

# 2024 Initiatives | Dawn Oliver

Director of Graphic Design

## CONTINUING EDUCATION GOALS

1. InDesign Scripting/Automation (online courses through Udemy, Adobe)
2. Interactive Digital Publications (online courses through Udemy, Adobe)
3. Copywriting (online course through Udemy (<https://www.udemy.com/course/copywriting-class/>))

## MINISTRY SUPPORT INITIATIVES

### Faith Church Local Ministries

1. Continue to develop templates for promotional material.
2. Develop a digital ministry update newsletter prototype (for communication/awareness)
  - a. Determine format.
  - b. Determine process for collecting information.
  - c. Determine frequency of publication.
  - d. Determine details for sharing with church family.
  - e. Present prototype to pastors for consideration by **June 2024**.
3. Consider and suggest ways to improve visitor welcome tables with signage and supporting documents.
4. Create social media campaign graphics to encourage use of the Faith Church app.

### Faith Community Ministries

1. Research and develop materials to include in neighborhood welcome packets.
2. Explore interest in a youth-led initiative promoting activities and programs at the Hartford Hub.

### Faith Christian School

1. Repurpose content from *Equipped* magazine into blog and social media posts.
2. Develop a new admissions publication piece.

### Faith Biblical Counseling Ministries

1. Build MailChimp campaign calendar for FBCM by **November 2024**.
  - a. with a goal of creating campaigns 3 months in advance of publication.
  - b. with content relevant to FBCM events.
  - c. to take full advantage of extensive library of content available.
2. Continue to update graphic elements for annual BCTC.
3. Support international training with digital tools for promotion.

### Faith Global Missions

1. Support 2024 church initiative to “strengthen global mission awareness to church family.”
  - a. Develop a proposal for a comprehensive, interactive, missions-focused, digital publication.
  - b. Present prototype for pastor consideration by **August 2024**.

### Vision of Hope

1. Update promotion materials before **February 2, 2024**.
  - a. Resident brochure; Intern brochure
  - b. Banners/signage
  - c. Update other materials as necessary for conference table.