

# **Purdue University Retirees Association**

## **Communications Committee**

### **Annual Report 2010-11**

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Committee Members including Liaison Members from other PURA Committees

#### **Committee Members**

Robert "Ted" Luce  
Sharon Martin, ex-officio, Internal Publications  
James McCammack  
Jo Ann Thomas  
David Umberger  
Richard Nelson, Chair

#### **Liaison Members**

Martha Chiscon — Benefits  
To Be Determined — Campus and Community Activities  
Betty Nelson — Endowment

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Mary Alice Nebold, Historian  
Sue Hiser — Hospitality  
Sarah Johnson/Ann Pickett — Kickoff Luncheon  
Eldon Ortman/Reuben Peterson — Program  
Scott Rumble — Purposeful Living in Retirement  
Jim Marciak — Trips and Tours

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The Communications Committee, including a liaison member from each of the Standing Committees, plus PURA officers, are responsible for communicating to the membership via 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, implemented major changes in the operation of the PURA Newsletter in 2008. Effective as of that date, four newsletter issues have been mailed to all PURA members. The number of issues may be adjusted over time as needs and finances may require. In any event, 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 may 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 it is planned that 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](http://purdue.edu/retirees). The web 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 time which may extend the useful life of the Handbook beyond two years. Consideration will be given to redoing the handbook or adding a supplement during this academic year, if necessary.