



## **Highlights Membership 2021**

- Focused on leveraging technology to ensure retirees and colleagues could stay connected during Covid through a variety of virtual social and recreational events, clubs, excursions, and speakers. This year we added a robust online program including lectures, game days, virtual travel tours, food tastings, & a virtual movie & theatre club. The Book Club, Bridge Club and Board were able to continue to meet virtually, as well.
- Conducted telephone check-ins with members
- Introduced new membership categories to better serve the membership and the association
- Worked with the college to serve as a placement site for students benefiting both the college and the association
- Strengthened ties with the GBC Human Resources Department to better identify new Retirees before they leave the college
- Targeted campaign to (re) connect with members without valid email addresses
- Hosted a New Retiree special recognition event

## **Key Membership Dates**

The membership year runs from January 1<sup>st</sup> to December 31<sup>st</sup>. When fees are required to maintain voting membership status (see below), fees that are paid by September 30<sup>th</sup> will apply to the current year and will entitle the member to vote in that year's Annual General Meeting. Membership fees paid on or after October 1<sup>st</sup> will apply to the following calendar year and such members will be considered "unpaid members" in the current calendar year for AGM voting and other purposes.

The membership fee for new retirees will be waived for the year in which they retire. Anyone who retires on or after October 1<sup>st</sup> will have their membership fee waived for the following calendar year, although they will be considered to be a Voting Member at the Annual General Meeting in the year they retire.

## **Membership: By the Numbers**

- 2021 New Members – 21
- 2021 Paid Annual Members – 116

- Lifetime Members – 19
- Total Newsletter Recipients (Active email addresses including Honorary and Keep in Touch Members - 274

## Membership Categories

Membership Category	Club Activities and Events	Newsletter	Voting	Annual Fee	Life Time Fee
Full Member	√	√	√	\$15	
Associate Member	√	√	√	\$15	
Life Time Member	√	√	√	-	\$200
Senior Member (85+)	√	√	√	\$0	
Keep in Touch Member	Extra charges to attend events, join clubs and partake in current and future benefits negotiated by the association	√	-	\$0	
Guests of Members	Extra charge when accompanied by a member	-	-	-	
Honorary Member	By invitation	√	-	-	

Full Member: Retiree from George Brown College

Associate Member: Other College Retiree; Spouse of Retiree; Previously worked at George Brown College; Associated/Affiliated with George Brown College in some way;

Life Time Member: Life-time single payment of Fee for Full or Associate Members. A Lifetime Membership benefits both the Association and the individual member. Lifetime Memberships allow our association to begin to accrue a more stable membership and funding base in these uncertain times. Members pay once (and then can forget about those pesky annual reminders for their to-do lists) and protect themselves from potential future fee increases.

Senior Member: Retiree who is 85 years of age or older

Honorary Member: College Administration, Faculty, Support Staff or others who support the Association. Invited by the Board

Keep in Touch Member: Non-participating individuals who enjoy receiving Newsletter to keep in touch

Club activities: Special interest clubs such as Bridge, Music, & Book clubs

Events: Social events such as dinners; wine and cheese parties; theatre trips, speakers etc.

Newsletter: Monthly eNewsletter relating activities, interesting articles and essays  
Valid email address required

Voting: Bylaws; Board membership; decisions relating to activities etc.

### **Membership 2022**

- Maintain the current Membership Fees (no increase)
- Continue to offer events at no charge (or a reduced charge) for full Annual, Lifetime and Senior members. Additional fees continue to apply for “Keep in Touch” members and guests.
- Continue to leverage technology where appropriate
- Covid permitting, begin to move to a combination of Face-to-Face, Hybrid, and Technology driven events. While we all look forward to getting back together in person again soon, virtual and hybrid events can continue to help us stay connected when weather, health, distance and our day-to-day lives conspire to keep us apart.
- Continue to actively reach out to new retirees and offer them a welcome gift