



Baltimore-Washington Conference

The United Methodist Church

Commission on Communications

Purpose of Agency

- Strengthen connectional communication among the conference, districts, and local churches.
- Ensure effective use of multimedia, digital platforms, publications, and public relations to share the mission and ministry of the Church.
- Support storytelling and interpretation of conference ministries to external audiences.

Current Goals

- Expand the digital reach of the Conference through social media, video, and web platforms.
- Provide feedback/suggestions on current communication strategies and resources to help local churches share their ministries effectively.
- Ensure alignment with the UMC's new vision statement.

Typical Meeting Dates

- Typically 2 meetings per year with the BWC Communications department (one via zoom and one in person at the Mission Center), with request for attendance at a Connectional Table meeting 1-2x per year. Meetings usually last 60–90 minutes.

What does serving on the board involve? What responsibilities and activities will members carry out?

- Offer advice, ideas, and technical expertise in storytelling, design, and communication efficiencies.
- Serve as liaisons to districts or ministry areas, identifying communication needs and opportunities.
- May assist with special projects.

How will you communicate with members?

- Primary communication occurs through email.

Anything else potential agency members need to know?

- Participation offers opportunities to network with other communicators, gain insight into conference ministries, and contribute to meaningful storytelling across the conference.
- Training is provided as needed to help members understand conference structures and communication tools.

Ideal gifts and graces, capabilities, skills, or interests potential applicants should possess?

- Skills or strong interest in communications, design, social media, journalism, public relations, marketing, or web design/development.
- A spirit of collaboration and creativity are essential.
- A heart for helping others share the story of faith and community transformation.