INTRODUCTION
At United Methodist Communications, we believe in working strategically. That means consistently making choices that move us toward our vision. It means recognizing the needs of a diverse and global church. It means considering how to stay up-to-date and relevant in an ever-changing technological environment. It means looking at how we build upon our work in light of reduced funding. And it means utilizing research that helps us understand our audiences’ needs and informs our actions.

Keeping these factors in mind, we continually focus on strategic planning and visioning to determine our priorities, guide our work and align our efforts to serve the future of The United Methodist Church.

VISION
Changing the world by sharing the gospel of Jesus Christ.

MISSION
Communicating all the good we can, in all the ways we can, to all the people we can, in all the places we can.

VALUES
We embrace the values of integrity, respect, creativity, wholeness and empowerment as we seek to live out Christ’s love.

WHO WE ARE
We are truth seekers and storytellers who lead the global church in using the power of communication to enhance ministry and reflect the church to the world.

OBJECTIVES
1. Engage people with the story of God’s work in the world through The United Methodist Church.

2. Equip The United Methodist Church at all levels to become effective communicators, as together we seek to grow the church in the 21st century.

3. Claim our role as the strategic communications and marketing agency for the global United Methodist church.

4. Nurture our people and demonstrate good stewardship of our resources.
VISION

Changing the world by sharing the gospel of Jesus Christ.

MISSION

Communicating all the good we can, in all the ways we can, to all the people we can, in all the places we can.
CORE VALUES

We embrace the values of integrity, respect, creativity, wholeness and empowerment, as we seek to live out Christ’s love.

INTEGRITY
We strive to do what’s right all of the time.

RESPECT
We acknowledge the value and diversity of all people and treat everyone as we want to be treated.

CREATIVITY
We combine talent and imagination to encourage new possibilities.

EMPOWERMENT
We give one another the opportunity to be successful and to take chances.

WHOLENESS
We nourish all aspects of personal, professional and spiritual life.
ORGANIZATION

United Methodist Communications has implemented an organizational structure that supports the agency's strategic goals and aligns our workforce in order to:

- Better align messaging across the agency's various communication channels
- Clarify a holistic brand identity for the agency within the United Methodist Church
- Leverage audiences in order to develop appropriate resources and messages
- More fully embrace the digital world
- Think globally to support the international footprint of the United Methodist Church
- Encourage collaboration across teams
- Better leverage employees' skills across channels and media

JENNIFER RODIA
Chief Communications Officer
Human Communication
Center: Advertising and Communications
Global Communications, Training & Development
United Methodist Publication
Communications Giving Marketing
UMCom

DANNY MAI
Chief Technical Officer
Network Operations Security
Software Engineering
Web Development
ICTAD

TIM TANTON
Executive Director, Global Video, News & Information
Hispanic/Latino Communications
Korean Language Resources
French Communications
Multicultural
General Church Multimedia
General Church Content
Central Conference Content
Photojournalism
United Methodist News Service

POONAM PATODIA
Chief Marketing Officer
Creative and Branding Management
Strategic Marketing and Advertising
Customer Experience
Public Information

TANGI DAWSON
Executive Director, Financial Services

HELEN ALLEN
Executive Director, Human Resources
Payroll and Benefits

CARLTON LONEY
Senior Director, Property, Products, Sales

GARY HENDERSON
Chief Relationship Officer, Central Conference Forces
Central Conference Relations
General Agency Relations
Imagine the Nations
Annual Conference Relations
Research and Local Church Outreach

BRIDGTE SLOANE
Project Manager
Strategic Planning
Central Conference Planning
Special Events

ORGANIZATION CHART
as of January 1, 2017

DAN KRAUSE
General Secretary
OBJECTIVES

First, we will focus on how the denomination is making disciples of Jesus Christ for the transformation of the world, reaching people and changing lives. We will seek to produce dynamic content that communicates the value of being a part of The United Methodist Church, sharing how we are working in the world and raising awareness of the values and theological positions of the church.

Second, we will equip leaders by providing training, tools and resources that enable communications at all levels of the church. We will keep our churches at the center of all we do.

Third, we will coordinate communication across agencies with a centralized messaging and contact strategy and a clear understanding of our role as the primary point of communication in the denomination to members, leaders and seekers.

Fourth, we will value our most important resource - our staff - and encourage personal development and learning. We will be mindful of how we utilize all of our resources as we work creatively and innovatively for the people of The United Methodist Church.

We believe that each objective supports the Four Areas of Focus as they give shape and direction to the denomination’s mission of making disciples of Jesus Christ for the transformation of the world.
Engage people with the story of God’s work in the world through The United Methodist Church.

As we move forward into the 2017-2020 quadrennium, we will develop a comprehensive strategy that will guide the communications efforts of the agency. The strategy will be designed to:

- Recognize and adapt to the needs of a diverse, global and multilingual church, representing all its faces and voices
- Create more transparency, unity and tolerance
- Embrace emerging trends that keep us at the forefront of technology
- Strengthen our brand and create strong public awareness
- Enable churches to reach out locally and globally
- Align content across our communication channels, rather than having many voices

We will seek to produce content that communicates the value of being a part of The United Methodist Church. We will work to provide our constituents with information, news and resources that represent the gifts and stories of the entire global denomination. We will share how God is reaching people and changing lives through the church, and will seek to raise awareness of the values and theological positions within it.

