

COMMUNICATIONS COMMITTEE MEETING

FEBRUARY 18, 2019

MINUTES

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

Absent: Sally Burri, Mike Johnson

Opening Prayer & Devotion

Connie opened the meeting with a prayer thanking God for our day, our health our families, and asking for help and guidance in working together as an effective Communications team. Connie then shared an interactive devotion about how individual gifts and faith in God are like interlocking jigsaw puzzles..

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***

Connie shared that:

- Numerous meetings and conference calls have been held over the past many months to define our WiFi requirements, meet with vendors, and analyze proposal submissions
- Discussions were held with 4 companies

- 3 companies chose to submit proposals.
- Several follow-up meetings and calls were conducted to clarify information
- All proposals have been reviewed, analyzed relative to each other, and ranked in order of meeting requirements and price
- A high-level comparison with the sub-committee's recommended selection was shared with the entire committee for discussion. Unanimous agreement was given to the top-ranking vendor.
- A follow-up meeting is scheduled for 2/20/18 to discuss video cabling options in support of our Live Streaming vision and arrive at an acceptable solution.
- As a precursor to a contract, a meeting will be held among the Facilities Director, Trustees, and Communications to walk the building and establish exactly where the church facilities will require modification for the WiFi installation.

Roger shared that:

- Paul Popadak of Sound Ideas (the contractor who installed the sound system in the balcony) was contracted to complete the addition of audio from the balcony sound board to the new video equipment.
- Live tests of Sunday worship services have been conducted using the new equipment.
- Interim installation of equipment in the balcony has been finalized. However, permanent mounting of the camera(s) in desired locations (balcony face, aligned to center aisle) is necessary.
 - Purchase (\$90) or make of a bracket.
- Initial discussions with the Facilities Director were held regarding potential modifications to the balcony area to complete the permanent installation of the video system.
 - Remove the pew and pew behind the current location of the sound board and build up the floor to provide space for the additional equipment and personnel.
 - Move the audio equipment toward the end of the current aisle (about 2 feet).
 - The video equipment would be mounted on a table (with rack space attached) near the wall.
- Actual recordings of at least 2 entire services have been made.
- Continued discussion of needed physical wiring for the system in conjunction with the WiFi upgrade has occurred.
- Security of the equipment in the balcony is an issue. Initial discussions with the Facility Director have occurred.
- A procedures and operations manual for the video equipment is being developed.
- Recruitment and training of video operators will be required in the near future.
- Roger needs a sidekick for this initiative. Karen agreed to discuss this with the Geek Squad to see if additional volunteers would be willing to join the Live Streaming sub-team.

Connie shared the following website updates:

- Major updates to the KMO page were completed in advance of their early registration initiative
- Developed online form for WUMW Candle Burning Ceremony scheduled for 3/2/19
- Descriptions of all volunteer areas for "Everyone In Ministry Commitment" brochure has not yet been completed. 24 online forms have been completed, tested, and published.
- An error on the internal email message for the new online form for the "Journey of Life" seminar was corrected
- Connie is filling in for Lianne on day-to-day website updates while she is on vacation between 2/13-2/25.
- Reviewed January 2019 Google Analytics online information

WEBSITE ONLINE FORMS SUBMISSION	PRIOR	JAN	YTD TOTAL	GRAND TOTAL
Commission on Way Forward Comments	0	0	0	0
Hands On Mission Days Signup	0	0	0	0
Connect 101 Registration	1	0	0	1
VBS Registration	65	0	0	65
ReCharge Dinner Reservations	32	10	10	42
Inquiry	15	6	6	21
Feedback	0	0	0	0
1st Time Guest	3	1	1	4
Prayer Requests	2	1	1	3
KMO	2	1	1	3
Worship Committee	0	0	0	0
ReCharge Activities	12	7	7	19
Geek Squad	1	0	0	1
ECMS Inquiry	0	0	0	0
Servant Leader Interest	4	0	0	4
Messiah Concert	49	0	0	49
Journey of Life Seminar		1	1	1
23 Volunteer Forms		0	0	0
TOTAL	186	27	27	213

GOOGLE ANALYTICS

Users	1,300	1,100
Sessions	1,900	1,600
Bounce Rate	38.60%	46.68%
Duration	1:55	2:05
Organic Search	64.11%	60.95%
Direct Search	26.86%	31.30%
Other	9.02%	7.75%

- ✓ **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**

Tom shared that:

 - Joint meeting was held with Children Ministries Director and Youth Ministries Director on 2/5/19 and included the following:

- Suggestion made to include Anthony Williams in the meetings – discussed with Anthony on 2/10/19, but need to follow up to confirm
- Pastor Meghan is temporarily “Shepherding” Children’s Ministries in the interim
- Children’s Worship Place during the 11am service has been suspended for a while. The issue is lack of adult volunteers.
- Discussion ensued about capitalizing on success of Messy Church and making a mini Messy Sunday for the children.
- Also discussion about whether VBS this summer is viable. Pastor Meghan has been in discussion with other local churches about pooling resources.

