

COMMUNICATIONS COMMITTEE MEETING

DECEMBER 17, 2018

MINUTES

In Attendance: Connie Bland, Mike Johnson, Karen McPherson, Bill Jones, Dennis Cogswell, Roger Helmick, Sally Burri, Tom Redmond

Opening Prayer & Devotion

Sally opened the meeting with a prayer giving thanks for God's blessings and asking for His help in doing His work for all that needs to be completed.

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

Introduction of New Team Member

Connie introduced Tom Redmond, the newly hired Director of Communications and Marketing. Per team tradition, Tom shared his four personal "facts". After group discussion, the group was unsuccessful in determining the incorrect one.

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:

- A revised proposal has not been provided by HRCT. Their responsiveness has been lacking. There appears to be some internal problems within the company in regard to their receipt of email messages, which is of concern, since they are the church's IT vendor.
- Two additional companies have expressed interest in bidding on the project
 - Electronic Systems Inc (ESI) – they currently provide copier equipment and services to the church and were the IT provider prior to HRCT
 - James River Communications – local firm providing voice & data wiring, fiber, phone & paging systems
 - Both firms have walked the building and will provide proposals before EOY
- Mike plans to contact another vendor, ENComputers, to inquire whether they have an interest in bidding on the project.
- We are looking to hire a consultant to assist in the analysis of the proposals.
- Plans are to have face-to-face meetings with ESI and James River Communications to review their proposals within the next several weeks.

Roger shared that:

- A proposal was developed by PTZOptics to purchase an acceptable video equipment configuration for a price of approximately \$5300
- Group discussion ensued regarding how this equipment would be maintained. It was decided that since it was church equipment, it would be treated as any other computer and placed under the IT maintenance structure of HRCT.
- Plans are to purchase the equipment before EOY using the church credit card. Connie verified with Nethea Calloway that as long as the purchase was made before 12/31/18, it would be treated as a 2018 expense. Connie further advised that since the Communications Committee budget did not contain sufficient funds to cover the entire purchase, she would approach the Trustees to inquire whether the balance could be funded from their budget. Bill advised that there was funding in the Memorial budget which could be used for this expense.
- Roger agreed to work with Nethea to place the order before 12/22/18.

Connie shared the following website updates:

- Began modifications to the SERVE AT WUMC page.
- Descriptions for all volunteer areas will be enhanced after Cindy Banek completes the development of the "Everyone In Ministry Commitment" brochure. Approximately one quarter of the 24+ online forms have been completed. Hopefully, the remainder can be quickly completed after the holidays in anticipation of the Senior Pastor sermon on volunteering scheduled for 1/6/19.
- As a result of meeting with ECMS, investigated options for incorporating the ECMS website into the church website. It appears feasible to replace the ECMS home page with the dedicated page currently on the church website and redirect the ECMS web address to point to this page. Additional work is required to incorporate the

necessary links into the CloverSites product. This may be an opportunity for a W&M intern position to compete the work and will be explored with W&M administration.

- Monitored online form for Messiah chorus signup for Music Director. 49 people registered online. Music Director advised that the 2018 chorus was the largest ever.
- Updated Google Analytics online permissions to include new Marketing Director

WEBSITE ONLINE FORMS SUBMISSION	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	TOTAL
Commission on Way Forward Comments			0	0	0	0	0	0	0	0	0
Hands On Mission Days Signup			0	0	0	0	0	0	0	0	0
Connect 101 Registration		0	1	0	0	0	0	0	0	0	1
VBS Registration		4	10	19	32	0	0	0	0	0	65
ReCharge Dinner Reservations	0	2	3	1	0	1	0	3	6	8	24
Inquiry	0	0	1	0	0	1	1	0	5	4	12
Feedback	0	0	0	0	0	0	0	0	0	0	0
1st Time Guest	0	1	0	1	0	1	0	0	0	0	3
Prayer Requests	0	0	0	0	0	0	0	1	1	0	2
KMO						0	0	1	0	0	1
Worship Committee						0	0	0	0	0	0
ReCharge Activities							0	3	1	2	6
Geek Squad									1	0	1
ECMS Inquiry								0	0	0	0
Servant Leader Interest						1	2	1	0	0	4
Messiah Concert									41	8	49
TOTAL	0	7	15	21	32	4	3	9	55	22	168

**GOOGLE
ANALYTICS**

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

✓ ***assist SPRC in the creation of marketing director job description, search committee, and candidate selection***

Connie reported that:

- This initiative has been completed with the hiring of Tom Redmond as the new Director of Communications and Marketing.

✓ ***assist SPRC in evaluating and supervising the execution of the Marketing Director contract***

Connie reported that:

- This initiative has been completed with the hiring of Tom Redmond as the new Director of Communications and Marketing.

