



Communications Team

Swansboro United Methodist Church

February 3, 2017 Meeting Minutes

Attending: Ray Bihary, Helen Cizerle, Elizabeth Holz, Bonnie Johnson (Leader)
Absent: Tonya Morton, Emily Egerton, Jowita Zerilli, Danielle Hersh, Sanders Hall, Nat Fahy, Lynn Rouse, Ginger Garner, Paul & Stephanie Madsen

Bonnie brought the meeting to order at 6:00 p.m. by lighting the Christ candle. She then gave a brief devotion and prayer.

Status of team members: Six members advised they were unable to attend. (Four had unexpected conflicts on the day of the meeting, so it was too late to reschedule.) Lynn could have come for a short time at the beginning of the meeting; Sanders would have been there later. Since it was already challenging for them to be there and so few members were attending, Bonnie recommended they not come. Ginger has advised that she will not be able to attend most meetings but is willing to review work and respond as able. Bonnie will send another "Go To Meeting" request to see if another day/time will work better for all before the next meeting.

Goals for 2017 were shared with team via email January 12, 2017. No changes were suggested so that document was sent to Church Council chair on January 24th. (Goals enclosed below.)

Bonnie reviewed the status of the team projects. (See below) The planned discussion of a new logo, publication guidelines and yearly calendar were postponed since many team members were unable to attend. Most of the remaining meeting time was discussion about proposed redesign of the bulletin that Elizabeth & Jowita are working on.

1. Church Brand/Logo: Danielle submitted another design. Sanders reported he has something to share, including brand guidelines.
2. Survey for Preferred Contact Method: Survey is available online (2/2/17) and will be provided in paper copies with Sunday bulletin. Survey will be open through 2/13/17. Julie Lee (from the new worship service team) and Bonnie will collect the responses. The results will be shared at next team meeting.
3. Redesign Bulletin: Elizabeth presented a first mock-up. General design includes space for notes during sermon and for prayer concerns. Separate worship section still needed for each of the services since words to songs are included on 8:30 & 11 and they are different. (In the Beacon service, words are projected on screen so not needed in bulletin.) Approach was to make the worship service part the section people would take home and move all announcements to electronic (The Scoop). Elizabeth will continue to work on layout of this approach. An alternative approach was requested where

announcements would be the section people would take home. Survey results may affect approach.

4. Redesign of Brochures and Info Packets: Lynn Rouse is joining the team and will work on brochures and packets. Bonnie will meet with her to discuss.
5. Prepare Yearly Calendar: no update.
6. Research New Calendar for Office and Web: no update.
7. KIOSKs for narthexes: no update. Need sub-team.
8. Campus signs: no update – no time to work on.
9. Review Publication Guidelines: Tonya, Helen and Bonnie worked on the “5W’s” form on 1/31/17. Tonya drafted a Google form. Bonnie refined it. Decision pending on whether same form can be used for calendar/room requests. (More research needed on possible different calendar/room scheduling software.)
10. Update on PhoneTree: CenturyLink installed 2nd line on 1/16/17. Both lines are now working. We still need guidelines on area codes/prefixes from CenturyLink. (Ray and Sanders working on this?)
11. Promos to TV, Radio, Newspapers: no update. (Nat & Sanders still to share their list and template with Helen.)
12. Continue Scoop: Copies of the Scoop are being left for pickup in the narthexes. Christy Denham reported that it looked like 1 was picked up from the sanctuary and 4 from the Beacon on Jan. 29th. Christy will continue providing the copies for a few weeks and see if they are picked up.
13. Facebook and other social media: No discussion except a mention to combine the main and Beacon FB pages.
14. Redo Website: No discussion – Sanders and Bonnie were unable to meet as scheduled due to death in Sanders’ family. Elizabeth suggested we hire someone to redo the website.
15. Podcasts and Radio: No discussion – none needed until results of survey are in.
16. Directories: Lifetouch does not yet have a release date for the mobile version.
17. Update Church History: no update
18. Advent Rack Cards: Completed in December.
19. Other projects: No discussion.
20. Large electronic sign: No discussion.

Next meeting time: To be determined. Expect it to be early March.

The meeting adjourned at 7:30 with a prayer led by Helen.

Send any corrections or additions to Bonnie Johnson.

Communications Team of SUMC – 2017 Goals

New Goals for 2017

- Develop SUMC logo
- Survey church for preferred methods of contact, study results and adjust methods as indicated
- Redesign weekly bulletin
- Redesign brochures and info packets
- Research & implement KIOSKS as part of Welcome Centers
- Prepare new outdoor campus signs
- Redesign website
- Update church history
- Prepare yearly calendar of all known church activities (to facilitate publicity)
- Research & implement (if approved) new online calendar program for office & web
- Review/update publication guidelines and share with all committees
- Encourage & assist other teams in publicizing activities within and outside the church

Continuing/recurring Goals & Responsibilities

- Increase use of social media
- Continue weekly publication of *The Scoop*
- Continue weekly postings to “Swansboro UMC Sermons” podcast
- Maintain website
- Maintain PhoneTree equipment; assist other teams with use
- Maintain mobile church directory (Lifetouch must create first)
- Prepare & release promos for newspapers, TV, radio, etc. as appropriate
- Provide communication/advertising support to other SUMC teams/committees
- Prepare & distribute rack cards for Lent & Advent

Team: Ray Bihary, Helen Cizerle, Christy Denham, Emily Egerton, Nat Fahy, Ginger Garner, Sanders Hall, Danielle Hersch, Elizabeth Holz, Laura Lamonica, Paul Madsen, Stephanie Madsen, Tonya Morton, Lynn Rouse, Jowita Zerilli, Bonnie Johnson

This team is currently meeting on the 1st Thursday of each month from 6 – 7:30pm, Room 33LL (Bldg 2).