

# COMMUNICATIONS COMMITTEE MEETING

APRIL 15, 2019

## MINUTES

In lieu of a face-to-face April 2019 meeting, written reports were requested of all committee members and compiled into the following:

### 5-Year Strategic Plan Initiatives

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

Connie shared the following WiFi updates:

- Trustees provided approval for the WiFi installation on 3/22/19
- The proposal with James River Communications was signed on 3/24/19
- Work commenced on Phase 1 activities, which include the installation of cabling, switches, fiber backbone, routers, and access points on 4/3/19

Connie shared the following Live Stream Worship updates:

- A mounting bracket for the camera was purchased
- Trustee approval for camera installation received on 4/11/19
- Remote broadcasting of Sunday worship into den and lobby was tested on Palm Sunday 4/14/19 and partially successful. The video was transmitted, but there was a problem with the audio signal.
- Training on the video equipment scheduled for Sound Team on 4/18/19
- No additional volunteers have stepped forward to work on this project and with the loss of Roger as the project leader, this project is in jeopardy

Connie shared the following website updates:

- Created an online form for Tech Team Volunteers.
- Filled in for Lianne on website admin responsibilities during her illness

WEBSITE ONLINE FORMS SUBMISSION	PRIOR	JAN	FEB	MAR	YTD TOTAL	GRAND TOTAL
Commission on Way Forward Comments	0	0	0		0	0
Hands On Mission Days Signup	0	0	0		0	0
Connect 101 Registration	1	0	0		0	1
VBS Registration	65	0	0		0	65
ReCharge Dinner Reservations	32	10	18	11	39	71

Inquiry	15	6	3	4	13	28
Feedback	0	0	0		0	0
1st Time Guest	3	1	0		1	4
Prayer Requests	2	1	2	1	4	6
KMO	2	1	0	1	2	4
Worship Committee	0	0	0		0	0
ReCharge Activities	12	7	2	1	10	22
Geek Squad	1	0	0		0	1
ECMS Inquiry	0	0	1		1	1
Servant Leader Interest	4	0	0		0	4
Messiah Concert	49	0	0		0	49
Journey of Life Seminar		1	0		1	1
23 Volunteer Forms		0	0	3	3	3
Tech Team Volunteers				1	1	1
<b>TOTAL</b>	<b>186</b>	<b>27</b>	<b>26</b>	<b>22</b>	<b>75</b>	<b>261</b>

#### **GOOGLE ANALYTICS**

Users	1,300	1,100	973	1,200
Sessions	1,900	1,600	1,400	1,800
Bounce Rate	38.60%	46.68%	47.52%	44.23%
Duration	1:55	2:05	2:04	2:31
Organic Search	64.11%	60.95%	61.37%	52.65%
Direct Search	26.86%	31.30%	29.88%	33.52%
Other	9.02%	7.75%	8.75%	13.83%

- ✓ ***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***
  - No report
- ✓ ***support Director of Youth Ministries in coordinating youth programs and ministries with Marketing Director***
  - No report
- ✓ ***develop process for quarterly community recognition reports***
  - No report
- ✓ ***Assist other committees with their strategic plan tasks***
  - Completed

## Ongoing Committee Tasks

- ✓ Public Information Contact List
  - Nothing to report
  - With the loss of Karen as the project leader, this project is in jeopardy of completion.
- ✓ A/V Experts Team – “Geek Squad”
  - Nothing to report
  - With the loss of Karen as the project leader, this project is in jeopardy of completion.
- ✓ Enhanced Website Alternatives Investigation
  - No report.
- ✓ Newsletters – electronic & paper
  - No report.
- ✓ Publicity Banners
  - Connie shared that:
    - Nothing to report.
- ✓ Bulletin Boards
  - Connie shared that:
    - Trustees were advised that the Communications Committee would prepare a policy covering all church bulletin boards, which includes the new lobby board
    - Recommended that Tom as the Director of Marketing & Communications assume responsibility for developing the procedures and overall day-to-day management of the specific new lobby board.
- ✓ Committee documentation & minutes archiving
  - Sally shared that:
    - Documents prepared and just need to be punched and placed in binders for retention in church library
- ✓ Committee policies and guidelines
  - Sally shared that:
    - Draft of Communications Policy document will be available for committee comment by mid-April.

## Budget and Expenses

Connie shared that:

- February 2019 Summary Budget report received on 3/21/19
- No detailed budget reports for 1Q19 have been received so unable to reconcile expenditures charged to Communications accounts
- Resolved billing errors on January and February Virginia Media invoices. \$50 in credit to be applied to account.

<b>FEB</b>	<b>Budget</b>	<b>Annual Budget</b>	<b>YTD Actuals</b>	<b>Spend Rate</b>	<b>% Yr Complete</b>	<b>Balance Remaining</b>
	Communications	\$ 3,500	\$ 838	24%	17%	\$ 2,662
	Discretionary	\$ 1,010	\$ -	0%	17%	\$ 1,010
	<b>TOTAL</b>	<b>\$ 4,510</b>	<b>\$ 838</b>	<b>19%</b>	<b>17%</b>	<b>\$ 3,672</b>

### **Concerns & Issues**

- Live Stream Video project in jeopardy with loss of team lead
- Geek Squad project is jeopardy with loss of team lead

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

- Next meeting is scheduled for Monday 5/20/19 in Room 352 at 6:30pm.
- Opening prayer and devotional will be provided by Dennis.
- Closing prayer will be provided by Mike.