

COMMUNICATIONS COMMITTEE MEETING

MAY 20, 2019

MINUTES

In Attendance: Connie Bland, Bill Jones, Mike Johnson, Dennis Cogswell, Sally Burri, Tom Redmond, Greg Whiteside (Facilities Director - guest for first part of meeting)

Absent: None

Opening Prayer & Devotion

Dennis opened the meeting with readings of James 1:1 and Jeremiah 33:3. The focus of the devotional was on active listening and how our paradigm choice influences what is heard. Examples were offered as to: "What would Jesus do?"

Team Norms

The group reviewed the norms. No changes were needed, but additional focus is needed on the last item dealing with "Asking for help and giving help" in order to be more effective as team members.

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

Update from Facilities Director

Greg Whiteside joined the meeting to provide an update on Trustee plans to enhance building security. Plans focus on:

- Locking the many church exterior doors
- Adding security cameras to exterior doorways
- Implementing entry security via bio-metric thumb-print scanner controls and electronic ID cards
- Changes in outdoor shrubbery
- Rekeying of external doors with non-duplicative keys
- Isolating children's and Respite areas
- Egress controls for children's and Respite areas

Questions and group discussion ensued. Dennis commented that there is a common goal of having all persons be safe and secure in the church. He further elaborated that based on his life experiences (working on the street and in jails) security in these areas were very different and that the Trustee ideas come from mainline America and are untested, unreliable, and expensive. Dennis suggested that many alternatives exist to jointly meeting the goal and expressed concern that the many people who openly use the church will be turned away via the lock-down procedure. Comments expressed from other committee members reflected concern over the protection of the many children and vulnerable adults present in the building and that increased security is necessary. Some felt that it was wise to implement appropriate security measures. Connie related her recent experience in a Manhattan church which required all congregants to pass through a metal detector and have contents of bags inspected by armed guards before locking the church prior to worship. She did not feel that this necessarily diminished the worship experience, but provided a visible emphasis on congregant's safety; and this is far and above what is proposed by the Trustees. Another member commented that this was along the lines of insurance. It is necessary to have and hopefully never needed. Greg was responsive to all questions and comments from committee members.

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 the following WiFi updates:

- James River Communications has completed the physical installation work for Phase 1 of the project. WiFi access points, cabling, switches, and the fiber backbone have been placed. WiFi on the new network has been available since April 9, 2019. All that remains of Phase I activities is providing the written documentation and map of the installation, training of staff, and shut down and removal of old equipment.

Connie shared the following Live Stream Worship updates:

- Installation of the camera using power-over-Ethernet was completed on April 12, 2019. The initial trial of streaming worship to the lobby and den TVs was done on Palm Sunday April 14, 2019. There was a problem with the broadcast in that there was no audio. Broadcast software adjustments enabled the audio transmission for Easter services. Two new issues were apparent – audio was out of sync with the video on both the remote broadcasting and also the recordings. The out-of-sync audio/video problem for recordings has been resolved. However, the out-of-sync audio/video problem for remote broadcasting has yet to be solved. The sound team has been trained on the new video equipment and operational procedures were documented. Without volunteers to spear-head this project and a techie to learn and configure the broadcasting software, future progress toward live-streaming to the internet will not occur.
- There was discussion about creating a type of work/study for college students on our advanced equipment. Bill suggested contacting Betsy Harrison, who is the Dean of Student Life at Thomas Nelson College, for possible contacts within their organization. Connie will follow up.
- Tom to provide additional possible contact names.

Connie shared the following website updates:

- The Respite page has been totally revamped and now the 3 Program Ministries have their own separate page, but with a common look and feel. An online contact form was created for the Program Director and placed on her page.
- A new section and online inquiry form was completed for the Prayer Shawl Ministry. It can be found on CONNECT-ADULTS
- Originally, there was to be no Vacation Bible School this year. This decision was reversed and it will now be held July 15-19. VBS materials and online registration form were updated on the website.
- Performed routine website maintenance activities for Lianne while she was on vacation
- A request was made by the Worship Committee to post Rev. Park's recent missionary presentation on the website. However, after obtaining his written permission to do so, it was determined that we were prohibited from publicly displaying it in Russia. Therefore, using the website is not the appropriate venue. Tom will post on the lobby monitors.

WEBSITE ONLINE FORMS SUBMISSION	PRIOR	JAN	FEB	MAR	APR	YTD TOTAL	GRAND TOTAL
Commission on Way Forward Comments	0	0	0	0	0	0	0
Hands On Mission Days Signup	0	0	0	0	0	0	0
Connect 101 Registration	1	0	0	0	0	0	1
VBS Registration	65	0	0	5	5	10	75
ReCharge Dinner Reservations	32	10	18	11	20	59	91
Inquiry	15	6	3	4	3	16	31
Feedback	0	0	0	0	0	0	0
1st Time Guest	3	1	0	0	0	1	4
Prayer Requests	2	1	2	1	0	4	6
KMO	2	1	0	1	1	3	5
Worship Committee	0	0	0	0	0	0	0
ReCharge Activities	12	7	2	1	0	10	22
Geek Squad	1	0	0	0	0	0	1
ECMS Inquiry	0	0	1	0	2	3	3
Servant Leader Interest	4	0	0	0	0	0	4
Messiah Concert	49	0	0	0	0	0	49
Journey of Life Seminar	0	1	0	0	0	1	1
23 Volunteer Forms	0	0	0	3	0	3	3
Respite Inquiry	0						
Prayer Shawl Inquiry	0						
Tech Team Volunteers	0			1	0		
TOTAL	186	27	26	27	31	110	296

