

# Communications Committee

## 2017-18 ANNUAL REPORT

Chairperson: Elizabeth Dalton

Members: Will Bender, Leah Canin, Linda Dupuis, Karen Ellsworth, Barbara Pagh, Etta Zasloff

The purpose of the Communications Committee is to manage and support the internal and external communications of information and events for the UUCSC community. Currently the Communication Committee supports our website, Facebook page, weekly eNews (using Constant Contact), monthly newsletter, online directory of members and friends of the congregation, and outreach publicity to local newspapers, and other news media. Each member of the committee is actively involved in the support of one or more of these communication methods. The Communication Committee meets on an as-needed basis and coordinates regularly through electronic means. The Communication Committee also coordinates with staff members.

### Accomplishments and activities in 2017-2018:

- Established a process for external publicity outreach
- Established coordinator for publicity – Leah Canin
- Added new members – Linda Dupuis and Etta Zasloff
- Integrated the directory into the work of the Communication Committee
- Published the weekly eNews to share timely information
- Published monthly newsletter, which is distributed electronically and by regular mail to those who request it
- Published regular and timely updates for Sunday services and events on the FaceBook page
- Conducted organized review of menu structure and organization of website. Developed recommendations for improvement
- Regularly updated photographs, audio sermons, and content on the website
- Conducted an after-service demonstration and discussion for congregation of the website, online directory, and mobile directory application for smartphones
- Held individual congregational help sessions for FaceBook and directory users.

### Plans for 2018-2019:

- Hold two “Lunch & Learn” meetings for congregation, to continue help with UUCSC communication tools
- Update formatting and content of the website, considering usability and accessibility
- Establish online forms for posting events
- Expand external publicity for events and community outreach