We will utilize a comprehensive and unified content calendar not only to plan, but also to measure our progress. We will build on our work to communicate in the languages and cultural contexts of the church, with more storytelling from around the world.

We will tell a unified story by communicating with a clear voice throughout the church with distinctive messages and audiences. We will focus on aligning our messages and our

OBJECTIVE

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communication channels to effectively reach and serve our audiences, which essentially are church members, church leaders, and spiritual seekers, keeping local churches at the root of our messaging, as well as the reasons why people go to church.

Informed by research, we will shift our approach so that the foundation of our messaging is our audiences’ needs and interests and that recognizes that different audiences have different needs. We will create channels for each focused on meeting the needs, values and individual preferences of each of our audiences, as well as a separate channel for United Methodist News Service.
Equip The United Methodist Church at all levels to become effective communicators, as together we seek to grow the church in the 21st century.

United Methodist Communications provides a wide array of training, communications tools and resources within annual conferences and the local church aimed at strengthening ministry communication skills for leaders.

We will establish a new leader communications website, which will be a central location for content and resources that inform and support clergy and lay leaders of The United Methodist Church in areas such as marketing, communications planning, digital/social media, and ministry growth. The 2017 developmental phase will focus on compiling the most pertinent and effective leader-focused content from existing United Methodist Communications resources along with similar content produced by other United Methodist Church agencies.

We will utilize research to gain insights into our audiences’ attitudes, opinions, beliefs and needs and let these findings guide our work. In a shift of our focus, local church support will be the go-to place to serve all local church communication needs to enable them to communicate in more efficient and strategic ways, rather than only funding events.
We will continue our collaborative efforts with annual conferences, working to build relationships and resource and equip communicators. When annual conferences make training requests, we will work with them to build a plan that meets their specific needs, and we will partner with annual conferences by hosting face-to-face training conferences.

We will work with central conferences to determine what needs exist and what resources are available for their leaders. Based on the results, we will create a clear strategy for engaging with central conferences that establishes international priorities and coordinates and aligns our efforts.

In collaboration with annual conferences, Information and Communication Technology for Development (ICT4D) initiatives develop infrastructure that helps central conferences communicate their messages. We also provide local training through field staff. For example, in Manila we are working with ham radio certifications and, in Africa, we have two field staff working on the UMConnect System. UMConnect is a United Methodist Communications branded text messaging platform that allows for same-day communication through SMS (text) messages for use in central conferences where many areas have limited or non-existent Internet access.
Claim our role as the strategic communications and marketing agency for the global United Methodist church.

We will coordinate communication across church agencies with centralized messaging and strategies that carry a clear understanding of our role as the primary point of communication in the denomination to members, leaders and seekers around the world. We will work collaboratively to provide strategic direction, messaging and consultation to support the initiatives and ministries of the global church.

We will expand the visibility of The United Methodist Church through advertising, news media and social media, utilizing creative storytelling techniques. A new creative team will help us strengthen our brand and provide more consistency in design and execution.

We will develop an internal communications system that helps us collaborate more effectively, align information and manage documentation, all while ensuring that our staff is equipped to utilize technology effectively. We will also create a map of our technology-based tools and systems that will guide the best ways to do our work.

The foundation of our marketing will be more comprehensive. We will integrate our content management system (CMS) and customer relationship management (CRM) in order to track our audiences’ interests and needs so that we can understand them better and improve customer experience.
We will develop an internal communications system for the denomination that helps us collaborate more effectively, align information and manage documentation, all while ensuring that our staff is equipped to utilize technology effectively. We will also create a map of our technology-based tools and systems that will guide the best ways to do our work.

The foundation of our marketing and communications platforms will be more comprehensive. We will integrate our content management system (CMS) and customer relationship management (CRM) in order to track our audiences’ interests and needs so that we can understand them better and improve customer experience.
Nurture our people and demonstrate good stewardship of our resources.

We will aspire to embody our core values and to hold ourselves accountable for creating a culture that upholds these standards and influences these behaviors through recruitment, onboarding and mentoring of a diverse and highly qualified workforce. We will seek to foster a learning environment to help employees in their professional development and career path.

We are shifting our focus from products to services, and will strive to provide excellent customer service that supports our staff and meets our clients’ needs.

We will be implementing a monthly budgeting process in addition to our annual budget, which will provide us with more accurate accounting.
We will shift our approach so that the foundation of our messaging is our audiences’ needs and interests, recognizing that different audiences have different needs. We will utilize research to inform our actions so that our message content and delivery connects with their values and communications preferences. Likewise, we must build our goals in the Four Areas of Focus into our messaging in a way that connects with people inside and outside our churches.