

The News Register

December 6, 2007

“Intra-organization Communication is the Life-Blood of our organization.”

The AASBCR Board has recognized, from the early beginnings of the organization, that good communications with the AASBCR membership is critical to the success of the organization. To this end, the Board has recently established a new position, Vice President-Communications. This position was established to manage and facilitate the rapidly growing internal and external communications requirements of the organization.

The following is an overview of the Communications Plan for 2008:

- Beginning at the end of 2007, The quarterly AASBCR Newsletter will be published on or immediately before the last day of the quarter. It will be sent electronically to all members of record who have their email address on file with AASBCR. A paper copy will be sent via U.S. Postal Service to those AASBCR members who do not have email service. The quarterly Newsletter will contain all of the information which was sent to members electronically during the quarter. It will also contain a new section titled “Frequently Raised Issues” that will cover the more popular issues that members have raised during the quarter.
- A “Blue Bulletin” will be published electronically when there is news about retiree benefits or a benefits issue is identified, progress is made toward its resolution or it is resolved.
- A “Legislative Ledger” will be published when there is news about actions being taken or contemplated by our legislators which could affect retirees. The “Legislative Ledger” will be used to inform the membership about issues they should consider and generally be the primary channel for legislative communications. As this election year approaches, it is likely that there will be a lot of activity in the area of legislative news.
- The “News Register” will be used to electronically disseminate all other information to AASBCR members – like this December 6, 2007 issue.
- Further enhancements to communications channels are being studied by the board and will be announced in a future “News Register”.