



Communications Committee

The TRTA Communications Committee shall promote and publicize TRTA state, district and local chapter activities to the general public, all active and retired educational employees and elected officials. The committee shall promote the use of district and local web pages, newsletters, social media and coordinate the Children’s Book Project. The committee shall publicize local chapters recognizing fifty years of formation. The committee shall collaborate with other standing and special committees as appropriate to further the mission of TRTA. Stay connected with your fellow retirees every day! The TRTA app is available for both Android and Apple users and for both cellular phones and tablets. Visit trta.org/trta-app to learn more.

Suggested Activities

The TRTA State Communications Committee Chair:

1. Collect and disseminate information on a regular basis;
2. Coordinate a minimum of two meetings per year with district second vice-presidents;
3. Coordinate the Children’s Book Project;
4. Promote or work with the technology contact to maintain district and local chapter webpages, newsletters and social media, for example Facebook, Instagram and Twitter, etc;
5. Work with TRTA staff to prepare sample news releases for districts to use for their District Fall Conferences and/or Spring Conferences; and
6. Serve as presenter to train district and local chapter second vice–presidents/communications at the TRTA Convention.

The TRTA District Communications Committee Chairs:

1. Share information received from the TRTA Communications Committee with the local chapter communications committee chairs;
2. Prepare press releases covering district and TRTA events;
3. Promote or work with the technology contact to maintain district and local chapter webpages, newsletters and social media, for example Facebook, Instagram and Twitter, etc;
4. Promote and monitor the Children’s Book Project report online. Remind the local chapters to report online by February 15. District Chair will verify all reports by March 1;
5. Attend the TRTA Convention second vice–presidents/communications training session if possible; and
6. Serve as presenter of the local chapter second vice–president/communications training at the Spring Conference.

The TRTA Local Chapter Communications Committee Chairs:

1. Publicize TRTA state, district, and local chapter activities and projects to the general public, all active and retired school employees, and elected officials;
2. Promote TRTA and its accomplishments in the local community;
3. Promote effective media coverage of meetings and activities;
4. Establish working relationships with the local press and media through personal visits and/or contacts;
5. Coordinate the publication of timely newsletters and promote or work with the technology contact to maintain local chapter webpage, newsletters and social media, for example Facebook, Instagram and Twitter, etc;
6. Promote the TRTA website including the *Inside Line*;
7. Promote, coordinate and/or work with the Children’s Book Project chair. Submit local chapter count online by February 15; and
8. Attend the second vice–president/communications training session at the TRTA Convention and, if possible, attend the second vice–president/communications training session at the Spring Conference.