

May 14, 2013

FM: Kenneth Starck

TO: UIRA Board

Subject: Annual report—Communication/Promotions

The position of Communication/Promotions is a new area of responsibility designated within the UIRA Board. As stated in fall 2012 when the position was established, it has as its purpose “to develop and implement media strategies and devices to encourage and facilitate communication among retirees and with the community at large.” Specific goals outlined at the time were to:

- increase awareness of UIRA by enhancing the organization's visibility;
- communicate the value of an active retiree organization to the UI administration;
- assist in developing a strategic plan for UIRA.

Activities the past year included:

- ◆ **preparing** a brochure about the UIRA, its purpose, activities, etc.; the brochure has been distributed to various groups and is printable at the website: <http://www.uiowa.edu/~uira/>
- ◆ **developing** a Photo Gallery addition to the UIRA website. Titled “University Retirees on the Go!” the site presents reports—called “albums” at the site—about each of UIRA's monthly meetings as well as about other retiree events. Album titles are:
 - ◇ Marathon Man: Circling the globe stride by stride (forthcoming)
 - ◇ Annual business meeting features reports, elections, music
 - ◇ Dr. Mallik on the Higgs boson, the "God" particle
 - ◇ Of water and sandbags and the Iowa Flood Center (3-6-13)
 - ◇ Retirees tackle UI football facilities 101 (2-28-13)
 - ◇ Retirees learn about "Alien Worlds" at meeting Jan. 17, 2013
 - ◇ “Innovations for the Next Decade:” AROHE's 10th Anniversary Conference (a report on the Assn. Of Retirement Organizations in Higher Education)
 - ◇ Participating in the 10th annual meeting of the Big Ten Retirees Association
 - ◇ Touring Historic Johnson County Courthouse Sept. 27, 2012
 - ◇ Meeting Nov. 15, 2012, to Discuss UI Health Care Benefits
- ◆ **pursuing** the possibility of organizing small meeting groups among UIRA retirees who share a special interest (e.g., books, movies, travel, photography, etc.)
- ◆ **refining** plans for a Travel Photo Contest for UIRA members; there will be three categories:
 - Iowa—photos taken in the state of Iowa
 - United States—photos taken in the United States but outside Iowa
 - International—photos taken outside of the United States