



**MRTA**

Missouri Retired Teachers and Education  
Employees Association  
**573-634-4300**  
3030 DuPont Circle  
Jefferson City, MO 65109  
[www.mrt.org](http://www.mrt.org)

## Communications Committee

### 2026 Goals and Objectives

#### September 30, 2025

**Committee Goal:** To provide retired public school personnel and communities with valuable information and to promote MRTA through a variety of sources such as newspapers and social media.

#### **Committee Objectives:**

1. Every MRTA Region will have a Communications Committee Chair to communicate with and disseminate information to Local Unit Chairpersons.
2. MRTA Units will have Communications Committee Chairperson to disseminate information to active and retired public school personnel and communities using a variety of sources. i.e. newspapers, email, and social media.
3. Communications Chairs may enlist and/or collaborate with other committees.
4. Communications Committee members will use the MRTA website, Communications webpage, social media, newspapers, and other sources to:
  - a. Share information, reports, activities, and projects at MRTA units, regions, state, and national meetings.
  - b. Promote MRTA and unit activities to increase membership and promote MRTA benefits.
  - c. Provide members and the public information regarding:
    - i. Public education issues
    - ii. Missouri and national public school retirement issues
    - iii. Retiree and member issues such as: cybersecurity, fraud, home security, physical & mental health, and social issues and/via AMBA webinars and other information
  - d. Identify monthly topics for statewide, regional, and unit Communications projects.

#### **Two Attachments:**

1. Communications Committee Responsibilities
2. Communications Committee Calendar

MRTA, a 501(c)(4) not-for-profit corporation, is a grassroots advocacy association representing over 115,000 education retirees with over 30,000 members. MRTA is independent, nonpartisan, and does not endorse political candidates.

<b>Communications Committee Responsibilities</b> <b>February 20, 2025</b>	
Communication & Coordination	<ol style="list-style-type: none"> <li>1. Serve as the primary point of contact for Communications Committee Chairs within their respective regions and units.</li> <li>2. Facilitate MRTA Communication Plan and provide information to MRTA Region and Unit Communications Chairs.</li> <li>3. Work with MRTA and unit committee chairs to publish “Letters to the Editor” and supply background information when necessary.</li> <li>4. Identify the necessary tools for units and committee members to contact:               <ol style="list-style-type: none"> <li>a) Federal, Missouri, and local governmental leaders.</li> <li>b) Missouri Public Schools Directory – District &amp; Building Level Contact Information.</li> <li>c) Statewide and local news/media outlets.</li> <li>d) AMBA Contact Information &amp; Benefits.</li> </ol> </li> <li>5. Relay, monitor, and report Call-2- and Phone 2-Action to region and unit chairs.</li> </ol>
Support Local Units	<ol style="list-style-type: none"> <li>1. Ensure that every MRTA Region &amp; Unit has designated Communications Committee chairs.</li> <li>2. Work with MRTA to provide a high-quality webpage and electronic resources that facilitate on-time communications and reporting.</li> <li>3. Provide guidance and support to local Communication Committee chairs in executing MRTA, Region, and/or Unit initiatives.</li> <li>4. Provide guidance and support to local Communications Committee chairs in disseminating information to active and retired public school personnel through various sources, such as newspapers and social media.</li> <li>5. Develop and provide training to implement the use of technology – Databases, Zoom, Webpages, Facebook, A.I., and other technologies.</li> </ol>
Information Sharing & Promotion	<ol style="list-style-type: none"> <li>1. Utilize a variety of communication channels, including the MRTA website, Communications Committee webpage, social media platforms, and newspapers, to share information and reports at unit, region, state, and/or national meetings.</li> <li>2. Promote MRTA and its activities to increase membership among retirees and public school personnel.</li> <li>3. Provide members and the public with relevant information on Missouri public education retirement issues, public education issues, cybersecurity and fraud issues, and other retiree and member concerns.</li> </ol>
Communication & Participation In Awareness Activities	<ol style="list-style-type: none"> <li>1. Identify and develop a list of monthly awareness topics.</li> <li>2. Coordinate, participate, and lead monthly awareness activities and events (physical, social, &amp; mental health, safety from fraud, and/or other concerns).</li> <li>3. Promote participation in AMBA and other sponsored programs.</li> </ol>

Facebook and Other Media	<ol style="list-style-type: none"> <li>1. Encourage each unit to make sure that they have set up a Facebook page and/or group for their unit activities.</li> <li>2. Provide step-by-step instructions from MRTA on creating a Facebook Page, including tips for profile setup, cover photo selection, and page description writing.</li> <li>3. Encourage ongoing engagement and interaction with members by responding to comments, messages, and inquiries in a timely manner.</li> </ol>
Membership Growth & Engagement	<ol style="list-style-type: none"> <li>1. Work to encourage MRTA membership by fostering fellowship and community involvement.</li> </ol>