

# COMMUNICATIONS COMMITTEE MEETING

JANUARY 21, 2019

## MINUTES

**In Attendance:** Connie Bland, Mike Johnson, Karen McPherson, Bill Jones, Roger Helmick, Tom Redmond

**Absent:** Sally Burri, Dennis Cogswell

### Opening Prayer & Devotion

Karen opened the meeting with a reading of John 15:1-2. She shared a devotional about Pruning Time from the Upper Room for 1/21/19. Pruning of plants is necessary to ensure that more fruit is produced. People can be pruned by God. If God is pruning you for greater fruitfulness for the glory of Jesus, recognize that it is necessary and that it moves us to greater dependence upon Christ. Karen then prayed for our successful work as a committee of the church.

### Team Norms

The group reviewed the norms and decided that no changes were necessary.

Team Norms are:

- Communicate effectively via oral, written and technological methods
- Plan in advance
- Have fun
- Be respectful
- Meet frequently
- Silence and Absence equals Agreement
- Value input
- Take constructive criticism
- Ask for help and give help

### 5-Year Strategic Plan Initiatives

The group discussed the 6 initiatives from the 5-Year Strategic Plan that have been assigned to the Communications Committee, plus other initiatives on which the team is providing assistance:

- ✓ ***develop a plan to improve internal communications among church leaders via modern, digitally-based communications tools***

Mike and Connie shared that:

- Revised proposal has not been provided by HRCT. Their responsiveness has been lacking  
However, they have been in communication

- Proposals have been submitted from two additional firms and initial review meetings have been held, plus a teleconference was held with a fourth vendor to explore options:
  - Electronic Systems Inc (ESI) – meeting held on 1/7/19. They currently provide copier equipment and services to the church and were the IT provider prior to HRCT. They have requested an additional meeting to review prospective software with us before end of January
  - James River Communications – meeting held on 1/9/19. They are a local firm providing voice & data wiring, fiber, phone & paging systems. We provided additional information and requested proposal modifications and alternatives. These were received on 1/11/19.
  - An initial conference call was held with a 4<sup>th</sup> vendor on 1/14/19 – ENComputers. Their bid was to transition all IT Support for the church to their firm and in return, they would provide 40 hours of labor free on the WiFi project.
- Future plans are to build an evaluation matrix in order to compare the three submitted proposals side-by-side to determine an acceptable vendor of choice.
- A meeting will be established with the Facilities Director, the Youth Ministries Director, and the Communications WiFi team to discuss all wiring needs and considerations. Mike will set up the meeting.
- Mike will provide additional information to HRCT, as requested to allow them to revise their quote if necessary.

Roger shared that:

- The video equipment ordered from PTZOptics was received on 1/7/19.
- Roger purchase a video monitor and associated cables, which he plans to donate to the church.
- Initial set-up was completed and the camera was tested during the 1/20/19 11am service. No video was captured; just operational testing was conducted.
- Consultation with Paul Popodoc (the consultant who installed the current sound system in the sanctuary) to determine how to best integrate the new equipment with the sound board in the balcony will be arranged by Roger.
- Next steps will be incremental:
  - Video a service and upload to the website
  - Test a prototype of broadcasting to a TV outside of the sanctuary
  - Video from several different locations within the sanctuary
- After consultation with the Finance chair, the video equipment was purchased from the restricted Memorial Fund on 1/4/19. The unused 2018 Communications Committee operating budget was returned to be used to offset some expense overages and/or revenue under-runs in other departments.