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

Connie shared that:

- Process was developed for monthly reporting of information from 27 separate church ministries, programs, committees, teams and groups
- Simple, easy-to-use Excel template was created and distributed to all 27 groups
- A quarterly report of summarized dashboard of information report will be produced for reporting to Church Council at the end of 3Q19
- The Marketing & Communications Director is the single-point-of-contact for gathering this information
- Form sent out to all groups February 4, 2019 to collect January data with a return date of 2/10/19. To date, less than 25% have responded. Tom will follow-up.

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

Connie shared for Sally that:

- Design work for the Banner Entrance has been completed and no additional support was required

✓ ***Status Report for New Horizons Strategic Plan***

Connie shared that:

- Church Council has requested that 3 committees (Communications, Local Outreach, Global Outreach) report out at the 2/26/19 council meeting on the progress of our committee’s work to the plan and how we align our activities to this vision. Connie will provide this update to council regarding the Communications Committee.

Ongoing Committee Tasks

✓ Public Information Contact List

Karen shared that:

- A preliminary spreadsheet of publication venues has been developed with helpful contact information for anyone desiring to place information in various media – print, social, TV, radio, online, etc.
- The list of venues will correspond to the information in the Recognition Reporting process.
- The Public Information Contact List is scheduled for completion by 3/31/19.

✓ A/V Experts Team – “Geek Squad”

Karen reported that:

- The following teams have been completed their inventory of all church A/V equipment:
 - 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
- Policy and Procedures documents for each team are being developed and 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)
- A meeting is planned for the end of February to assess progress

✓ Enhanced Website Alternatives Investigation

Dennis reported that:

- The white paper on website alternatives has been completed and shared with all committee members
- Discussion ensued regarding the document’s 8 recommendations
 - location for housing a website
 - using a professional web designer to redesign the website for ease of use on mobile devices
 - plan to use historical information relative to the church
 - secure other domain names as alternative URLs
 - continue with Clover platform
 - advance website navigation process
 - benchmark other websites
 - begin a sub-project to investigate ancillary web-site functionality
- Suggestions were made to contact the Youth Ministries and other groups within the church to determine interest in developing test website functionality. Dennis will pursue.

✓ Newsletters – electronic & paper

- Tom Redmond has assumed responsibility for weekly eNotes compilation and distribution

✓ Publicity Banners

- No work performed.

✓ Bulletin Boards

Connie reported that:

- Trustees have requested the development of policy & guidelines for new monitors in Banner Entrance by the Communications Committee.
- There is an issue over who provides and posts the information on the new Banner Entrance bulletin board – Welcome & Hospitality or Communications or another group. After discussion, it was agreed that the Communications Committee position is that they will provide the policy and guidelines for bulletin boards, but are not the authors/originators of the information posted on the board.

✓ Committee documentation & minutes archiving

Connie reported for Sally that:

- No work performed.

✓ Committee policies and guidelines

Connie reported for Sally that:

- No work performed.

Budget and Expenses

Connie shared that:

- January 2019 Preliminary Period 1 Detailed Ledger Report has not yet been received
- Approved 2019 \$200 expenditure for professional photographer for Marketing Director project
- Approved 2019 \$250 expenditure for WUMC logo redesign for Marketing Director project
- Approved 2019 \$150 expenditure for Paul Popadak for consultant work on connecting the video camera to the sound board
- Approved \$75 in print advertising for January – Daily Press Display & Online\$50, Williamsburg Magazine Display\$25
- Video camera was purchased on 1/4/19 for \$5329 and paid from Worship Designated Funds budget
- Several committee members spoke to the need to add monies in future budgets to support ongoing projects.

JAN	Budget	Annual Budget	YTD Actuals	Spend Rate	% Yr Complete	Balance Remaining
	Communications	\$ 3,500	\$ -	0%	8%	\$ 3,500
	Discretionary	\$ 1,010	\$ -	0%	8%	\$ 1,010
	TOTAL	\$ 4,510	\$ -	0%	8%	\$ 4,510

Concerns & Issues

- Sidekick is needed for Live Streaming Video sub-team

Prayers & Devotional for Next Month

- Next meeting is scheduled for Monday 3/18/19 in Room 352 at 6:30pm.
- Opening prayer and devotional will be provided by Sally.
- Closing prayer will be provided by Karen.

Closing Prayer and Adjournment

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