

Communications Report to the Okarta AGM June 12, 2018

Bob reviewed the OKARTA website, the changes and the newest additions. Members were requested to submit any and all contributions; photos, travel tips, special deals great locations to see etc.

An update from the Communications Committee was provided. Some of the initiatives the committee has been working on this year are:

- The website development initiative...six branches have been chosen to participate. They will be using a Wordpress template to produce their own websites.
- A new&views digital edition is coming this fall. A decision was made to go with Joomag for a one year pilot.
- A branch brochure grant of up to \$200 per branch has been piloted. This is to help branches produce and print a brochure to advertise their branches to potential members at teachers' conventions
- A Writers Workshop is available: The Committee will provide branches with a grant to put on a workshop by Robin Carson editor of news&views. Is there any interest from our branch?

Bob indicated that the ARTA website has been undergoing a facelift. As of June 15, the new website will come on line and will be organized around the four key pillars of ARTA's strategic plan. It will also feature the colors and symbols of ARTA's new branding initiative. Bob gave Okarta members a "sneak peek" at the beta version.