

UUCSC Communications Committee

2018-2019 ANNUAL REPORT

Chairperson: Elizabeth Dalton

Members: Will Bender, 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 e-mail marketing software), monthly newsletter, online directory of members and friends of the congregation, and outreach publicity to local newspapers and other media. Each member of the committee is actively involved in the support of one or more of these communication routes. 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 2018-2019:

- Purchase of software that will change the appearance of the website to make it more attractive and more user-friendly.
- Met regularly with other committee chairs through the Coordinating Council. Shared communications information at these meetings.
- Continued support of interactive online directory as part of the Communication Committee work
- Published weekly eNews (thru Constant Contact e-mail marketing software) to share timely information of interest to UUCSC community
- Published monthly newsletter, 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 (<https://www.facebook.com/UUCSC/>)
- Regularly updated photographs and content on the website and posted new audio sermons on the UUCSC website (<http://uusouthcountyri.org/wp/>)
- Continued review of menu structure and organization of website.

Goals for 2019-2020

- Implement re-design of the UUCSC website, considering usability, accessibility, and content reorganization
- Add a feature to the website that will enable readers to fill out forms on-line and print them out or send them electronically
- Expand capacity to manage external publicity for events and community outreach