

Purdue University Retirees Association Communications Committee Annual Report 2009-10

Committee Members including Liaison Members from other PURA Committees

Committee Members

John Boggess
Lyn Doyle
Barbara Hansen
James McCammack
Valerie O'Brien, ex-officio, Internal
Publications Manager
David Umberger
Richard Nelson, Chair

Liaison Members

Martha Chiscon — Benefits
Sue Hume Graham — Campus and Community Activities
Betty Nelson — Endowment
Mary Alice Nebold, Historian
Eldon Fredericks/Sue Hiser — Hospitality
Ann Pickett/Marilyn Yoder — Kickoff Luncheon
Eldon Ortman — Program
Bill Baumgardt — Purposeful Living in Retirement
Sue Abney/Jim Marciniak — Trips and Tours

The Communications Committee, including a Liaison Member from each of the Standing Committees, and officers as available, held an early fall planning meeting each of the past four years in which plans for communicating to the membership were developed. Implementation of the plans has been the responsibility of sub groups or individuals from the Communications Committee. The Committee has three major primary responsibilities: the PURA Newsletter, the PURA Web Site and the PURA Handbook.

PURA Newsletter

Providing useful information to each Purdue Retiree via the PURA Newsletter is a challenge since retirees have very diverse backgrounds and interests, and members are widely distributed geographically. Information needs to be useful, pertinent, easily accessible, and designed to reach the membership in a timely fashion. The Communications Committee, with approval of the Executive Board,

has implemented major changes in the operation of the PURA Newsletter. Whereas prior to 2008 two newsletter issues were mailed to all retirees and four issues were mailed to the retirees in Tippecanoe and the adjoining counties, four issues are now being sent to all PURA members. The number of issues may be further adjusted over time as needs and finances may require. In any case, newsletter issues will at least contain information related to health insurance and other health care issues.

In the future it is expected that additional reliance will be placed on electronic media for communication with PURA members. This requires a system that is user-friendly and provides access to timely and useful information through a combination of media paths that can address major issues that arise. For example, if timely attention is needed concerning a health insurance issue, then a notice will be mailed or e-mailed directly to each retiree covered by the particular insurance plan. For information requiring less urgency, posting on the PURA Web Site will provide easy and quick access for all retirees with web access. The Communications Committee and Executive Board members are aware that currently e-mail and web access are not available to all retirees, therefore any significant changes will be implemented gradually.

PURA Web Site

The web site will continue to be reconfigured and updated to make access and use easier for future programming, and for retirees to use. An article appeared in the July 2009 newsletter which encouraged web users (whether accessing a computer at home or through a library or other source) to utilize, and if possible, Bookmark the PURA web page, accessible at: **purdue.edu/retirees**. That page contains links to a variety of Purdue and other web pages, including benefits information, upcoming events, the Purdue calendar, Purdue sports, convocations, PMO (Purdue Musical Organizations), Purdue theater, etc. Executive committee members, committee chairs, and PURA members are encouraged to peruse the web page regularly and to see that the information is useful, accurate, and current.

PURA Handbook

The PURA Handbook has been published bi-annually, with the most recent publication in summer 2009. Revisions were made at that which may extend the useful life of the Handbook beyond two years.