

Toolkit for UMRA **Communication and Outreach Committee**
2021 Prepared by Jean Kinsey

The committee's central **mission** is to raise UMRA's visibility and to make UMRA a recognizable and respected organization within the University community.

The committee oversees the Newsletter's editorial team and the website team; solicits and creates articles about the activities of UMRA members; helps place UMRA-related information on websites and in electronic publications of other U of M units; supports the Membership Committee in its development and dissemination of the UMRA brochure and in its work with the U of M Office of Human Resources to promote UMRA to prospective retirees; works with collegiate Resource Responsibility Centers to distribute UMRA information in collegiate publications; and fosters interaction with U of M organizations such as OLLI, URVC, UMAA, and the U of M Foundation to encourage mention of UMRA in their print and electronic literature.

The duties of the Chair:

Meetings:

Call 3-4 meetings per year to discuss:

- Strategy for promoting UMRA within the University community, with retirees, and the larger community.
- Strategy for communicating with UMRA members.
- Issue brought to the committee by the web master(s), newsletter editors, JOIE editor, and other members of the committee of UMRA board.
- Activities that were successful and /or need exploring.
- Status of OHR's cooperation in identifying and contacting U of M retirees.
- Activities of companion committees i.e. Membership.
- Recommendations for action to the UMRA Board.

Agendas/reports:

- Write the agenda for the meetings. (in consultation with editors and web master)
- Write a report (notes) on the discussions of the meetings and share with the committee members, President and others who need to know.
- Report activities of the C&O committee to the UMRA Board.
- Prepare recommendations from the committee to the President and Board.
- Prepare the annual report for the archives and history committee.
- Update this toolkit.

Communicate one on one with the UMRA editors and web masters to provide support and feedback on products and processes.

Encourage members to be active in promoting UMRA in venues they identify.

Coordinate activities with other UMRA committees and liaisons who can support the mission of communication and outreach.