

# Communications Report

## Newsletter and Web Site 2024

### Presented by Bob Cox/Crystal Kotow-Sullivan

- Four newsletters produced in 2024
- One survey to determine member event interest
- Many short “time sensitive” notices regarding events and activities
- Readership averages about 70% for all communications
- Communications partners - ConstantContact, [web.com](#), [hover.com](#), postal box
- Prevent GBCRA emails going to Spam!
- Add to your contacts / address book
  - [feedback@gbcra.ca](mailto:feedback@gbcra.ca) (tell us)
  - [memberservices@gbcra.ca](mailto:memberservices@gbcra.ca) (pay us)
  - [info@gbcra.ca](mailto:info@gbcra.ca) (ask us)

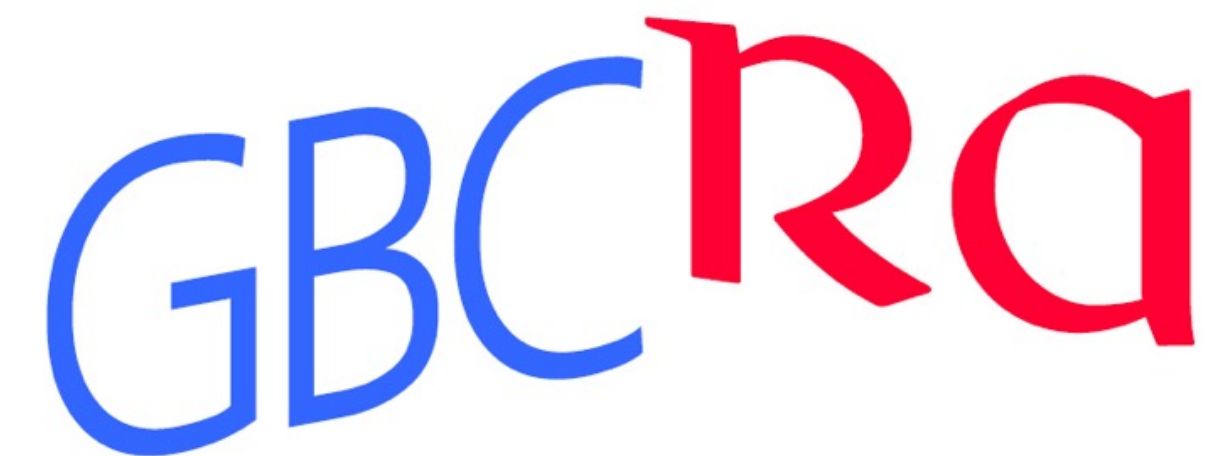


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- Web site averages about 300 hits per month - [www.gbcr.org](http://www.gbcr.org)
- New web projects 2025
  - Continue to build the Musings and Meanderings series
  - Develop a “GBC History” page on website where retirees can add their perspectives to the historical development of the College



George Brown College Retirees' Association