

From Betsy Dalton, Chair, UUCSC Communication Committee

May 20, 2020

Annual Report for the Communications Committee, 2019-2020

The primary accomplishment of the Communications Committee for 2019-2020 is the design, development, and establishment of a new website for UUCSC. All members of the Communications team were involved in the decisions made, and the website was successfully launched in October, 2019. The new website allows for full control of content directly by UUCSC, eliminating significant costs for external web consultants. The website is reviewed regularly for updates, and is overseen by Etta Zasloff, content manager and Will Bender, web master.

In response to COVID-19 closings in March 2020, the Communication team assisted Rev. DL in establishing the following communications:

- transition of all-congregational emails to Constant Contact;
- established "Message from the Minister" emailed 2x per week to the congregation, which is then posted to the UUCSC website;
- updated and revised the website to reflect current UUCSC communication needs.

Karen Ellsworth stepped down from producing the monthly newsletter, and weekly eNews. The Communications Committee recommends an expanded weekly newsletter to replace these communication tools, and is working with UUCSC staff and Board on a plan for implementation in the upcoming year.

We thank Karen Ellsworth for the countless volunteer hours she gave to UUCSC over the many years she has served to support and improve our communications. We will miss her incredible talents on the Communications Committee, and her steadfast dedication - and we wish her the very best!