

Annual Report for the Communications Committee, 2022-23

The Communications Committee membership remains stable and committed to their work. The chair, with active support from the committee, continued to work closely with the staff to provide current information to the congregation and beyond through the UUCSC website <https://uusouthcountyri.org>, our weekly newsletter titled UUCSC NEWS AND UPDATES, and our Facebook page <https://www.facebook.com/UUCSC/>.

Analytics of all digital platforms show continued increase in use by our congregation and beyond. It appears that the congregation is developing higher expectations for current news and accessible information, which encourages our progress forward.

Besides our typical budget items for Zoom, the website and Constant Contact, we purchased 30 radio ads on the Classical Radio Station WCRI 95.9 FM for a month in March-April as outreach for new members. We will be determining through anecdotal reports if this expenditure produced any results. If so, we have budgeted for two more months in 2023-24.

One thread throughout the year was the initiation of a discussion to help all committees to use Google Drive to maintain records and transition when chair changes.

We met on Zoom regularly at 4:00 PM every other month in the week preceding the scheduled Coordinating Council meetings (Sept., Nov., Mar., May and held one additional meeting in March.) We plan to continue this schedule for the next year.

Linda Dupuis, who managed the Membership Directory, resigned from the Communications Committee in May.

Committee Members:

Etta Zasloff – Website content, Newsletter Editor

Betsy Dalton – Facebook

Will Bender - Webmaster

Sky Kimball – Zoom Tech +

Barbara Pagh - Photographer

Elizabeth Donovan – Board Liaison

The committee welcomes new members with an interest in improving communications at UUCSC.