Communications Steering Team Minutes

Sunday, January 25, 9-10 AM

Meeting led and Minutes taken by Erika Juran

Leaders Present: Shawn Fink, Jake Miller, Dianne Creagh, Deb Gogniat, Steve Snell (not present: Jon Paulos, Rafi Veras)

**Chalice Lighting**

**Review of Short Term (thru June 2015) Initiatives- We are on target for deadline completion.- Erika**

1. Beacon Facelift, Eff. January 2015- Reminder- Beacon goes to ALL UUCY Friends, including media and community partners:
2. Messaging crafted by Erika and inspired by staff team and leader discussions. Custom subject headings are more engaging. Focus on message rather than listing events and help needed. Messaging is meant to be engaging or inspirational. Thank you to Jake and Shawn for leading this vision.

“Open” rate of these new emails has trended 35-46% (Pre-face lift range 2-16%) “Industry” average open rate is 26.2%.

1. Links to web pages with jpgs crafted and introduced by Shawn (new free software now being used by Erika). “Click-throughs” in January 2015 avg. is 16%, Pre-click rate is 13%. Need to keep monitoring click rates and be sure folks are reading the news items. Click skewed high due to amazing 30% click rate of SOC Member email. Single stream of info on web also carries to Sunday Bulletin, FB, and Sunday projected announcements.
2. Clear positive feedback- most overwhelmingly strong open rate of 77% are Beacons with “Message from our Minister.” Our readers have spoken. I’ll continue to encourage these, whether SoulFire or social justice, or media-related.
3. More Member/PF Only Communications- The open rate and click rate are so high for these strategic messages.
4. Website Strategy, eff. Dec.2014 and ongoing.
5. Increase Congregant Involvement for Sustainability. 3 members have been trained and will “adopt” pages or sections of pages.
6. Simplification of Webpage Design and Messaging- Most importantly, leaders and editors are being urged to focus their messaging to make this clear to visitors and members alike. Essentially, the website messaging is helping clarify each areas’ focus and initiatives. I’m looking forward to sharing some of these as we move through Jan. and Feb.
7. Tools for Engagement- new pages include the Volunteer Page and Learning and Leadership Development. Also highlighted Talent Survey, which includes reported results- shared with Program Council and Cmtee. Chairmen last week.
8. Help Needed: Specific Pages Clearly Need Adoption- Next Recommend Worship and Music.

**Recognition of Identified Next Initiatives:**

1. Lobby Communications. Shawn and Dianne on focus team with Erika’s support. Short-term/Spring 2015: Create clarity/sections on existing boards.
2. SoulFire Communication Space: Consider and create flexible plan to insure that Small Groups (expected Fall 2015) Communicate and Share Ideas- Timeline Spring 2015
3. Engagement Ideas (Erika recommends footballing this to PC and will do so):
4. Recommendations of Sunday morning check-in/mashups (Deb)
5. Identify the natural (by personality or role) Connectors and leverage their recommendations
6. Now that a congregant will be entering New Visitor Data, Erika will create New, Returning Visitor Tracking for the congregation. Columns might also include How They Found Us and # Interested in New UU class.
7. Dot Voting in Lobby to get visitor/congregant input on initiatives and other work

**Review of Proposed Comm./Admin. 2015-2016 Budget,** Shared with Fiscal and Treasurer in December 2014. Each line item reviewed. Subject to change as needed, and flexible, allowing for increase/decreased based upon actions toward our Charge and Revenue Stream.

**2015- 2016 Proposed focus initiative:**

***DG suggestion:******Building on congregational Credo work, we will investigate, clarify and shape our identity to develop a dynamic communications plan.***

***JM suggestion: To build systems and facilitate practices that help congregants connect within and beyond our faith community, emphasizing who we are, and what matters most.***

1. Resources needed: Call to marketing/advertising/branding professionals within congregational friends group.

2. Vision to include: Inclusionary input including“ Dot voting” for recommendations

**Closing/Extinguishing of Chalice**

**Next Meeting Expected in April 2015. Erika will send Doodle poll for dates.**

**Recommended Topics- *send yours along:***

**Writing a Charge Workshop by Jon Paulos**

**Message Needed for New Annual Report from Communications Team**

**SoulFire Communication Space Discussion**

**“Branding” Charge Resource Team Identified**

**Continue Communications Manual- 2 existing policies improved by Dianne/Erika, will share with Program Council**

**Erika to Report:**

**Google Analytics Reporting for Website**

**Recommended Member/PF Communications Schedule**