Connie shared the following website updates:

- Completed modifications to the SERVE AT WUMC page.
- Still waiting for descriptions for all volunteer areas from Cindy based on the "Everyone In Ministry Commitment" brochure input. 24 online forms have been completed, tested, and published.
- Completed, tested, and published a new online form for the "Journey of Life" seminar.
- Updated Senior Pastor Blog content.
- Updated Lay Leadership page with 2019 information.
- Reviewed December 2018 Google Analytics online information

<b>WEBSITE ONLINE FORMS SUBMISSION</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>TOTAL</b>
Commission on Way Forward Comments			0	0	0	0	0	0	0	0	0	<b>0</b>
Hands On Mission Days Signup			0	0	0	0	0	0	0	0	0	<b>0</b>
Connect 101 Registration		0	1	0	0	0	0	0	0	0	0	<b>1</b>
VBS Registration		4	10	19	32	0	0	0	0	0	0	<b>65</b>
ReCharge Dinner Reservations	0	2	3	1	0	1	0	3	6	8	8	<b>32</b>
Inquiry	0	0	1	0	0	1	1	0	5	4	3	<b>15</b>
Feedback	0	0	0	0	0	0	0	0	0	0	0	<b>0</b>
1st Time Guest	0	1	0	1	0	1	0	0	0	0	0	<b>3</b>
Prayer Requests	0	0	0	0	0	0	0	1	1	0	0	<b>2</b>
KMO						0	0	1	0	0	1	<b>2</b>
Worship Committee						0	0	0	0	0	0	<b>0</b>
ReCharge Activities							0	3	1	2	6	<b>12</b>
Geek Squad									1	0	0	<b>1</b>
ECMS Inquiry								0	0	0	0	<b>0</b>
Servant Leader Interest						1	2	1	0	0	0	<b>4</b>
Messiah Concert									41	8	0	<b>49</b>
<b>TOTAL</b>	<b>0</b>	<b>7</b>	<b>15</b>	<b>21</b>	<b>32</b>	<b>4</b>	<b>3</b>	<b>9</b>	<b>55</b>	<b>22</b>	<b>18</b>	<b>186</b>

**GOOGLE ANALYTICS**

Users	591	865	805	860	885	1,000	825	802	936	1,200	1,300
Sessions	967	1300	1300	1300	1300	1500	1300	1400	1400	1600	1,900
Bounce Rate	31.54%	37.15%	37.24%	43.79%	42.94%	47.04%	35.96%	39.60%	40.87%	39.22%	38.60%
Duration	4:01	2:26	2:23	1:50	2:02	2:16	2:42	2:35	2:24	2:07	1:55
Organic Search	42.19%	51.40%	50.04%	45.01%	48.98%	44.82%	47.07%	50.43%	53.87%	62.11%	64.11%
Direct Search	35.78%	31.31%	32.82%	30.31%	27.17%	37.85%	34.72%	31.84%	33.97%	26.57%	26.86%
Other	22.03%	17.29%	17.15%	24.68%	23.85%	17.33%	18.21%	17.74%	12.15%	11.32%	9.02%

- ✓ **assist SPRC in the creation of marketing director job description, search committee, and candidate selection**
  - Completed
- ✓ **assist SPRC in evaluating and supervising the execution of the Marketing Director contract**
  - Completed
- ✓ **support Director of Children's Ministries in coordinating children's programs and ministries with Marketing Director**

Connie shared that:

  - Joint meeting held with Children Ministries Director and Youth Ministries Director on 1/8/19

- Established standing monthly joint meetings with Children Ministries Director and Youth Ministries Director for every 1<sup>st</sup> Tuesday at 1:30pm.
- ✓ ***support Director of Youth Ministries in coordinating youth programs and ministries with Marketing Director***  
 Connie shared that:
- Joint meeting held with Children Ministries Director and Youth Ministries Director on 1/8/19
  - Established standing monthly joint meetings with Children Ministries Director and Youth Ministries Director for every 1<sup>st</sup> Tuesday at 1:30pm.
- ✓ ***develop process for quarterly community recognition reports***  
 Karen and Tom shared that:
- The draft of the local media outlet venues was shared with the Marketing Director. Plans are to develop a directory of this information to be available both online and in print format.
  - Karen and Tom met on 1/18/19 and that Tom would take over responsibility for developing the process for quarterly reporting.
  - Tom shared some matrices depicting the people and types of information that may be included in the recognition reporting report and process.
- ✓ ***Assist other committees with their strategic plan tasks***  
 Connie shared that Sally reported:
- Design work for the Banner Entrance is completed
  - Assistance for subsequent phases is to be determined
- ✓ ***Status Report for New Horizona Strategic Plan***  
 Connie shared that:
- Church Council annual Strategic Plan Status Report was completed and submitted on 1/15/19

