



Communications Team

Swansboro United Methodist Church

February 20, 2018 Meeting Minutes

Attending: Ray Bihary, Helen Cizerle, Sanders Hall, Bonnie Johnson (Leader)

Introduction

Bonnie brought the meeting to order at 5:30 p.m. by lighting the Christ candle, then read a brief devotional and prayer.

With sadness, the team acknowledged the passing of Elizabeth's father.

Three other team members were missing. Helen has decided to remain on the team! Anyone with an interest in joining the team is welcome.

Minutes from the last meeting had been approved via email.

Handouts: CC Covenant, Team budget, Annual Goals worksheet

Church Council Review

Bonnie reviewed items from the past three Church Council meetings. The last meeting (workshop) included the 2018 goals for SUMC. These goals are: 1) restart the Stephen's ministry program, 2) begin a ministry for our senior church members, 3) receive 100 new members + 50 watching online, and 4) add traditional worship to live streaming. Complete minutes from Church Council meetings are available online.

Ground Rules Review

The team reviewed the covenant used by Church Council and agreed to basically use it as the team covenant. Bonnie will make the slight modifications and share with the team. Team decisions will be made by consensus.

2017 Accomplishments Review

Bonnie reviewed the accomplishments of the team as shared with Church Council. See attachment.

2018 Goals Determined

Team reviewed the guidelines offered by the Church Council for setting goals. Much of the team's responsibility involves continuing existing work but we feel that we can reach beyond that. We set four new goals in direct support of the goals set for the church.

1. **Upgrade SUMC's roadside marketing.** The existing sign is to be replaced with an electronic sign to allow changing messages/images reflecting current activities in the church. There are several such signs along Hwy 24 now – Swansboro Town Hall, First Baptist Church, Hurst Realty, to name a few nearby. Our team budget

includes \$20k expressly for this project. Members in attendance felt we need to reach outside the team for someone to lead this effort. Brandon Armstrong was suggested as he is on staff and may have time to devote to this project. He has agreed and will recruit assistance. Sanders will provide Brandon a list of known steps to accomplish this. Options will be presented to our team before taken further to Church Council.

2. **Live streaming of traditional worship services.** Sanders and the Beacon worship team are upgrading the cameras used in the Beacon services. The existing cameras will work great for the traditional services. Sanders will work with Merle and others to get this underway.
3. **Complete the website revision.** Sanders and Bonnie have made significant progress on this effort. They will redouble their efforts to complete it soon.
4. **Communications Workshop.** Sanders recently attended a great workshop held by the UMC in Morrisville. He suggested that we hold a similar workshop at SUMC to help everyone understand how important it is to do a good job at marketing SUMC. Sanders will contact the primary speaker (Derek) from his workshop to lead our workshop. Tentative dates for this workshop are April 7 or April 14 from 9am – noon in the Assembly Hall. Ray will handle setup of the room. Helen will handle refreshments. Sanders will preview/run-through the workshop with the team prior to the actual workshop.

A few particulars we might adopt as a result of the Communications Workshop:

- A new email address, OurStory@SwansboroUMC.org, will be advertised for everyone to use to send pictures of events.
- Our church logo should be included on EVERYTHING. This will be one of the things to emphasize to everyone preparing any kind of advertisement.
- Offer templates for other committees, etc. to use for flyers, etc. These templates would include the logo as well as prompts for dates, times, places.
- Suggest that those distributing bulletins on Sunday mornings might have a greater impact if they could instead walk around and talk to people – especially new people. Bulletins could be left on a stand at each isle for the congregation to pick up as they enter. Sanders will offer this idea to the Worship Committee first.

Next meeting currently scheduled for Tuesday, March 13 beginning at either 5:30 or 6:00 pm.

Helen closed the meeting with prayer at 7:00 pm.

Attachments:

2017 End of Year report

Communications Team Covenant

SWANSBORO UNITED METHODIST CHURCH

Communications Team Covenant

As members of the Communications Team of Swansboro United Methodist Church, we are called to tell the story of Swansboro United Methodist Church. To protect the integrity of our relationships and ministries together, with God's help, we will:

- Seek to be faithful to the mission of The United Methodist Church in making disciples of Jesus for the transformation of the world.
- Strive to educate and inform the community and world (churched and un-churched) about our church services, missions, activities and opportunities, and share information about our district, conference and general commission.
- Seek to offer Swansboro United Methodist Church a united team that engages in honest deliberations where we listen to one another, disagree agreeably, maintain confidentiality and treat one another with respect, courtesy and integrity.
- Make team meetings a priority by attending unless we are sick or out of town. If we have to miss, we will notify the chairperson as early as possible.
- Meet as scheduled or as deemed necessary by the team leader. Meetings should last no longer than 2 hours.
- Come to our tasks and our gatherings fully prepared and fully engaged.
- See and honor Christ among us assuming the best, and never the worst, in each other, embracing and valuing the unique gifts and ministries we each bring to our united purpose as a team.
- Embody humility and patience with each other, being mindful of one another's physical, spiritual and emotional needs.
- Allow that the 'ownership' of an idea belongs to the community as a whole and to none of us individually.
- Handle conflicts Biblically. We will start conversations with questions and seek to understand one another's perspectives. The Bible (Matthew 18) serves as our guide to resolving conflicts.
- Pray for one another in our ministries and responsibilities.
- Pray for the Holy Spirit's guidance as we seek to agree on the essentials among us, submitting our own desires to God's will for the good of the Body of Christ.
- In private and public, members will support the team's decisions.

Communications Team - End of Year - 2017

The Communications Team was challenged with many new tasks as a result of the Joel Team in 2016. The requested budget of \$1539 was increased to \$15,539 to handle the purchase of furniture and signs.

Goals Reached in 2017:

- SUMC Logo designed and implemented
Mugs, Magnets, Shirts, tote bags, etc.
- Survey of congregation conducted – for communication methods & new Beacon service
- Bulletin redesigned
- Welcome Centers – furniture for both building 2 & 3
- Brochures & info packets
- Invitation cards for congregation to share (business card size)
- Campus wayfinding signs – large maps plus room for special announcements
- Buildings numbered
- Facebook & social media – Promos, Live streaming of Beacon (began 9/10), other events also posted on YouTube (WOW, Rise Against Hunger, Community Prayer service)
- Lent & Advent rack cards prepared & distributed with help from others
- PhoneTree (new line & setup for new PC)
- Chrismon pamphlet prepared & available
- Christmas sleeve banners & stands

Continuing/recurring:

- Podcasts of weekly sermons
- Website posting of weekly services
- Web updates
- The Scoop – handled by Anne Turnage, Office Manager
- Submissions to newspapers, & other UMC publications - Promos for newspapers (Lent & Advent), updates to Find-a-Church, Google My Business
- Prepare & send audio of Beacon service to WSME1120 radio station weekly
- PhoneTree (mainly for UMM)
- Assist other teams and office

Incomplete:

- Website revision – well underway
- Church calendar – possible conversion to Google calendar – to be integrated with new website
- Publication Guidelines – done but to be integrated with calendar & new website
- Mobile Directory (email from LifeTouch 11/30 that it's ready)
- Church History – brief history has been updated on website. Still to prepare info on kneeling pads and stained glass windows

Submitted by Bonnie Johnson 1/13/2018