✓ ***support Director of Children's Ministries in coordinating children's programs and ministries with Marketing Director***

Bill shared that:

- VBS is scheduled for the week of August 5-8 to correspond with the travel plans of the Hexham England youth who will be assisting with the program, as the WUMC youth did last summer for their VBS program.

Connie requested that:

- Tom set up monthly meetings with Martha Hernandez to establish ongoing support of the children's programs.

✓ ***support Director of Youth Ministries in coordinating youth programs and ministries with Marketing Director***

Connie requested that:

- Tom set up monthly meetings with Andy Glascott to establish ongoing support of the youth programs.

✓ ***develop process for quarterly community recognition reports***

Dennis shared that:

- Karen and he have developed a good draft of the local media outlet venues. Plans are to develop a directory of this information to be available both online and in print format.
- Plans are to develop a list of key contacts within the church who might be providing outside information about their respective groups.
- An information session is planned during March 2019 to train these stakeholders on the new process.

Connie shared that:

- Gathering of the quarterly information for the Church Council report will be the responsibility of the Marketing Director, using the new process being developed by Dennis and Karen.
- Tom was requested to develop a first draft of reporting template before EOY.

✓ ***Assist other committees with their strategic plan tasks***

Sally shared:

- The layout of the interior and exterior of the "banner entrance" has been determined.
- The group has selected floor coverings, wall coverings and furniture.
- Work is scheduled to begin 1/2/19 with a targeted completion of 3/11/19

- The Worship Committee will be in charge of the content of the new bulletin board in this area and the Communications Committee will be in charge of developing the policy & guidelines for its use.

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:

 - A team has been formed.
 - A preliminary church-wide inventory has been completed. However, several areas require further review (room 151, etc.)
 - Some security concerns over equipment in the balcony and Fellowship Hall were noted.
 - Questions were noted as to whether all equipment, including those used by program ministries such as ECMS, is covered under the church insurance policy.
 - There are extensive collections of obsolete and broken equipment, particularly in the Youth Director office, which need to be assessed.
- ✓ Enhanced Website Alternatives Investigation

Dennis reported that:

 - Evaluation paper will be prepared to document findings before the next team meeting.
 - Configuration of the website for proper display on mobile devices needs to be assessed.
- ✓ Newsletters – electronic & paper

Tom reported that:

 - A review of current weekly and monthly newsletters has begun
- ✓ Publicity Banners
 - No work performed.
 - Bill reported that some minor vandalism occurred to the Messiah and Alternative Giving banners occurred when someone removed the entire frame and banners and placed them in the rear parking lot.
- ✓ Bulletin Boards
 - No work performed.
- ✓ Committee documentation & minutes archiving

Sally reported that:

 - No work performed.
 - Anticipate progress after EOY
- ✓ Committee policies and guidelines

Sally reported that:

 - No work performed.
 - Anticipate progress after EOY

Budget and Expenses

Connie shared that:

- Received Preliminary Period 11 Detailed Ledger Report on 12/9/18
 - One discrepancy was noted -- misplaced charge for the printed newspaper subscription which will require a journal entry to reverse
- Received Final Period 11 Detailed Ledger Report on 12/13/18 – correction made
- Received 2019 Budget Report as approved by Church Council on 11/23/18 and reallocated the funds among the Communications sub-accounts (\$3500)
- Received invoice from Daily Press/Virginia Gazette for November advertising. Includes charges for Messiah ads, which will be charged to the appropriate department to avoid over-running the Communications budget
- Anticipate EOY actuals for Communications to be \$1318, leaving sufficient funds to purchase the video equipment for the Live Streaming project prior to EOY

NOV	Budget	Annual Budget	YTD Actuals	Spend Rate	% Yr Complete	Balance Remaining
	Communications	\$ 3,500	\$ 1,306	37%	92%	\$ 2,194
	Discretionary	\$ 1,010	\$ -	0%	92%	\$ 1,010
	Other Funds	\$ 3,500	\$ -	0%	92%	\$ 3,500
	TOTAL	\$ 8,010	\$ 1,306	16%	92%	\$ 6,704

Concerns & Issues

- None at this time.

Prayers & Devotional for Next Month

- Next meeting is scheduled for Monday 1/21/19 in Room 352 at 6:30pm.
- Opening prayer and devotional will be provided by Karen.
- Closing prayer will be provided by Tom.

Closing Prayer and Adjournment

- Bill provided the closing prayer and gave thanks for our day; Jesus' love of us; our shared work together; our ability to work together and love each other as the hands and feet of Christ; and, the guidance to the Communications Committee to help in getting things done for our church.