## **Ongoing Committee Tasks**

- ✓ Public Information Contact List
  - Development of an updated contact list has been incorporated into the strategic initiative for quarterly reporting and is scheduled for completion by 3/31/19.
- ✓ A/V Experts Team – “Geek Squad”  
 Karen reported that:
  - The following teams have been established to focus on each of the parts of the building that get the greatest use. These teams will focus on developing policy and procedures manuals for their parts of the building.
    - Team Sanctuary: Team Leader - Russ Henke
    - Team Fellowship Hall: Team Leader - Dave Lee
    - Team Wesley Hall: Team Leader - Karen McPherson
    - Team Youth Center: Team Leader - Tom Lamb
    - Team Portable Equipment: Team Leader - Greg Johnson
  - Plans are to meet at the end of February to assess progress
  - The draft Policy and Procedures documents for each team will include at least the following:
    - Descriptions of the available equipment

- Any documentation related to equipment (user manuals, paper copies, online sources)
  - If documentation does not exist, a template will be created for what the documentation might look like)
  - Sharing the evolution of this documentation with other Geek Squad members will occur as work progresses
- Additional equipment that any user would have to provide (cords, cables, adaptors, etc.) to use the equipment
- Passwords and keys needed to access equipment
- Contact person to secure access to the equipment (either the relevant church staff person or someone else who controls access to the equipment)
- ✓ Enhanced Website Alternatives Investigation
  - No work performed
- ✓ Newsletters – electronic & paper  
Bill reported that:
  - Tom will be taking over responsibilities for producing the weekly eNotes newsletter this month.
- ✓ Publicity Banners
  - No work performed.
- ✓ Bulletin Boards
  - No work performed.
- ✓ Committee documentation & minutes archiving  
Connie reported for Sally that:
  - No work performed.
- ✓ Committee policies and guidelines  
Connie reported for Sally:
  - No work performed.

## Budget and Expenses

Connie shared that:

- Received Preliminary Period 12 Detailed Ledger Report on 1/14/19
- Total 2018 expenses are as anticipated
- Resolved invoice from Daily Press/Virginia Gazette for November advertising which included charges for Messiah ads
- After conferring with Finance Chair, decided to defer purchase of Live Streaming video camera and equipment until January 2019 to avoid splitting expense between operating and capital budgets. Funding will come from Memorial-Restricted budget.
- Returned \$2,119 of operating budget to general church fund to help offset lower than anticipated revenue income.
- Approved 2019 \$200 expenditure for professional photographer for Marketing Director project.
- Approved 2019 \$250 expenditure for WUMC logo redesign for Marketing Director project.

DEC	Budget	Annual Budget	YTD Actuals	Spend Rate	% Yr Complete	Balance Remaining
	Communications	\$ 3,500	\$ 1,381	39%	100%	\$ 2,119
	Discretionary	\$ 1,010	\$ -	0%	100%	\$ 1,010
	Other Funds	\$ 3,500	\$ -	0%	100%	\$ 3,500
	<b>TOTAL</b>	<b>\$ 8,010</b>	<b>\$ 1,381</b>	<b>17%</b>	<b>100%</b>	<b>\$ 6,629</b>

## **Concerns & Issues**

- None at this time.

## **Prayers & Devotional for Next Month**

- Next meeting is scheduled for Monday 2/18/19 in Room 352 at 6:30pm.
- Opening prayer and devotional will be provided by Connie.
- Closing prayer will be provided by Sally.

## **Closing Prayer and Adjournment**

- Tom provided the closing prayer and gave thanks for our meeting and asking for support in our working relationships as committee team members.