



MRTA

Missouri Retired Teachers Association
and Public School Personnel

877-366-MRTA

3030 DuPont Circle

Jefferson City, MO 65109

www.mrta.org

Informative & Protective Services Committee September 27, 2024

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

Committee Objectives:

1. Every MRTA Region will have an IPS Committee Chair to communicate with and disseminate information to local unit chairpersons.
2. MRTA Units will have an IPS Committee Chairperson to disseminate information to active and retired public school personnel through sources such as newspapers and social media.
3. Committee members will use the MRTA website, IPS webpage, social media, newspapers, and other sources to:
 - a. Share information, resources, and reports at MRTA meetings.
 - b. Promote MRTA and its activities to increase its membership.
 - c. Provide information to members and the public regarding:
 - i. Missouri public school retirement issues
 - ii. Public education issues
 - iii. Other retiree and member issues
 - iv. AMBA's informational webinars and other services
 - d. Promote MRTA activities & events.
 - e. Participate in monthly IPS committee topics with focus areas including October's National Cybersecurity Month.

Two Attachments:

1. IPS Responsibilities
2. IPS Calendar

MRTA, a 501(c)(4) not-for-profit corporation, is a grassroots advocacy association with over 29,000 members. MRTA is independent, nonpartisan, and does not endorse political candidates.

**Informative & Protective Services Responsibilities
September 27, 2024**

<p align="center">Communication & Coordination</p>	<ol style="list-style-type: none"> 1. Serve as the primary point of contact for IPS Committee Chairs within their respective regions and units. 2. Facilitate the MRTA Communication Plan and provide information to the MRTA Region and Unit IPS Chairs. 3. Work with MRTA committee chairs to publish “Letters to the Editor” and Supporting Information. 4. Provide regional and local units with the contact information for the following: <ol style="list-style-type: none"> a) Federal & Missouri governmental leaders. b) Missouri Public Schools Directory – District & Building Level Contact Information. c) Statewide and local news/media outlets. d) AMBA Contact Information & Benefits. 5. Relay, monitor, and report Call to Action and Phone 2 Action to region and unit chairs
<p align="center">Support Local Units</p>	<ol style="list-style-type: none"> 1. Ensure that every MRTA Region & Unit has designated IPS Committee chairs. 2. Provide guidance and support to local IPS chairs in executing MRTA, Region, and/or Unit initiatives. 3. Provide guidance and support to local IPS chairs in disseminating information to active and retired public school personnel through various sources, such as newspapers and social media. 4. Develop and provide training to implement the use of technology – Databases, Zoom, Webpages, Facebook, A.I., and other technologies.
<p align="center">Information Sharing & Promotion</p>	<ol style="list-style-type: none"> 1. Utilize a variety of communication channels, including the MRTA website, IPS webpage, social media platforms, and newspapers, to share information and reports at unit, region, state, and/or national meetings. 2. Promote MRTA and its activities to increase membership among retirees and public school personnel. 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.

<p align="center">Participation in Awareness Activities</p>	<ol style="list-style-type: none"> 1. Identify and develop a list off monthly awareness topics. 2. Coordinate, participate, and lead monthly awareness activities and events (physical, social, & mental health, safety from fraud, and/or other concerns).
---------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

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

**Informative & Protective Services – Calendar
September 27, 2024**

Please be sure to send out an email to all your unit chairs once a month. Also, please make sure you are available at your region meeting to provide a report.

Monthly	<ol style="list-style-type: none"> 1. Coordinate participation by planning awareness activities and distributing resources for IPS focus topics. 2. Encourage units to actively engage in IPS focus initiatives. 3. Provide guidance and support to Local Unit IPS Chairpersons in executing IPS initiatives in disseminating information to active and retired public school personnel.
July & August	<ol style="list-style-type: none"> 1. Review Draft IPS Committee Goals & Objectives with the MRTA Board. 2. Provide & discuss written response from the MRTA Board back to IPS Regional Chairs.
September & October	<ol style="list-style-type: none"> 1. Present revised IPS Goals & Duties proposal to the MRTA Board at the Annual Conference. 2. Provide & discuss written response from the MRTA Board back to IPS Regional Chairs. 3. Proposed changes to IPS Regional Chairs. 4. Consider possible name change for IPS Committee. 5. Set IPS Goals & Duties for next year based on the new guidelines. 6. Identify & communicate the monthly IPS focus topics for next year. 7. Promote & suggest topics for AMBA's series of monthly webinars.
November & December	<ol style="list-style-type: none"> 1. Assess the need, identify topics, facilitators, and locations to begin planning training opportunities. 2. Research, review, and share resources for each IPS monthly focus. 3. Reach out to Local Unit Chairs to introduce yourself, ensure all units have designated IPS Committee chairpersons, and establish communication channels to include information regarding technology applications.
2025	Responsibilities
January & February	<ol style="list-style-type: none"> 1. Begin communication with MRTA Regional IPS Committee Chairs to plan & coordinate "Letters to the Editor" submissions.
March & April	<ol style="list-style-type: none"> 1. Attend MRTA Unit Leaders Training. 2. Assist units in setting up Facebook (social media) pages for their activities. 3. Conduct training sessions on Facebook Page setup and utilization
	<ol style="list-style-type: none"> 4. Promote monthly activities and events through various communication channels. 5. Contact local banks, car dealerships, and/or local businesses for potential sponsors of our Annual Golf Tournament.

<p>May & June</p>	<ol style="list-style-type: none"> 1. Review & revise Drafts of IPS Goals & Duties for presentation to Board for final consideration and approval. 2. Prepare final language for posting in the Summer Newsletter about the proposed changes to IPS and announcing the vote to be conducted at the MRTA Fall Delegates Meetings. 3. Utilize communication channels to share information and reports at meetings. 4. Continue to promote IPS duties to increase & retain membership.
<p>July & August</p>	<ol style="list-style-type: none"> 1. Required printing of the proposed IPS changes in the Summer Newsletter. 2. Encourage units to maintain active engagement on their Facebook pages. 3. Review and update content on the MRTA website and IPS webpage. 4. Promote MRTA membership growth and engagement through community involvement initiatives.
<p>September & October</p>	<ol style="list-style-type: none"> 1. Attend Annual Meeting. Attend region meetings as scheduled. 2. Present IPS changes for approval during the MRTA Delegates Session. 3. Continue coordination efforts with Local Unit IPS Chairpersons and facilitate communication channels. 4. Plan, participate, and/or prepare materials for promoting MRTA at community service activities. 5. Lead efforts to participate on focus topic(s) as a statewide IPS project. 6. Raise awareness about focus topic(s) among MRTA members and the wider community. 7. Establish & present IPS Goals and Duties for 2026 to the MRTA Board. 8. Ask Local IPS Unit Chairs to share data about their use of Facebook for unit activities. 9. Provide feedback and support to units for optimizing their Facebook page engagement.
<p>November & December</p>	<ol style="list-style-type: none"> 1. Discuss the use of Facebook to promote unit, regional, and state activities. 2. Provide feedback and support to units for optimizing their Facebook page engagement. 3. Reflect on the year's achievements and challenges in fulfilling IPS responsibilities. <hr/> <ol style="list-style-type: none"> 4. Plan strategies for enhancing communication, engagement, and promotion efforts in the upcoming year.