



Welcome, Sheila Norman!

Please join us in welcoming Sheila Norman to the IRTA team! Sheila is IRTA's new Director of Marketing and Membership Communications. Her first day with IRTA is September 3rd.

Sheila's responsibilities will include tackling the challenges of member recruitment and retention, implementing strategies to increase member engagement, streamlining our messaging across multiple media platforms and increasing awareness of IRTA's programming and wide range of benefits available to IRTA members via our AMBA partners.

Sheila looks forward to working with IRTA's leadership team, board members and staff to put her creative marketing and communications skills to work. Sheila appreciates IRTA's commitment to the retired educator community and is excited to widely share IRTA's important work that includes advocacy, support of active teachers, financial assistance for retired educators, and our long list of important member benefits.