contact. She described that the content on the website could be placed with proper quotes and properly cited sources as a way to improve content. Dave mentioned the need for all committee members to help in the creation of content by sharing articles and making suggestions.

4) Judy mentioned that many of our members are confused about specifically what health insurance provider they had. It was decided that we would do a brief survey of our members in Constant Contact. We tried to do this as a group, but abandoned the attempt. Dave said that he would create a draft survey and send to committee members for input.

5) Committee reviewed previous CC survey regarding Health Insurance Issues. It was also decided that this would best be sent out in February after members had a chance to experience the changes that will take place starting January 1, 2018.

6) Next Meeting set for December 14, 2017 10am at Headquarters. The agenda will focus on Health Providers February Survey.

7) Meeting Adjourned 1:20pm