

From Betsy Dalton, Chair, UUCSC

Communication Committee May 17, 2021

### **Annual Report for the Communications Committee, 2020-21**

The primary accomplishments of the Communications Committee for 2020-21 were the updating and maintenance of the UUCSC website, and the establishment of a new and expanded weekly UUCSC online newsletter. The entire Communications team met numerous times to discuss and determine the final design of the newsletter, and it has been successfully maintained by its primary editor, Etta Zasloff, throughout this year of the pandemic. The newsletter serves as a vital source of communication, information, and announcements for the congregation and UUCSC staff. Links to additional content in the newsletter are connected to content posts on the website. The website is reviewed regularly for updates, and is overseen by Etta Zasloff, web content manager, and Will Bender, web master.

Due to COVID-19 closings in March 2020, the Communication team assisted Rev. DL in the following areas:

- Support for all-congregation emails and weekly UUCSC newsletter via Constant Contact;
- Expanded content in weekly newsletter, including comprehensive worship service and RE content, Announcements, social justice information and ongoing congregational stories;
- Updated and revised the website to reflect current UUCSC communication needs;
- Continued regular postings to the UUCSC FaceBook page, including links to recorded services or homilies;
- Administration support in UUCSC Zoom sessions, especially for Sunday services;
- Review of and encouragement to the congregation of the online UUCSC directory updating.