

<https://umra.umn.edu/newsletter>

August 20, 2023

TO: Gerald Rinehart

FR: Kristine Mortensen, UMRA News Editor

RE: Annual Report

2023–24 became a turning point for the UMRA newsletter when the Communication and Outreach Committee and, ultimately, the UMRA Board of Directors approved a proposal from the news editor to “rightsize” the publication of the print *UMRA News* from monthly (8x/year) to quarterly and to increase the distribution of the newsletter to reach all UMRA member households instead of just those who (knowingly or unknowingly) had opted in to receive the print newsletter mailed via USPS. Publication of the “headline edition” *UMRA eNews*, delivered via the UMRA-MEMBERS Listserv, will continue 8x/year; it comprises headlined notices linked to articles posted on the UMRA website. The benefits of the rightsizing changes include: fewer and less burdensome deadlines for the UMRA news team and primary newsletter contributors, in particular the president and president-elect/Program Committee chair; doubling the circulation of the print newsletter; reducing the time and labor required to maintain the USPS mailing list; lowering the cost of production and distribution (both total and per newsletter); and creating an opportunity to shift the focus of the newsletter to a more magazine-type publication, aligned with the changing of the seasons.

The gathering and editing of content for the *UMRA News* and the *UMRA eNews*, and for posting all newsletter and eNews articles on the website are the responsibility of the news editor, assisted by an editorial team that currently includes a paid production editor plus volunteer editors, proofreaders, and photographers, all members of UMRA. Sponsorship of the newsletter and monthly UMRA Forums remained strong, totaling \$7,500 for 2022–23, thanks to the dedicated efforts of UMRA’s sponsorship manager. The purpose of the newsletter, which was started soon after UMRA was incorporated in 1978, is to help the Retirees Association build and foster community by showing who we are, telling what we do, and inviting people to participate.