

## Annual Report for the Communications Committee, 2023-24

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, by way of our digital platforms:

- the UUCSC website, at <https://uusouthcountyri.org>
- our weekly email newsletter, *UUCSC News and Updates*, which is currently created using Constant Contact
- our Facebook page, at <https://www.facebook.com/UUCSC/>
- our Instagram account (@uucscri), at <https://www.instagram.com/uucscri/>

For all of Rev. Denis' services, there is now a link to a Google doc for the full text of each service! The main link for that is on the front page of the website, next to the link to our YouTube Channel. It takes users to a page with individual, easy-to-find links, by date and topic. This benefits all of us at UUCSC as a community of faith, by reinforcing our institutional memory. It is also helpful to newcomers who may benefit from a written copy of our services.

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.

The Communications Committee is continuing the review of the UUCSC website for updates and changes. Betsy Dalton has created a tool for this in Google Docs, the [Website Review Google Document](#). She has shared it with everyone as a *public* document. We welcome any suggestions of changes and updates to the website. Please forward your suggestions to Betsy Dalton as the Website Review Team Lead, by email at [elizabethmdalton@gmail.com](mailto:elizabethmdalton@gmail.com), so that she may incorporate them into our review process.

The chair, with help from the committee, also led the Breeze Implementation Team, and continues to troubleshoot and assist with the ongoing process of ensuring 100% integrity of the information in Breeze. We have also transitioned to Breeze for the UUCSC Directory, dropping the CTRN Directory expense of \$114 annually. Our goal is to transition our weekly newsletter from Constant Contact (cost: \$240 annually) to Breeze. We plan to begin this process as soon as the newsletter feature offered by Breeze is upgraded to be more stable.

The 30 radio ads on the Classical Radio Station WCRI 95.9 FM for a month in March-April 2023 as outreach for new members was not determined to be worth it. We did not include outside advertising in our budget for 2025.

Etta Zasloff and Betsy Dalton donated a large screen TV, which now hangs on the wall in the UUCSC library. We intend for all UUCSC leaders to be able to use it for sharing information, such as during committee meetings, Google Doc training, or Breeze training. No more squinting at tiny laptop computer screens!

- The connectivity features of this TV make it easy to use with a computer.
- It has an HDMI cord that can be connected to a computer, either directly using the HDMI cord, or with an HDMI-to-USB-C cable adapter.
- And, we are available to help leaders use this new feature to facilitate your church work.

We met on Zoom regularly at 4:00 PM every other month in the week preceding the scheduled Coordinating Council meetings (Sept., Nov., Jan., Mar., May). We plan to continue this schedule for the next year. In line with the revised UUCSC policy on in-person meetings, we have begun to hold more of our meetings in person. This has been favorably received by the committee members.

Kelsey Briggs joined us for our final meeting of the year, in person in the library. She is considering joining the CommComm or assisting with some website updates.

Committee Members:

Etta Zasloff – Website content, Newsletter Editor

Betsy Dalton – Facebook and Website review

Will Bender - Webmaster

Sky Kimball – Zoom Tech + Detail editor

Barbara Pagh - Photographer, Oneto Room Bulletin Board

Elizabeth Donovan – Instagram

Bethany Sorrentino - Board Liaison

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