

# NYSUT Communications Awards 2017

## Class R II

**Local:** Port Washington Retired Educators

**Category:** Best Website

**Publication/Website:** Retired Educators Chapter: Port Washington Teachers Association

**URL:** <http://www.pwta.info/PWRE>

Judges' Comments:

A nice home page with a good sense of community. A sharper articulation about the mission of the local to bring members together would make it even stronger.

**Local:** RC 43

**Category:** Best Website

**Publication/Website:** NYSUT Retiree Council 43

**URL:** <http://rc43.ny.aft.org>

Judges' Comments:

A clean and dynamic home page with easy navigation to information and resources. Lots of potential to make this even stronger with more emphasis on members and connecting them to the union mission and a sense of community.

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## Class R II

**Local:** Retired United Teachers of Northport

**Category:** Best Website

**Publication/Website:** Retired United Teachers of Northport

**URL:** <http://www.retiredteachersofnorthport.org>

Judges' Comments:

Clean and navigable home page with access to a lot of information and resources. A stronger focus on members and the local activities would make the site warmer and more inviting. The objective of any local website is to engage and connect members by building a relationship with them. Make them feel valued and a part of the mission. That can often be achieved by stressing common values, concerns and interests and sharing experiences of people like them to make the connection.

**Local:** Retirees of Brentwood Schools

**Category:** Best Website

**Publication/Website:** ROBS Retirees of Brentwood Schools

**URL:** <http://www.robsny.org>

Judges' Comments:

The home page has tremendous potential for connecting members and sharing information. The format is warm and inviting but would be even more effective with a clearer message about the union and a highlight of members who are connected to it and working to advance it.

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## Class R III

**Local:** NYSUT Retiree Council 10  
**Category:** Best Website  
**Publication/Website:** NYSUT Retiree Council 10  
**URL:** [rc10.ny.aft.org](http://rc10.ny.aft.org)

**Judges' Comments:**

Good format, clean layout and easy navigation to information and resources. Strong potential for improvement by making the presentation of the information warmer and more inviting and providing a focus on members and their connection to the union mission.

**Local:** NYSUT Retiree Council 12  
**Category:** Best Website  
**Publication/Website:** NYSUT RC 12 Retirees  
**URL:** [RC12.ny.aft.org](http://RC12.ny.aft.org)

**Judges' Comments:**

Strong start toward a very effective local newsletter. Good format and easy navigation with a valuable depiction of local people engaged in action. Even more emphasis and invitation to members throughout the site would make it more engaging. When presenting news and information from the statewide or national union or other sources, connect it more directly to the local and what it means for members locally. Feature and highlight more images of members who are committed to the mission of the local. It will build pride and engage others more effectively.

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## Class R III

**Local:** RC 7

**Category:** Best Website

**Publication/Website:** NYSUT Retiree Council 7

**URL:** <http://www.nysutretireecouncil7.org/>

Judges' Comments:

Some very nice elements here and a lot of potential for making this website even more effective for relationship building with members. Make it warmer and more inviting...write in a way that invites the member in. Be careful about acronyms and jargon; try to explain things in ways that the uninitiated might better understand. Even more images of members engaged in the mission, and a clearer focus on how and why issues are of significance to members locally would be welcome.

**Local:** Rockland BOCES local 2509

**Category:** Best Website

**Publication/Website:** Rockland Boces Staff Association

**URL:** <http://rocklandbsa.com/>

Judges' Comments:

A lot of information and links to resources presented here. Work to make it more graphic and inviting to the individual member.