GOOGLE ANALYTICS

Users	1,300	1,100	973	1,200	1,400
Sessions	1,900	1,600	1,400	1,800	2,100
Bounce Rate	38.60%	46.68%	47.52%	44.23%	51.31%
Duration	1:55	2:05	2:04	2:31	0:02
Organic Search	64.11%	60.95%	61.37%	52.65%	58.40%
Direct Search	26.86%	31.30%	29.88%	33.52%	30.03%
Other	9.02%	7.75%	8.75%	13.83%	11.57%

- ✓ ***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***
 - ✓ Completed
- ✓ ***support Director of Youth Ministries in coordinating youth programs and ministries with Marketing Director***
 - Completed
- ✓ ***develop process for quarterly community recognition reports***

Tom shared that:

 - Difficulties with the collection and storage process have hopefully been resolved.

Connie shared that:

 - Original plan to present a 1Q19 report to April Church Council meeting did not occur. Hopefully, a report can be created for the June meeting.
- ✓ ***Assist other committees with their strategic plan tasks***
 - Completed

Ongoing Committee Tasks

- ✓ **Communications Committee Policy Statements**

Sally shared that:

 - Draft version 1.3 of the policy and a policy vs. procedure document were previously disseminated to the team for comment
 - Discussion ensued regarding:
 - The need for metrics on the policy statement level vs. process & procedure level
 - Next steps are to develop a procedure document template and split policies among team members in order to document procedures.

- Bill stated that procedures internal to church staff do not need to be address via committee
- Dennis shared that from a Goals/Objectives model, goals were broad statements, unmeasurable, and that lead to action-oriented Objectives that are specific, measurable via their action verbs, and that the tasks then flowed from the goals. He said that the four purpose statements offered were excellent goals and now need measurable objectives.
- Consensus could not be reached.
- Sally will incorporate revisions and issue draft version 1.4
- Everyone was asked to come to next meeting prepared to volunteer for documenting specific procedure areas

✓ **Marketing Plan**

Tom shared that:

- Current version of the marketing plan was disseminated to the team for comment
- Discussion ensued regarding:
 - Connie and Dennis view the current document as missing major components of a traditional marketing plan, such as Goals and Objectives, SWOT analysis, marketing mission and goals, demographics research and analysis, target market, marketing mix, measurements, budget.
 - Inclusion of implementation tasks should be included in the marketing implementation plan rather than the strategic-level marketing document.
 - Connie provided the committee with a written format that she suggests be followed
 - Dennis agreed with the format content and suggested using the Goals/Objective model along with the content headings in the marketing plan document would be effective.
- Team suggested that Tom revise his materials to be more reflective of a marketing plan and bring to the next meeting
- Consensus from the committee is needed once the plan is completed

✓ **Monthly meeting with Children’s Ministry and Youth Ministry**

Tom shared that:

- Monthly meeting between Children’s Ministries, Youth Ministries, Communications Chair, and Marketing Director was not held during April due to scheduling conflicts. He stated that he meets weekly with the Children’s Ministry Director

✓ **Public Information Contact List**

- No additional work was performed on this initiative after Karen’s resignation.
- Tom said he had copies of Karen’s work and will forward to Connie
- The team was asked to think and pray about who can volunteer to carry this initiative through to completion.

✓ **A/V Experts Team – “Geek Squad”**

- This project is at a standstill.
- The team was asked to think and pray about who can volunteer to carry this initiative through to completion.

✓ **Enhanced Website Alternatives Investigation**

Dennis reported that:

- No additional work performed on the "Website White Paper Communications Committee Williamsburg Methodist Church February 7, 2019" which had been presented to the committee but not discussed nor voted upon. He is ready to do so when the committee wishes to again take up the topic.

✓ **Newsletters – electronic & paper**

- No discussion

✓ **Publicity Banners**

- No discussion

✓ **Bulletin Boards**

- No discussion

✓ **Committee documentation & minutes archiving**

Sally reported that:

- Work is completed and will be stored in the library

Budget and Expenses

Connie shared that:

- April 2019 budget report was received on 5/9/19. However, unable to reconcile any committee expenses since detailed reports have not yet been produced by the Finance Office for all of 2019
- One of the CD players in the sound system is broken. The sound team has suggested purchasing a new CD recorder and downgrading the current older CD recorder for use as a CD player only. A replacement unit is estimated to cost around \$300. The committee unanimously voted to use \$300 from the Discretionary budget to purchase a new CD recorder.

APR	Budget	Annual Budget	YTD Actuals	Spend Rate	% Yr Complete	Balance Remaining
	Communications	\$ 3,500	\$ 1,086	31%	33%	\$ 2,414
	Discretionary	\$ 1,010	\$ -	0%	33%	\$ 1,010
	TOTAL	\$ 4,510	\$ 1,086	24%	33%	\$ 3,424

Group Discussion

- The group discussed alternatives to monthly meetings. Suggestions included quarterly meetings, bi-monthly meetings, and a hiatus for the summer. Given that one of our team norms specifically details that we should meet frequently, the majority decision was to continue with monthly meetings.

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

- 2 team members are not available on the scheduled meeting date of June 17, 2019. In lieu of a meeting in June, written reports will be submitted by all members no later than 6/15/19.
- Next meeting is scheduled for Monday July 15, 2019 in Room 352 at 6:30pm.
- Opening prayer and devotional will be provided by Tom.
- Closing prayer will be provided by Bill.

Closing Prayer and Adjournment

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