

## **Lobby Communications Task Force Recommendations to CST, May 2015**

**Members: Shawn Fink and Dianne Creagh**

**Staff Support: Erika Juran**

### **Initiative 1: The Hello Project**

*Goal: Branded project to be rolled out at Ingathering 2015. This project will be ongoing until disbanded.*

Objectives: Support of an Ongoing and Intentional Visitor and Member Contact/Information Center on Sundays.

1. Convey information and materials to members related to issues and events
2. Provide a place to match visitors with a congregational “ambassador” for the day
3. Provide a place for visitors with children to meet an RE liaison

Partners: CST, Program Council, Membership and Stewardship; RE for Multigen Project, and B and G for wall mount creation

First Action: Need a CST Member to lead this Project Task Force, and then Meet with Membership. DCA recommend that this is a partnered project between Membership and this Task Force.

Next Action: Multigen Name Tag Redesign and Wall Mounted Tag Center

Resources: Wall Mount Tag Center, new tags and stickers, buttons for Hello Project ambassadors

Promotion: Eblast in Beacon- What is Hello Project in August 2015. Constant presence thereafter in Beacon and on Welcome page.

Authority: Task Force, working with Membership

### **Initiative 2: Clarified Paper Lobby Communication- Timeline- by Ingathering**

*Overall goal: Re-organize bulletin board postings in a clean, coherent design that efficiently and effectively conveys information to visitors and members about UUCY and events*

Boards:

Program Council: Events and Initiatives

Membership: Visitor Orientation, New Member Information

Community: Events in the area of interest to UUs

RE: Events and Spotlight “Moments”

Music Branded Board

*Goal 1: Make it clear where informational items are posted.*

Objective: Create color coded header with explanation for each Program Council Stream for main board

Partners: Connie for design, B and G.

First Action: Text Approval for Header

Next Action: Recover Board so items can be affixed properly.

Authority: DCA to act as needed and to communicate and work with Dir. Music, LRED, and Membership

*Goal 2: Create Member Board in current ComBomb Spot*

Objective: Consistent spot for hottest items and business

Partners: Connie for design

First Action: Text Approval for Header

Authority: DCA to act as needed

Promotion: Repeated Sunday announcements and Eblasts to Members

### **Initiative 3: Friendlier Layout of Physical Lobby area**

*Goal: Create attractive gathering places and recognition of regular business spots in Lobby*

Facilitate more orderly flow of traffic through lobby

Create more intimate conversation hubs with strategic placement of furniture

Objective: Overdue attention to this first-impression spot

Partners: Dianne for layout design, B and G for moving items

First Action: Schedule a moving day and confirm leader for this initiative. Leader gives DCA promo information so she can make this initiative clear before so doing.

Authority: CST to announce and then act as needed

Promotion: FB posts and "What is Hello Project" teasers

#### **Initiative 4: Simplify!**

*Goal 1: Group promotional items and encourage thematic/simplicity to Program Council*

Objective: The simpler things are and clearer things are, the easier we can communicate, and the more stickiness items will have

First Action: Brand music promotion and all music concerts/events, and create its own FB page and brand Music Comm page as well

Partners: New Music Promo Group, Dick Frey, Music Committee Chair, and DCA

Authority: Music Committee approval, DCA action

Promotion: As Above

*Goal 2: Encourage Crosspollination of PC areas and Recommend Themes and Actions for a Year*

Objective: More Communication/Interworkings, More Invitations to Engage, and Make a Clear Stand for a Cause

First Action: Recommend Group Action Theme for Year to SJ- done week of May 4-Shawn, follow up on idea and request to be added to PC Agenda if needed?

Partner: SJ Chair, CST, Program Council as Whole

Authority: CST is not just a Resource for Program Council but an Advocate towards Clear Communication, Advance Notice of Events, Proactive Communication, and Branding