***UUCY COMMUNICATIONS STEERING TEAM DEVELOPMENT PLAN***

***2014-2015 FISCAL YEAR***

*Mission- Through print and electronic publishing, communications consultation, and marketing, the Communications Resource Group serves UUCY by providing information and enhancing the visibility of Unitarian Universalism in the York community and beyond. The CRG is a part of Program Council.*

*The DCA oversees and coordinates UUCY’s communications with our community, and the wider world.*

*The CST provides resources, support, and vision for the Communications Program.*

*2014-2015 Charge- Create CST, strengthen website and Ebeacon channels, create leading documents for communication, create strategic communications budget*

*2015- 2016 Charge-*

*2016- 2017 Charge-*

*CST 2014-2015: Dianne Creagh, Shawn Fink, Deb Gogniat, Jon Paulos, Russ McKnight, Jake Miller, Steve Snell, Rafi Veras*

**Leading documents:**

* Current Policies that are still relevant-
* Working UUCY Communication Plan
* 2014-2015 Budget and Usage

**Initiative #1: Clearly define audience, intent, and reach for entire congregation, recruit and train resource talent- Website, EBeacon.**

Goals: Communication through all channels and Recruitment. Presentation to Congregation at May 2015 Meeting.

Objectives: Sustainability of these two most important inreach and outreach channels at UUCY

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| **Objective driven Actions** | **Resources** | **Methods of Assessment** | **Responsible person(s)** | **Indicators and Timeline** |
| 1. **Strategic reassessment of website and Ebeacon** 2. **Write website and Ebeacon admin procedure.** 3. **Recruit Web Team and identify leader,Train owners for specific pages; Recruitment for Ebeacon team, training and leader confirmation** 4. **Recruitment wave post Congregational Meeting** | 1. **Shawn Fink, Web design resource team, Ebeacon Team; available remaining budget** 2. **Communication Policies and Procedures in progress.** 3. **Communication channels and Communications Steering Team (CST)** 4. **CST, PC, Board- whole congregation** | 1. **Strategic Audit.** 2. **Quarterly meetings with Web Team and Ebeacon Team** 3. **As above** 4. **Working teams and backups** | 1. **Oversight by DCA** 2. **Oversight by DCA** 3. **Oversight by DCA/ Championed by CST, Program Council, and Staff Team** 4. **Oversight by DCA and Team leaders** | 1. **Completed by Feb. 2015; assessment by Google Analytics and Mailchimp reporting.** 2. **Completed by end Dec. 2014.** 3. **Recruitment and training by end January 2015.** 4. **Recruitment and training immediately/ongoing** |

**Initiative #2: Create UUCY Communications Policy and Procedure Handbook**

Goals: Create leading documents and resources for UUCY to share involvement of communications with membership at large.

Objectives: Work with CST leaders and create best practices to create this handbook.

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| **Objective driven Actions** | **Resources** | **Methods of Assessment** | **Responsible person(s)** | **Indicators and Timeline** |
| 1. **Send working policies to CST Task Force on Policies for review and approval.** 2. **Communicate the policies and procedures** | 1. **CST Task Force on Policies: Dianne Creagh, Rafi Veras, Joan Fulton, Lisa Hallett, PC**   **(research on existing UU policies completed already by DCA)**   1. **Presentations to CST, PC, Board, and post on Website** | 1. **Annual review by CST and Program Council every spring** 2. **Consider introduction of Audience/Interest Survey (see Parking Lot)** | 1. **Led by DCA, approved by CST and PC** 2. **DCA with approval by above bodies** | 1. **Presentation of handbook to congregation at May 2015 meeting** 2. **Presentation to Leaders at April 2015 meetings** |

**Long Range Initiatives:**

Initiative 1:

Goals:

Objectives:

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| **Objective driven Actions** | **Resources** | **Methods of Assessment** | **Responsible person(s)** | **Indicators and Timeline** |
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Initiative 2:

Goals:

Objectives:

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| **Objective driven Actions** | **Resources** | **Methods of Assessment** | **Responsible person(s)** | **Indicators and Timeline** |
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Initiative 3:

Goals:

Objectives:

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| **Objective driven Actions** | **Resources** | **Methods of Assessment** | **Responsible person(s)** | **Indicators and Timeline** |
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**CST INITIATIVE IMPACT REVIEW:**

**JANUARY 2015 MEETING**

**APRIL 2015 MEETING**

**Parking Lot for Later:**

1.

2.