

## UCDRA Public Relations and Media Committee

Annual Report: July 1, 2011 – June 30, 2012

### **Projects Completed:**

A group including myself, Gloria Alvarado Sandra Filby and Deanna Falge Pritchard reviewed the submissions for a mission statement and I revised the wording so that the final recommendation was adopted by the full Executive Board this past year.

I developed a Facebook page for the Retiree Association in order to reach retirees who are increasingly familiar with, and use, Facebook on a regular basis. The page is intended to help disseminate information about the Associations activities. Upcoming events can be posted and will appear on the personal pages of each member who "likes" the page. Photos of recent events are also posted and, it is hoped, can be an enticement to those who may not have participated to join in upcoming events. The pages can also become a way for retirees to connect with former co-workers and others with similar backgrounds at the University. To date

### **Suggestions for the future:**

The Facebook page address should be included in all communications to new retirees as well as current association members; this would include the newsletters, website, weekly updates and brochures. All retirees should be encouraged to post comments about programs and pictures of retiree events they have participated in. It is possible to add a Facebook link to the UCD Retiree Association website, I'm not sure how that is done, I just know that it can be done. As Sue suggested at the last meeting, students working for the center may be able to pick up the posting of event pictures, etc this coming year. I am willing to continue to help with the maintenance of the page.

Respectfully submitted,  
Barbara Leary